

Dubai Real Estate Investment Pitch – Euro Advantage 2025

As an investment banker with over 15 years of experience in Dubai's banking, finance, and real estate markets, I am presenting why **European investors** should capitalize on today's euro strength to secure high-yield Dubai real estate assets.

1. Euro Strength: A Currency Advantage

- **Today (Aug 14, 2025):** €1 = AED 4.2793
- **6 Months Ago (Feb 5, 2025):** €1 = AED 3.8219
- **Result:** The euro has gained ~12% against the AED.

This means European investors now get significantly more AED for their euros, enhancing purchasing power immediately.

AED Property Price	EUR Cost (Feb 5, 2025)	EUR Cost (Aug 14, 2025)	EUR Savings Today
1,000,000	€261,647	€233,683	€27,964
2,000,000	€523,295	€467,366	€55,929
3,000,000	€784,942	€701,049	€83,893

2. Dubai Real Estate: Why Buy Now

- **Capital Appreciation:** Dubai property prices have risen 147% over the last 5 years, 75% since 2021.
- **High Rental Yields:** Average yields of 6%–8%, prime assets up to 10% — significantly higher than most European cities.
- **Tax Efficiency:** No income or capital gains tax on property. Only a one-time 4% transfer fee.
- **Strong Demand:** Expats and global HNWIs continue driving demand, positioning Dubai as a leading global property hub.
- **Investor Protections:** Strict escrow laws, regulated off-plan market, and strong government oversight.

3. Investor Benefits

- Enter Dubai real estate with **12% more purchasing power** due to euro strength.
- Lock in properties that generate **6%–10% net rental yield**.
- Benefit from **long-term capital appreciation** and global demand.
- Optimize returns in a **tax-efficient environment** compared to Europe.
- Position yourself early in a market that remains one of the **fastest growing globally**.

Conclusion: Now is the optimal time for European investors to allocate capital into Dubai real estate. The combination of euro strength, strong rental yields, and Dubai's global appeal offers unmatched upside potential.