

## Case Study

Details of a plot in Dubai South are as follows:

### Project details:

Land/ Plot: 45,000 FT<sup>2</sup> | Residential | G+6

Net Area / Sealable Area: 111,000 FT<sup>2</sup>

Total Build-up Area: 170,000 FT<sup>2</sup> (Including Parking, pools)



### Share details:

- Plot Owner Share: 35 % of Net Area (38,850 FT<sup>2</sup>), Provided through plot JV
- Investor Share: 32.5% of Net Area (36.075 FT<sup>2</sup>)
- Developer Share: 32.5% of Net Area (36.075 FT<sup>2</sup>)

- SALE VALUE: 1,500 AED/FT<sup>2</sup> | 36,075 FT<sup>2</sup> X 1,500 AED/FT<sup>2</sup>: 54 M AED
- COST VALUE: 925 AED/FT<sup>2</sup> | 36,075 FT<sup>2</sup> X 925 AED/FT<sup>2</sup>: 33.4 M AED
- COMMISSION TO AGENT: 5% OF SALE: 2.7 M AED
- PROFIT: 20.9 M AED FOR INVESTOR

## ❖ ROI Calculation

- Realistic view: Sales payment covers after the second payment (25% of investment).  
20.9 M profit / 8.35M (equity) | ROI: 250% (in two years)

- Note 1: The sale price is based on the current value, without considering inflation, to ensure a greater profit.
- Note 2: Project duration: 2 years from the second payment
- Note 3: With Zenith's value-added services, branding, and full in-house capabilities, sales success will be maximized and risks effectively mitigated.

### ❖ Zenith Strengths: Positioning for Above-Market Sales:

- Proven track record with numerous successful project deliveries
- Luxury developments with outstanding and innovative designs
- Flexible and convenient payment plans for off-plan buyers
- Comprehensive post-handover property management and leasing services
- Premium hospitality services for residents
- Extensive networking and marketing reach
- Professional project presentation and branding
- Active initiation and development of multiple projects in Dubai South (DWS)

### ❖ Why Zenith Offers Such Opportunities

- Zenith minimizes risk by managing design, construction, legal, and finance fully in-house. Strong joint ventures from plot owners, combined with off-plan sales and investor funding, secure project budgets. With every high-performance delivery, Zenith strengthens its brand and market dominance.