

PARTNERSHIP DEVELOPMENT SET UP ROAD MAP



This roadmap is tailored for high-net-worth investors aiming to establish their own development company with 100% ownership and the capability to initiate multiple projects. At the same time, they can leverage the privileges, expertise, and strategic partnerships offered by Zenith Real Estate Development.

Zenith aims to expand the number of initiated projects both independently and through collaboration with strategic partners. These partnerships are designed to create a win-win situation, delivering substantial benefits to all involved parties. To gain a deeper understanding of our approach and proven track record in this area, please refer to the following:

- ▶ [Zenith Strategic Partnership Proposal](#)
- ▶ [Zenith Portfolio](#)



1. Zenith Services

In addition to the benefits outlined in the Zenith Strategic Partnership Proposal, the strategic partner will also receive the following advantages:

1.1 Primary services by Zenith:

In addition to the benefits outlined in the Zenith Strategic Partnership Proposal, the strategic partner will also receive the following advantages:

- Co-branding Opportunities – Leverage the established reputation of the Zenith brand alongside your own.
- Access to Zenith’s Project Portfolio – Utilize Zenith’s extensive and credible portfolio to enhance your market presence.
- Full Independence and Control – The strategic partner retains full control and independence over their development company while benefiting from access to projects at true development cost, maximizing transparency and profitability.
- Use of Zenith Offices – Access Zenith’s office facilities as needed to support operations and meetings.
- Sales Support in Dubai and Beyond – Receive assistance in promoting and selling your project in Dubai and other regions.
- Marketing Network Synergy – Gain access to other projects from Zenith’s strategic partners to support your marketing team and maintain continuous engagement and visibility in the market.
- Access to Joint Venture Opportunities – Benefit from Zenith’s strong portfolio and industry presence, which opens doors to valuable resources and connections, including introductions to plot owners interested in joint venture (JV) collaborations.

- Allocation of Mega Projects – Gain access to large-scale projects received by Zenith, with the opportunity to be assigned portions of these developments. This is made possible through Zenith’s strong industry connections.
- Comprehensive Consultancy Services – With 20 years of experience across all aspects of property development, Zenith provides end-to-end consultancy and support—from project initiation to final handover. This ensures that strategic partners are guided through every critical stage, avoiding the risks and inefficiencies often associated with unreliable service providers in the market. Zenith’s trusted expertise helps safeguard the success and quality of each project.
- Cost Savings – Through access to Zenith’s advertising channels, internal resources, and established operational infrastructure, strategic partners can significantly reduce overhead expenses. This includes marketing, administrative, and other project-related costs, resulting in more efficient budgeting and maximized returns.
- Access to Reliable Sources – By following Zenith’s guidelines and utilizing recommended suppliers and service providers, the strategic partner gains access to trusted and proven resources. This not only enhances efficiency and quality but also helps mitigate risks commonly faced in the market, ensuring smoother project execution and better outcomes.
- Enhanced Problem Solving and Efficiency – With Zenith’s ongoing support and expert guidance, the strategic partner benefits from increased efficiency across all aspects of property development. This includes critical areas such as design, construction, marketing, development management, legal matters, and navigating government bureaucracy. Zenith’s experience helps streamline processes, overcome challenges, and ensure smoother project delivery.
- Added Value Services – Through Zenith’s strategic policies, professional facilities, and high-quality project presentation and marketing support, the strategic partner benefits from enhanced project value. These efforts contribute to stronger market positioning, increased demand, and ultimately, greater profitability for the strategic partner.

All the above benefits and services are offered by Zenith Group to the strategic partner in exchange for only a 5% share of the project's asset value. This minimal claim reflects Zenith's commitment to aligning its interests with those of the strategic partner, treating the project as its own. By sharing in the project's success rather than imposing high upfront costs, Zenith ensures a true partnership model built on mutual growth, trust, and long-term value creation.

1.2 Optional Services by Zenith:

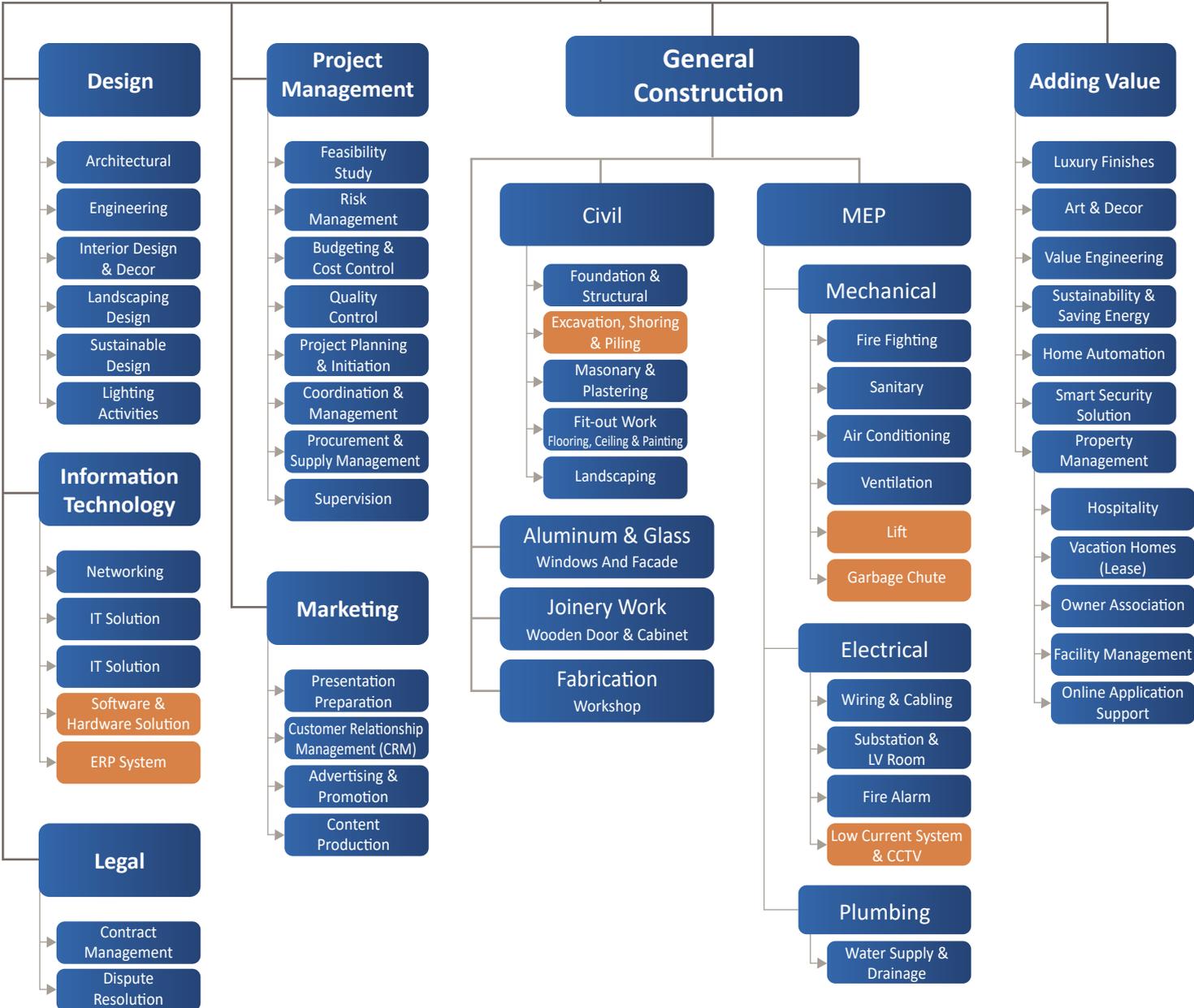
As you review Zenith's portfolio, you will find a strong track record of successfully hand-ed-over projects across Dubai. Zenith operates with a fully in-house model, covering the entire spectrum of property development services. This includes architectural and engineering design, complete construction execution, strategic marketing and development, as well as comprehensive property and facilities management. Leveraging its own specialized teams and workshops, Zenith is also able to deliver high-quality, luxury products at competitive and affordable prices.

We believe that Zenith's offering is both fair and competitive when compared to other qualified service providers in the market. However, Zenith does not obligate its strategic partners to exclusively use its services. Strategic partners retain full freedom to conduct tendering processes or select alternative service providers for any part of the project.

In such cases, Zenith will charge a 3% project management fee for each specific service outsourced. This fee covers Zenith's role in supervising the external service providers to ensure that the quality, standards, and branding associated with Zenith are upheld, while also safeguarding the interests of the strategic partner throughout the development process.

Zenith Activities

Development



Zenith In-house Services
 Outsourced Services

2. Principal Road Map Action:

The strategic partner will follow the steps outlined below to initiate and ensure the successful development of their own projects upon signing the partnership agreement with Zenith Group:

1. Establish the Development Company

Set up a legally registered development entity with 100% ownership under the strategic partner's name. The company name can combine the partner's name with "Zenith" to reflect the alliance, allowing the strategic partner to leverage Zenith's portfolio, reputation, and brand value.

2. Define Project Objectives

Identify project goals, including type, scale, budget, and expected returns.

3. Feasibility Study

Conduct a detailed feasibility study to assess the project's potential and investment viability. Zenith will prepare and provide the feasibility study prior to plot acquisition, ensuring informed decision-making from the outset.

4. Select Suitable Plot or Joint Venture Opportunity

Secure a land plot independently or through Zenith's assistance via joint venture opportunities with plot owners.

5. Market Research

Conduct detailed market analysis to validate the project's potential and investment soundness.

6. Engage Consultancy & Design Services

Either appoint Zenith or an alternative service provider for design, planning, and regulatory approvals—with Zenith providing supervision if outsourced.

7. Project Budgeting & Financial Planning

Develop a comprehensive project budget, financing plan, and cash flow analysis in collaboration with Zenith consultants if required.

8. Construction Execution

Appoint a contractor—either Zenith or a third-party—with Zenith overseeing execution if services are outsourced to maintain brand standards.

9. Marketing & Sales Strategy

Launch a tailored marketing campaign utilizing Zenith’s network or external agencies, with optional support from Zenith’s sales channels.

10. Property Management Setup

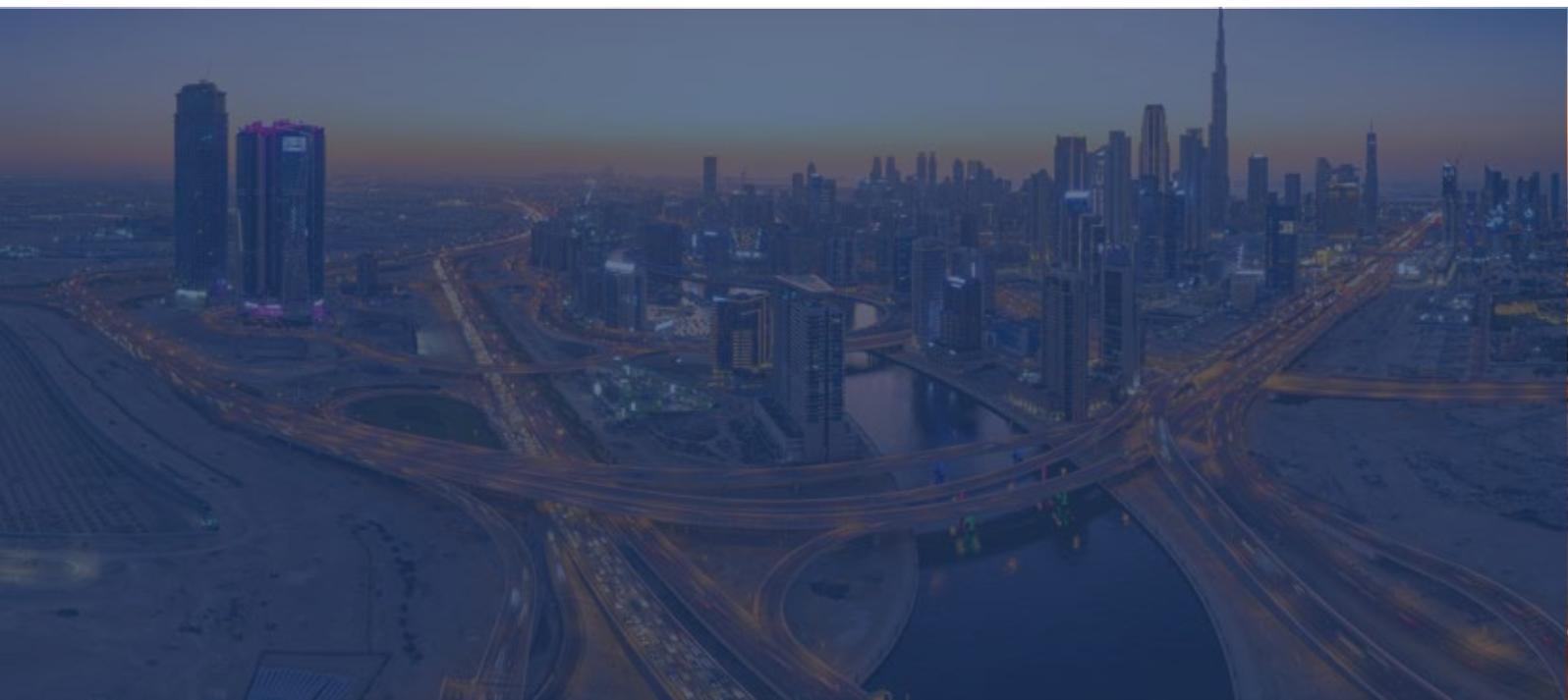
Plan and implement post-handover property management strategy, with Zenith offering full in-house services if chosen.

11. Project Handover & Finalization

Oversee successful project delivery, including final inspections, authority clearances, and handover to buyers or tenants.

12. Post-Completion Evaluation

Review project performance, returns, and partnership effectiveness to optimize future developments.



3. Associated Fees

	Services	Activities	Zenith Fees	Comments	
1	Primary Services by Zenith	Include in 1.1	5% of each project's asset	Ensures high profitability, full control, reduced risk, and maximum efficiency	
2	Optional (Essential Service)	Development Progress:			
	2.1	Land acquisition	Purchas / J.V	No charge by Zenith	Using zenith profile for better deal and JV possibility
	2.2	Development	Development offices work	Not additional charge if not by zenith	The cost varies based on the strategic partner's ambitions and volume of projects.
	2.3	Eng. Designing	Engineering	Not additional charge if not by zenith	4%-5% of construction fee (Recommended by Zenith to ensure greater project control and efficiency, zenith charge 4%)
	2.4	Int. Designing	Interior	Not additional charge if not by zenith	(Recommended by Zenith to ensure delivery aligns with the fashion and material availability, and practical execution—Zenith charges only a minimal required fee)
	2.5	Construction	Construction	PM 3% (if not by zenith execution)	Approximately AED 310/FT ² as an average cost for the total built-up area. The strategic partner also has the option to proceed with tendering through qualified contractors.
3	Optional (Adding Value Services)				
	3.1	Value engineering		Not additional charge if not by zenith	Zenith, through its in-house team, can provide all the value-added services listed in this section at affordable and competitive prices by request of the strategic partner.
	3.2	Luxury finishing			
	3.3	Extra Amenities			
	3.4	Automation			
	3.5	Pooled Investment			
	3.6	Zenith investment			
	3.7	Presentation			
	3.8	Marketing			
	3.9	Rental Facility			
	3.10	Hospitality Facility			
	3.11	Furnished Facility			
	3.12	Art and Décor			

4. High Profit Potential

Based on today's market prices, the strategic partner stands to gain significant profit by engaging in property development in Dubai.

The strategic partner's return on investment (ROI) can vary depending on several factors, typically ranging from 60% to 180% within 2.5 years. For example, an investment of AED 50 million could yield returns between AED 80 million to AED 140 million. These figures do not account for potential market inflation, which could further increase overall profitability.

The profit can depend on the following factors:

1. Project Location

Prime or emerging areas can significantly impact sales value and demand.

2. Plot Price and Acquisition Terms

Lower land costs or favorable JV terms increase profitability.

3. Project Volume and Height

The taller and larger the project, the greater the potential profit. This is because the cost of land per square foot becomes more economical with increased built-up area, while sales revenue tends to be higher due to greater sellable units.

4. Design Efficiency

Smart, space-optimized layouts combined with unique and stylish designs can significantly enhance the sellable area and increase the project's market appeal, leading to higher demand and better returns.

5. Construction Cost Control

Effective cost management enhances margins.

6. Sales Strategy and Timing

Proper marketing and timing of sales impact revenue.

7. Product Type and Quality

High-demand property types and well-finished products command better prices.

8. Market Conditions

Economic trends, supply-demand balance, and investor sentiment affect returns.

9. Zenith's Involvement

Utilizing Zenith's support, brand, and network can reduce costs and increase credibility and sales.

10. Adding Value

By leveraging Zenith's advice and value-added services, the strategic partner not only increases profitability but also effectively reduces risks throughout the development process.

There are many other factors that influence profitability and project success, which can be further elaborated upon as needed and depending on the specific requirements and timing of the project.

Here is a feasibility study related to the initiation of the project.

▶ [Feasibility Study](#)



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