

THE WILLOWS RESIDENCES

USPs

Unique Selling Points

ABRA

www.abragroup.ae

Key Facts

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FACT SHEET

Project Name
The Willows Residences

Developer
SCC Vertex

Total Units
54 Apartments

Residential Unit Mix
1 and 2 Bedroom Apartments

Handover
Q2 2027

Payment Plan
- 60 / 40 (3 Years Post Handover Payment Plan)
- 35 / 65

Estimated Service Charge
AED 13 per sq. ft.

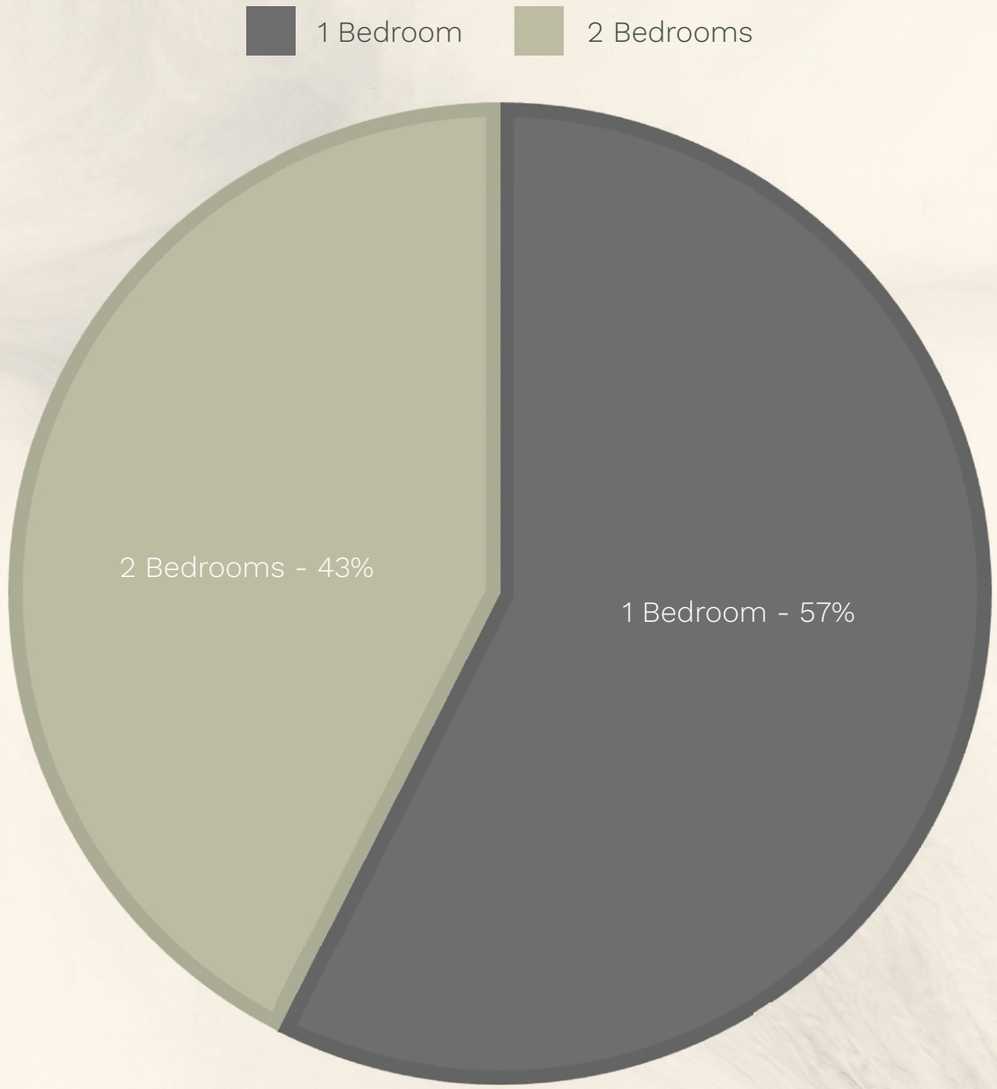
Building Configuration
G + 5 Floors + Roof



UNIT MIX

UNIT MIX

Unit Type	Total Units	% of Units
1 Bedroom	31	57%
2 Bedrooms	23	43%



UNIT SIZES AND TICKET PRICES

UNIT SIZES (sq. ft.)

Unit Type	Min Total Area	Max Total Area
1 Bedroom	700	815
2 Bedrooms	910	1,443

TICKET PRICES

Unit Type	Price (AED)
1 Bedroom	1.3 M
2 Bedrooms	1.6 M

SCC VERTEX AND PARTNERS

Developer: SCC Vertex Development

Design and Engineering Consultants: Al Khawajah

Development Management & Sales: Abra

Main Contractor: MAK Oasis

SCC VERTEX AND NOTABLE PROJECTS

SCC VERTEX DEVELOPMENT

- Real estate developer with over 30 years of experience
- Delivering premium residential and infrastructure projects globally
- A project portfolio of AED 4.7 Billion ($ 1.3B worth, total value of delivered high profile projects).



6-lane access controlled National Highway (NH-152D)



NH 66 – 6 lane National Highways, in collaboration with National Highway Authority of India



Indian Culinary Institute (ICI), Noida, Delhi (NCR)



New Madhya Pradesh Bhawan, Chanakyapuri, New Delhi

DESIGN ARCHITECT AND NOTABLE PROJECTS

Al Khawajah Engineering Consultants (KWEC) is a prominent multidisciplinary engineering consultancy with over four decades of experience in the UAE construction sector.

KWEC operates as a fast-growing consultancy specializing in high-quality architectural and engineering services, managing a wide portfolio of hundreds of projects across the country.



Tavora Residences



Luxor Tower



Solcasa Residence



SAAS Hills



Pantheon Elysee



Bloom Heights



Elitz by Danube



Lume Residence

CONTRACTOR AND NOTABLE PROJECTS



MAK Oasis Contracting LLC specializes in building contracting, real estate development, and renovation services. The company has a diverse portfolio of residential and commercial projects.

Notable Projects:

- The Icon Casa 3, 4, & 6 located in Jumeirah Village Circle (JVC).
- Malak Al Reem Building: Located in Arjan.
- Bellagio by Sunrise under development at Wasl Gate, Jebel Ali.



Pricing and Payment Plan

ABRA

Payment Plan I (35/65 Structure)

Project	Unit Number	Type	Total Size	Final Price
The Willows	109	1 Bedroom	704.18 sq. ft.	AED 1,307,811

Installment	Name	Milestone/Date	Percentage	Amount
1	Downpayment	On booking	20%	AED 261,562
2	DLD Fee	On booking	4%	AED 52,312
3	Admin Fee	On booking		AED 5,000
4	1st Installment	3 months from booking	5%	AED 65,391
5	2nd Installment	6 months from booking	5%	AED 65,391
6	3rd Installment	9 months from booking	5%	AED 65,391
7	On Handover	On Handover	65%	AED 850,077
			Total	**1,365,123**

* *Terms & conditions apply*

* *Prices and availability are subject to change without notice*

Payment Plan II (60/40 with 3 Years Post Handover Structure)

Project	Unit Number	Type	Total Size	Final Price
The Willows	109	1 Bedroom	704.18 sq. ft.	AED 1,459,800

Installment	Name	Milestone/Date	Percentage	Amount
1	Downpayment	On booking	10%	AED 145,980
2	DLD Fee	On booking	4%	AED 58,392
3	Admin Fee	On booking		AED 5,000
4	1st Installment	1 month after signing the SPA	10%	AED 145,980
5	2nd Installment	3 months after signing the SPA	10%	AED 145,980
6	3rd Installment	6 months after signing the SPA	10%	AED 145,980
7	4th Installment	9 months after signing the SPA	10%	AED 145,980
8	5th Installment	On Handover	10%	AED 145,980
9	6th Installment	16months post-handover	10%	AED 145,980
10	7th Installment	26 months post-handover	10%	AED 145,980
11	8th Installment	24 months post-handover	10%	AED 145,980
12	9th Installment	36 months post-handover	10%	AED 145,980
			Total	**1,523,192**

* *Terms & conditions apply*

* *Prices and availability are subject to change without notice*

UNIQUE SELLING POINTS

1. Project Location Highlights
2. Connectivity & Accessibility
3. Future Prospects
4. Ticket Prices and Selling Rates
5. Capital Appreciation
6. Rental Yield & ROI
7. Market Positioning and Comparative Analysis
8. Design & Amenities
9. Unit Types & Materiality



Project Location Highlights

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LOCATION

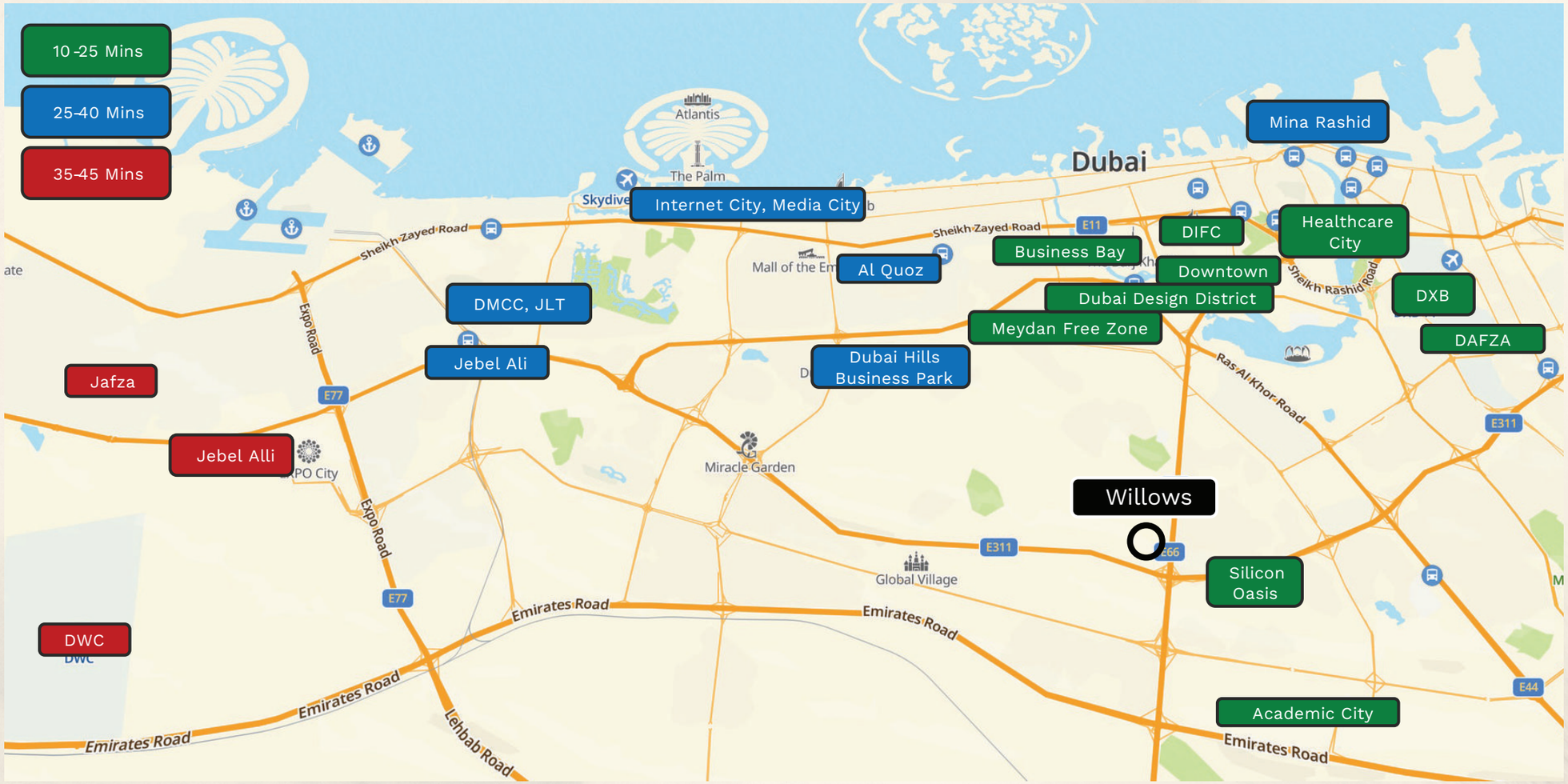
Connectivity to Meydan & MBR City: to the main transport network of the city



Located along a main access corridoor, with accessibility to the main transit network of the city and airports.

LOCATION

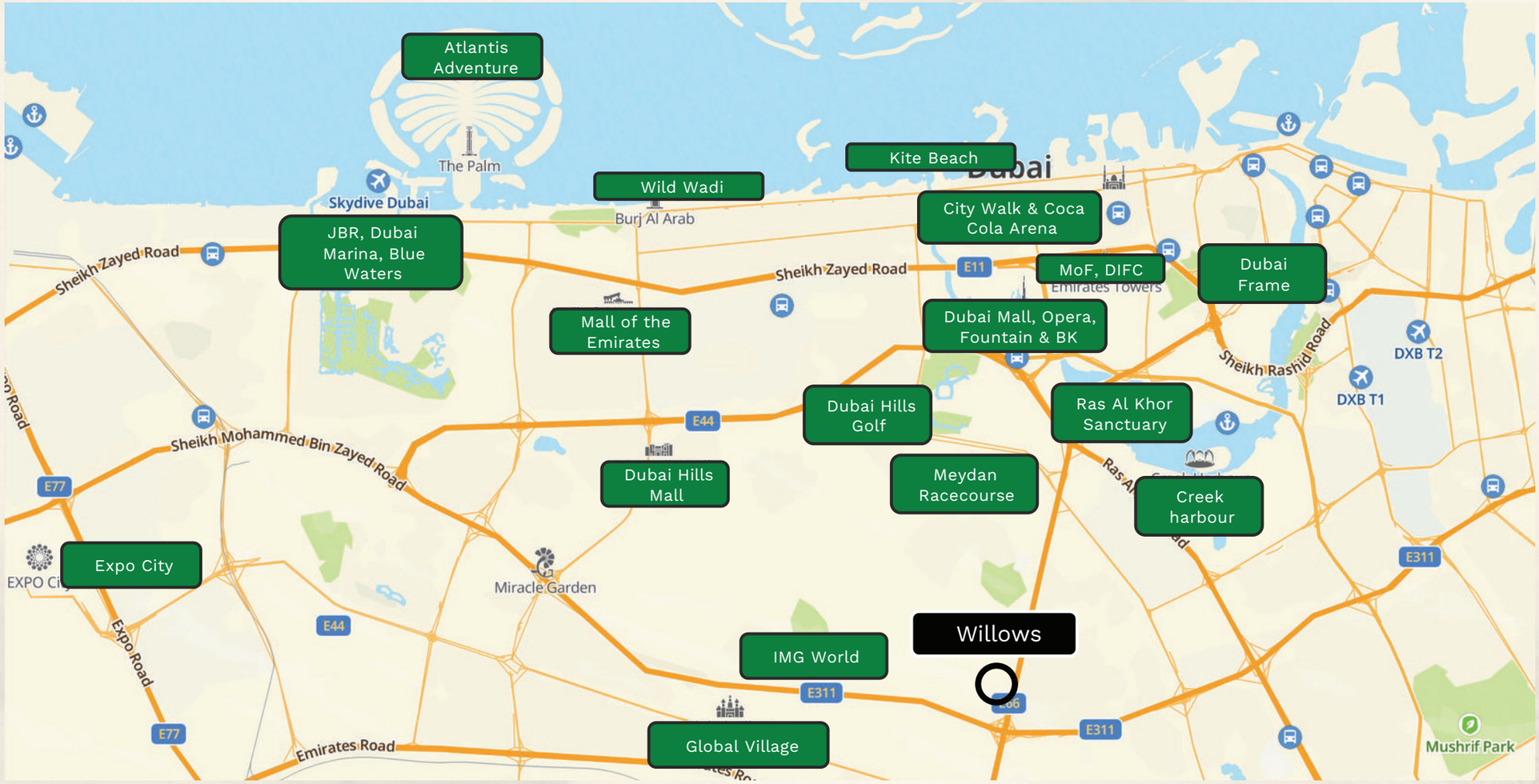
Connectivity: Accessibility to different parts of the city – business, cultural, leisure and academic hub



Well connected with all major locations in the city

LOCATION

Connectivity: Accessibility to a wide range of varied experiences in Dubai



Well connected to towards all major locations in the city

LOCATION



Centrally placed between the main transit corridoors, connecting various parts of the city

5 Minutes

- Silicon Oasis Mall
- Al Barari Forest
- Meydan Academy and Driving Range
- Schools like Indian International School, LLFPM - Lycée Libanais Francophone Privé
- Healthcare facilities like Fakeeh University Hospital and Aster Clinic.

10 Minutes

- Meydan City
- Meydan Racecourse
- Safa Park
- The Track - Meydan Golf
- Dubai Design District
- Silicon Central Mall
- Sheikh Mohammed

15 Minutes

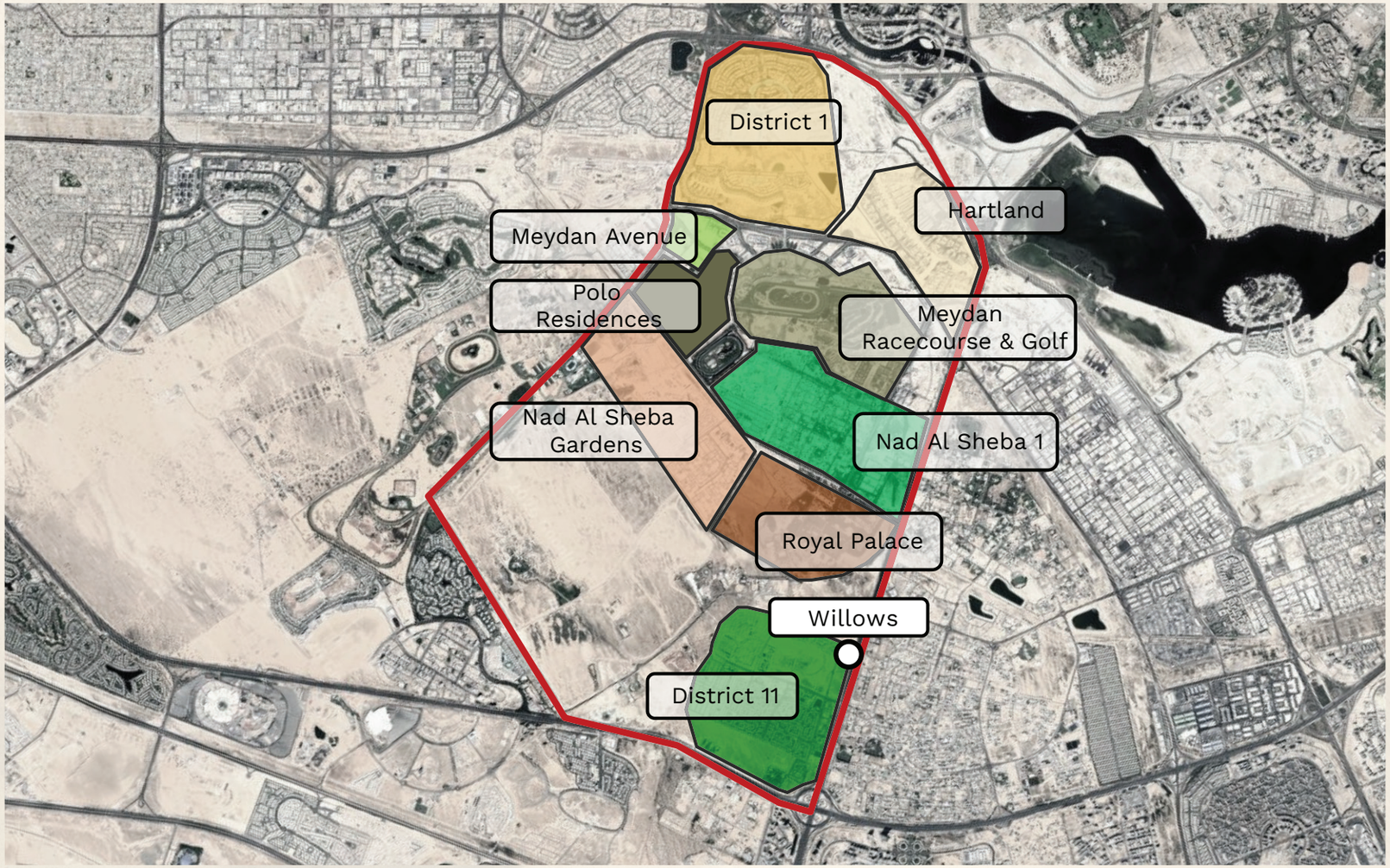
- Downtown
- Burj Khalifa
- Dubai Mall
- Business Bay
- Sunset Beach and Jumeirah Beach
- Ras Al Khor Wildlife Sanctuary
- Academic City

20 Minutes

- Dubai International Finance Centre
- DXB International Airport
- Dubai Marina
- Museum of the Future
- Palm Jumeirah
- Global Village

LOCATION

Meydan & MBR City: A premium area, within the city of Dubai - driving towards Dubai 2040



LOCATION

Access to top educational facilities

Multiple schools, colleges, nurseries & co - ciriccular skills oriented academys including

- Kent College
- Lyree Francais
- International
- North London College School
- Hartland International
- HCT
- Bilingual
- FrenchInternational
- Rashid SchoolFor Boys
- American school of creative sciences
- 5th Dimension Elementary
- GEMs Modern Academy
- King’s School Nad Al Sheba
- Repton School Dubai
- Dubai Schools Nad al Sheba
- Al Fanar School
- LLFPM
- Venus Int’nl Primary School
- German Int’nl School Dubai DISD
- Indian International School
- GEMs Wellington



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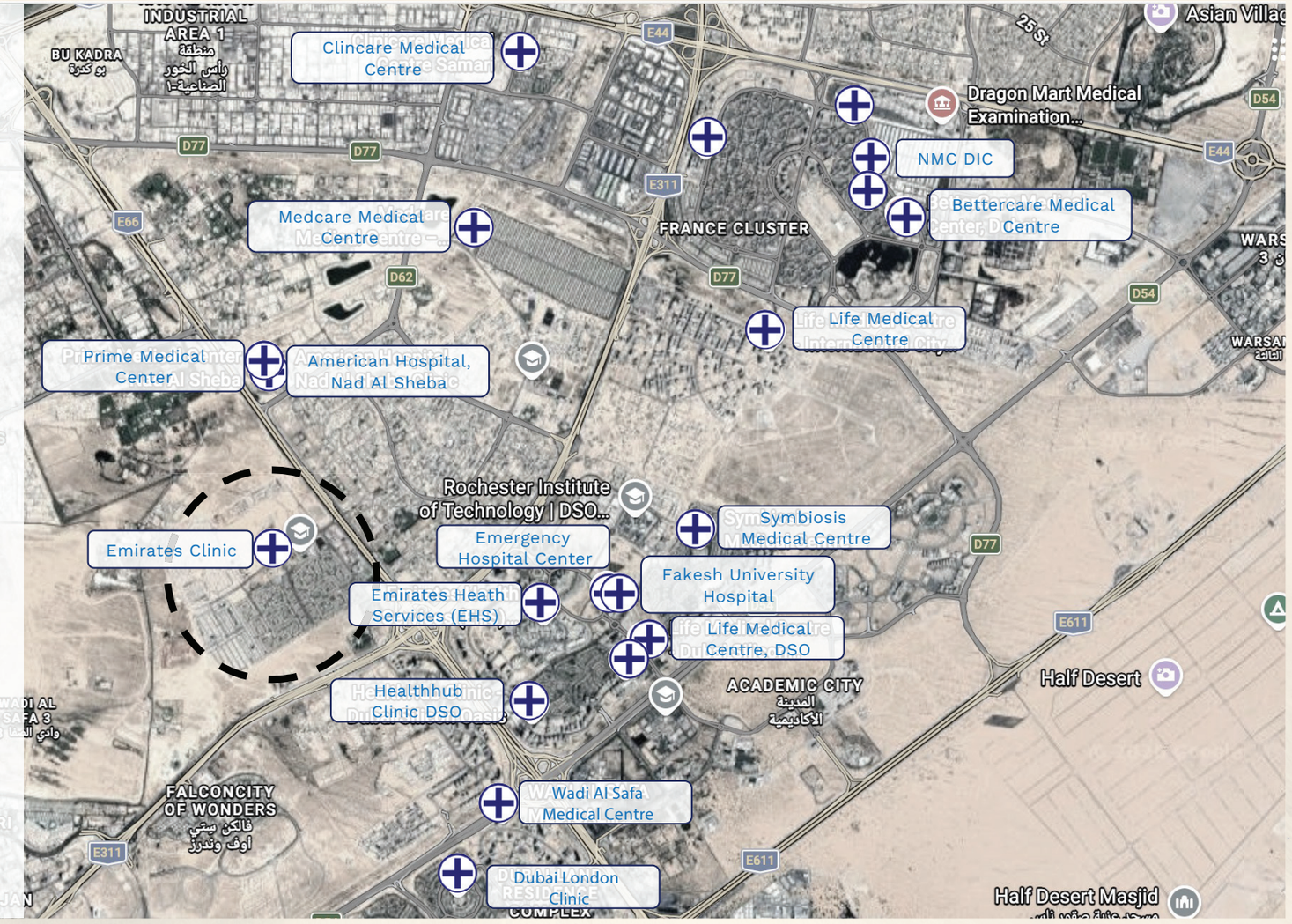
LOCATION

Access to top health care facilities

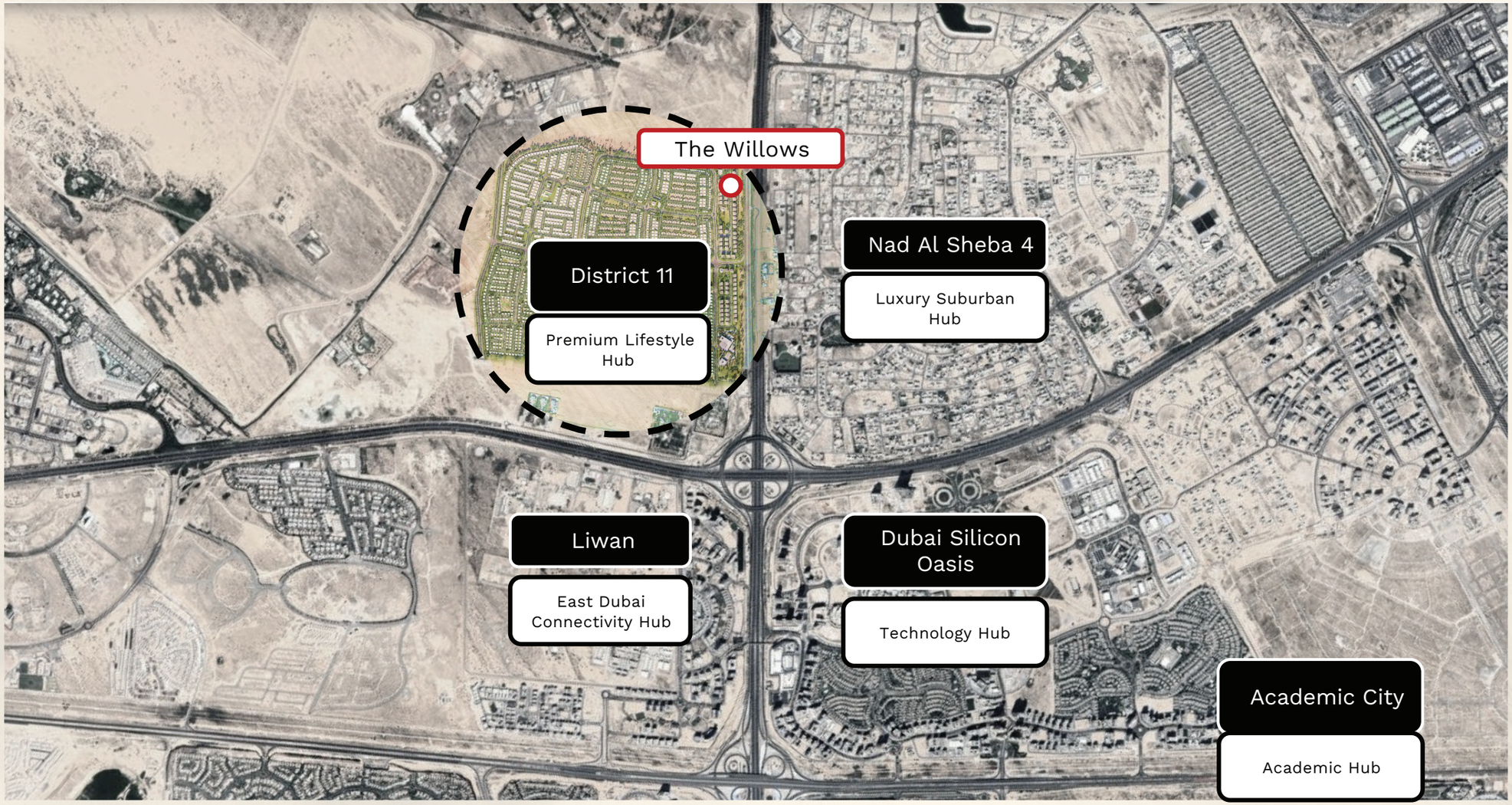
Multiple healthcare facilities including

- Clincare Medical Centre
- Medcare Medical Centre
- Prime Medical Center
- American Hospital, Nad Al Sheba
- Emirates Clinic Heath Services (EHS)
- Fakesh University Hospital
- Life Medical Centre, DSO
- Wadi Al Safa Medical Centre
- Bettercare Medical Centre
- Dubai London Clinic
- Symbiosis Medical Centre



LOCATION

Infrastructure certainty for the premium lifestyle hub



LOCATION

Area Level Masterplan by AE7



LOCATION

Premium Suburb → Better Quality of Living → Better R.O.I.



Community Highlights

- A Low-Density Oasis – Suburb of premium Apartments,Villas and Townhouses
- Access to Healthcare & Educational Hubs
- The community is designed to provide residents with a lavish lifestyle, with easy access to all the modern amenities they need.
- In conclusion, District 11 is a top location for those looking to invest in a luxurious residential property in Dubai. With its excellent connectivity, range of residential properties, and modern amenities, the community is poised to become one of the most sought-after locations in the city.

LOCATION HIGHLIGHTS: KEY POINTS

Community & Lifestyle

- Strategic Location: Situated at the intersection of Dubai-Al Ain Road and Sheikh Mohammed Bin Zayed Road within the MBR City master development.
- Low-Density Design: A tranquil residential environment characterized by expansive green spaces and a calm atmosphere.
- Target Demographic: Ideally suited for families and individuals prioritizing a peaceful, high-quality suburban lifestyle.

Neighborhood Culture

- Inclusive Environment: A diverse, international community known for a welcoming and vibrant social fabric.
- Active Engagement: Year-round calendar of cultural festivals and sports events to foster community spirit.

Safety & Infrastructure

- Secured Living : Features 24-hour professional security and comprehensive surveillance systems. A well-maintained neighborhood with a consistently low crime rate, ensuring a secure environment for residents.



LOCATION

Future prospects in the area



District 11 can potentially emerge as the dynamic hub of Dubai's future.

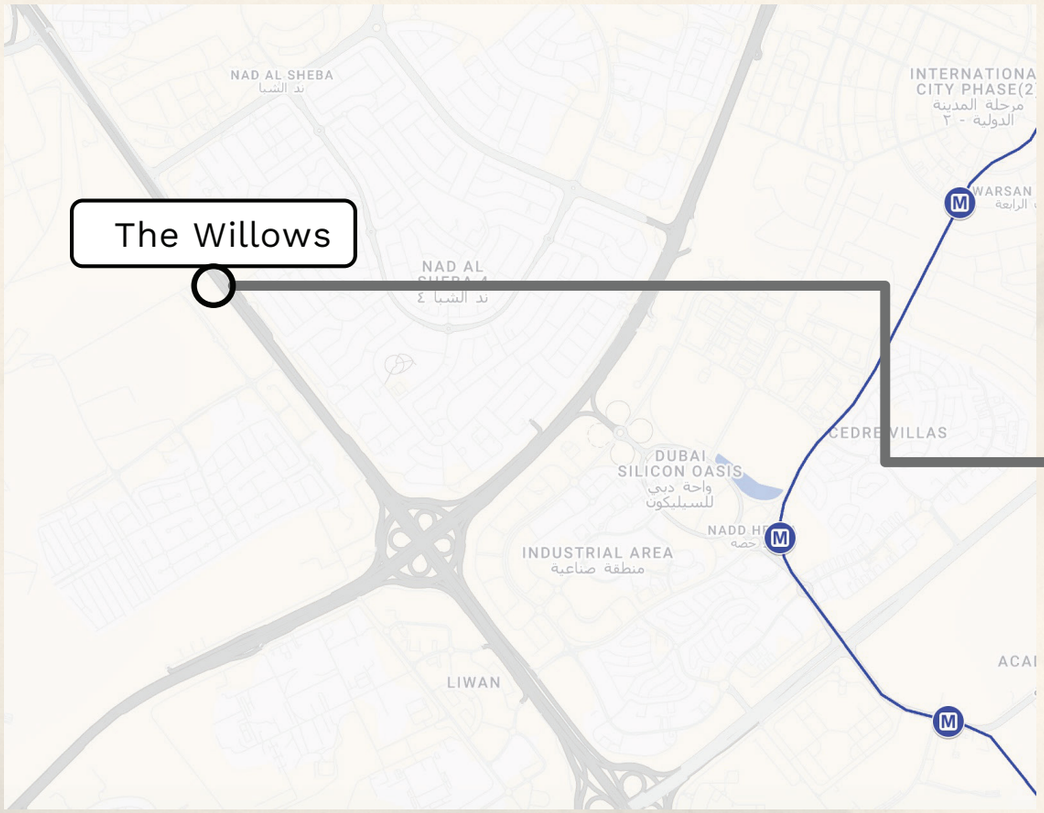
The neighborhood offers a variety of residential properties, such as semi - detached villas, townhouses, and villas with three, four, five, and six bedrooms.

Depending on the size and type of the property, the sale prices for villas in District 11 range from AED 2.8M to AED 38 M.

https://www.dm.gov.ae/wp-content/uploads/2022/11/Dubai-2040-structure-plan-executive-summary-compressed.pdf

LOCATION

Future Prospects: Upcoming Blue Line Metro in proximity





Sources:
https://www.google.com/maps/d/viewer?mid=1_gUNTCMw_3ltChX8p5DHiDTr3o3n5Pc&femb=1&ll=25.04605934688927%2C55.320390922761625&z=11
https://unionmetrostation.com/dubai-metro-map/
https://www.rta.ae/wps/portal/rta/ae/public-transport/metro/about-metro

Ticket Prices and Selling Rates

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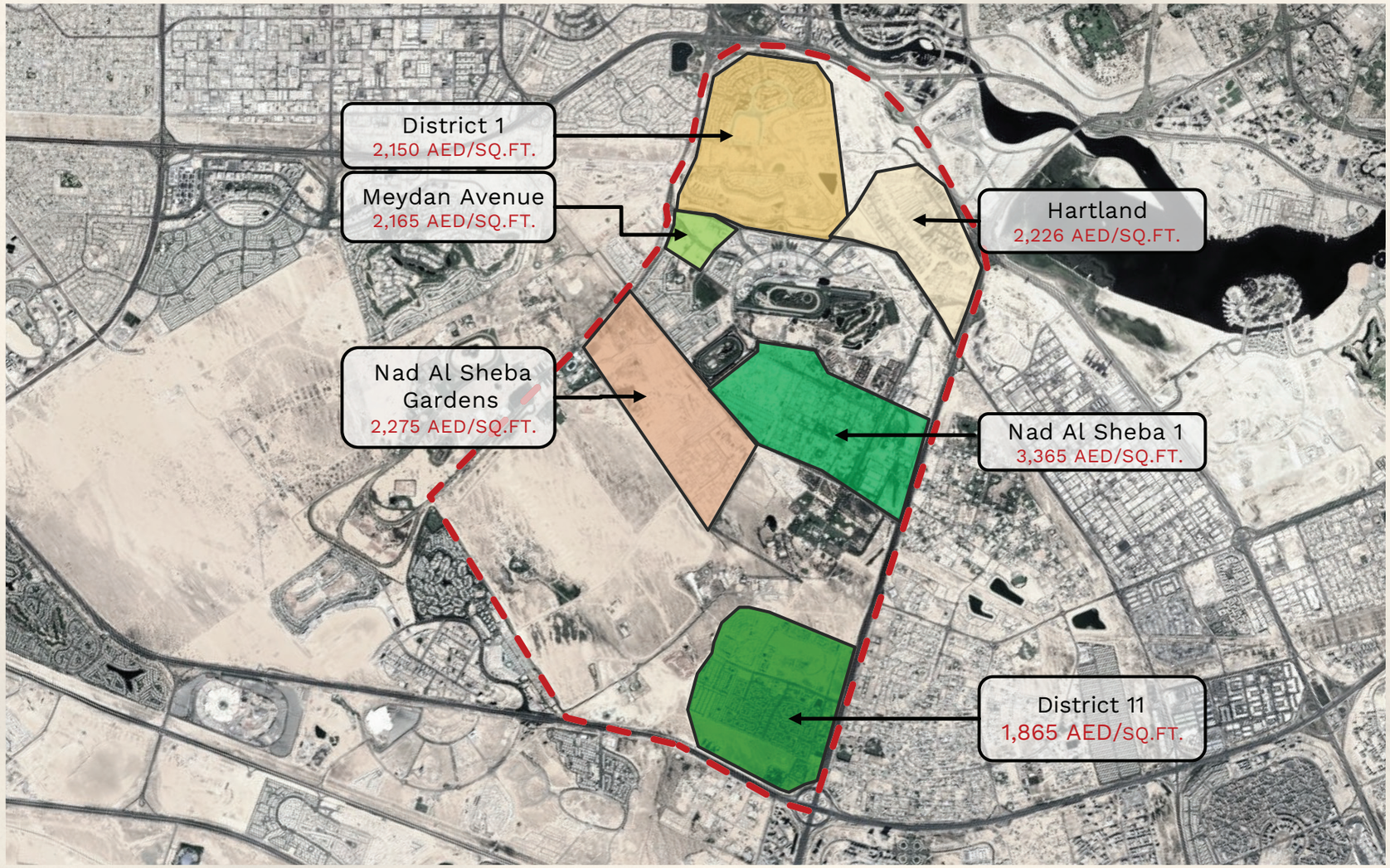
PRICING IN THE AREA

Meydan and MBR City



CAPITAL APPRECIATION AND RENTAL YIELD

Average Sale price of properties in and around the area

District 11	Avg Price: 1.8M	Sale Price: 1,865 AED/sq. ft.
Shobha Hartland	Avg Price: 2.6M	Sale Price: 2,226 AED/sq. ft.
Nad Al Sheba 1	Avg Price: 3.7 M	Sale Price: 3,365 AED/sq. ft.
Meydan Avenue	Avg Price: 2.4 M	Sale Price: 2,165 AED/sq. ft.

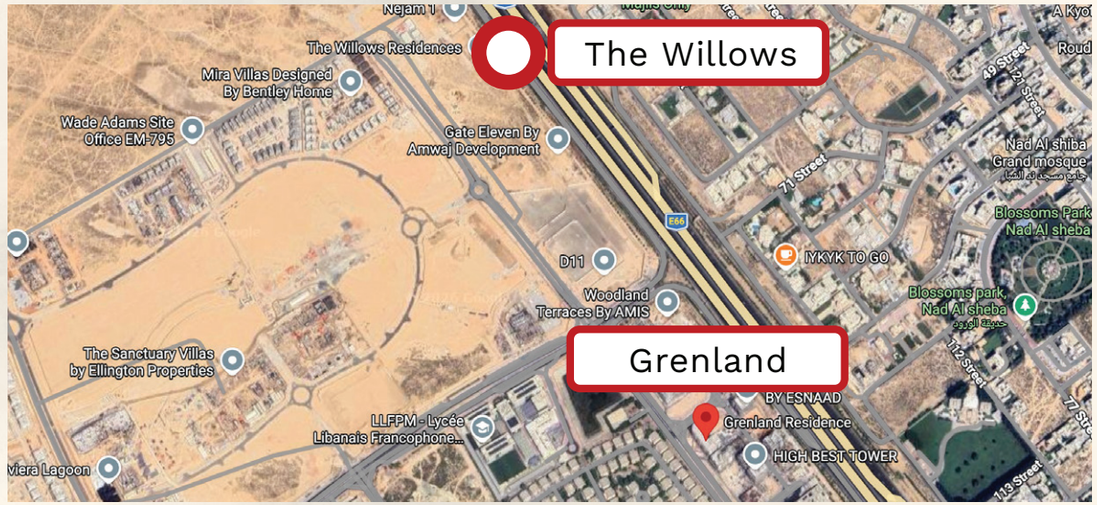
Source: https://reidin.com/united-arab-emirates-residential-property-pricereport/
https://www.propertyfinder.ae

COMPARABLE CASE FOR RENTAL YIELD (R.O.I)

Grenland Residence

Grenland Residence is a fully operational residential building in District 11, adjacent to The Willows in which 58 units were absorbed immediately in 2021.

- Community Stability: A high concentration of endusers (owner-occupiers) creates a settled, premium neighborhood atmosphere rather than a transient rental environment.
- Asset Scarcity: Investors benefit from being among the very few to offer rental stock in a high-demand, low-supply "locked" market.
- The Liquidity Shortage: With only 6 to 15 new rental contracts per year, there is a critical lack of inventory for prospective tenants looking to move into District 11.
- Supply vs. Demand Imbalance: The current market is heavily skewed toward owners, leaving a massive opening for investors to capture the underserved tenant segment.
- New Inventory Opportunity: Addresses the lack of "fresh" residential supply in a district where most existing stock is off-market.

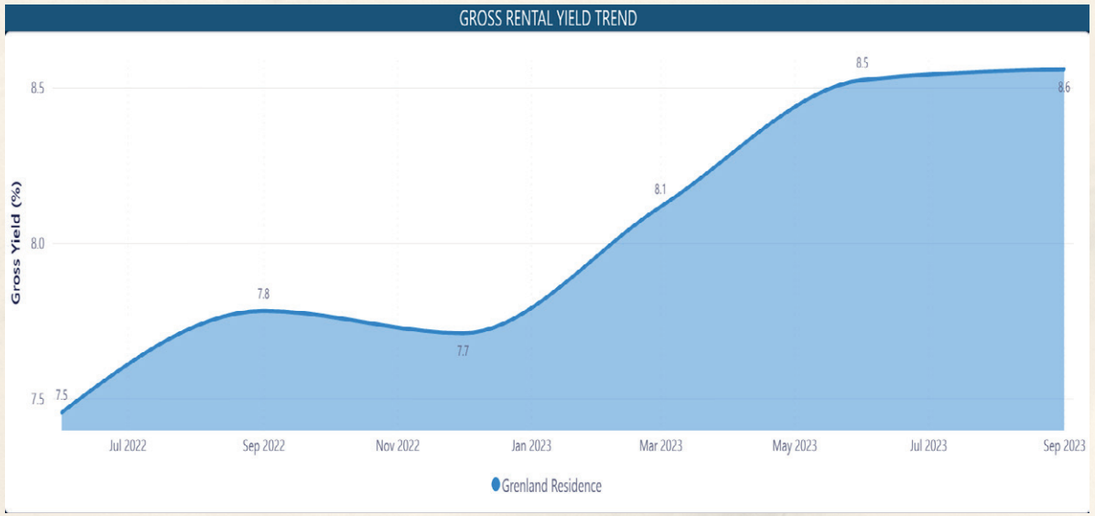




COMPARABLE CASE FOR RENTAL YIELD (R.O.I)

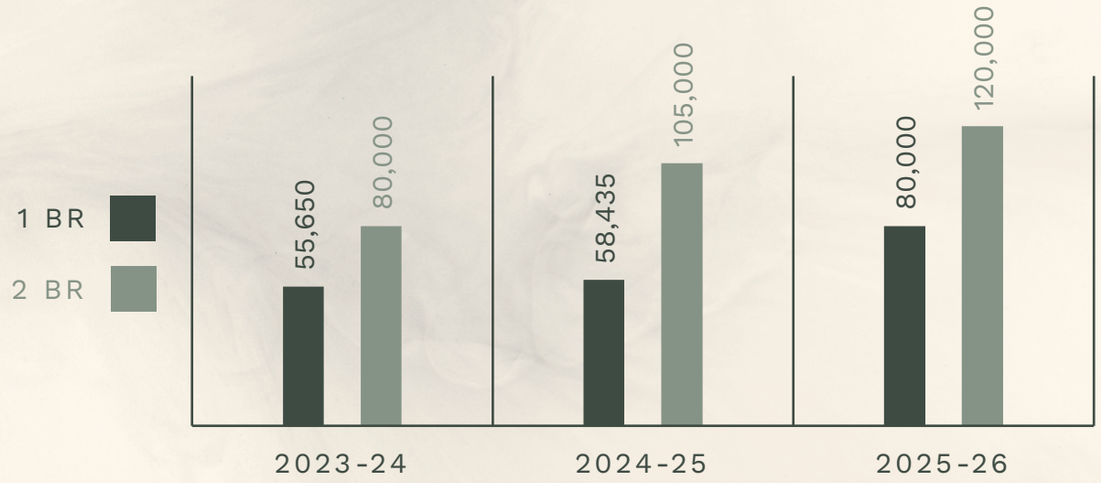
Grenland Residence

Gross Rental Yield (Reidin)



Source:
https://insight.reidin.com/home/dashboard/997?value=District%20Eleven&value=Grenland%20Residence&value=Dubai&value=Mohammed%20Bin%20Rashid%20City%20(MBR%20City)&filterType=hierarchy&filterType=basic&visualName=4bf1926451ad08ed7b04&visualName=edb6f6401a043074a9ec&locationLevel=District&cityAndCommunity=true

Annual Rental Income (AED) over the years (Property Finder)



Source:
https://www.propertyfinder.ae/en/transactions/rent/dubai/mohammed-bin-rashid-city-district-11?period=3y&sort=pd&t=1&bdr%5B%5D=2&fu=0&af=1665&at=1670&rp=y&ob=mr

Rental Yield Trend from Jul 2022 to Sept 2023 shows an increase from 7.5 to 8.3

Gross Rental Yield: (Annual Rental Income per sq.ft./Selling Price per sq. ft). x 100

In 3 years (from 2023 to 2026), the rent has increased from 55,650 AED per year up to 80,000 AED per year (43.7 % increase) for 1BR and from 80,000 AED up to 120,000 AED for 2 BR (50% Increase).

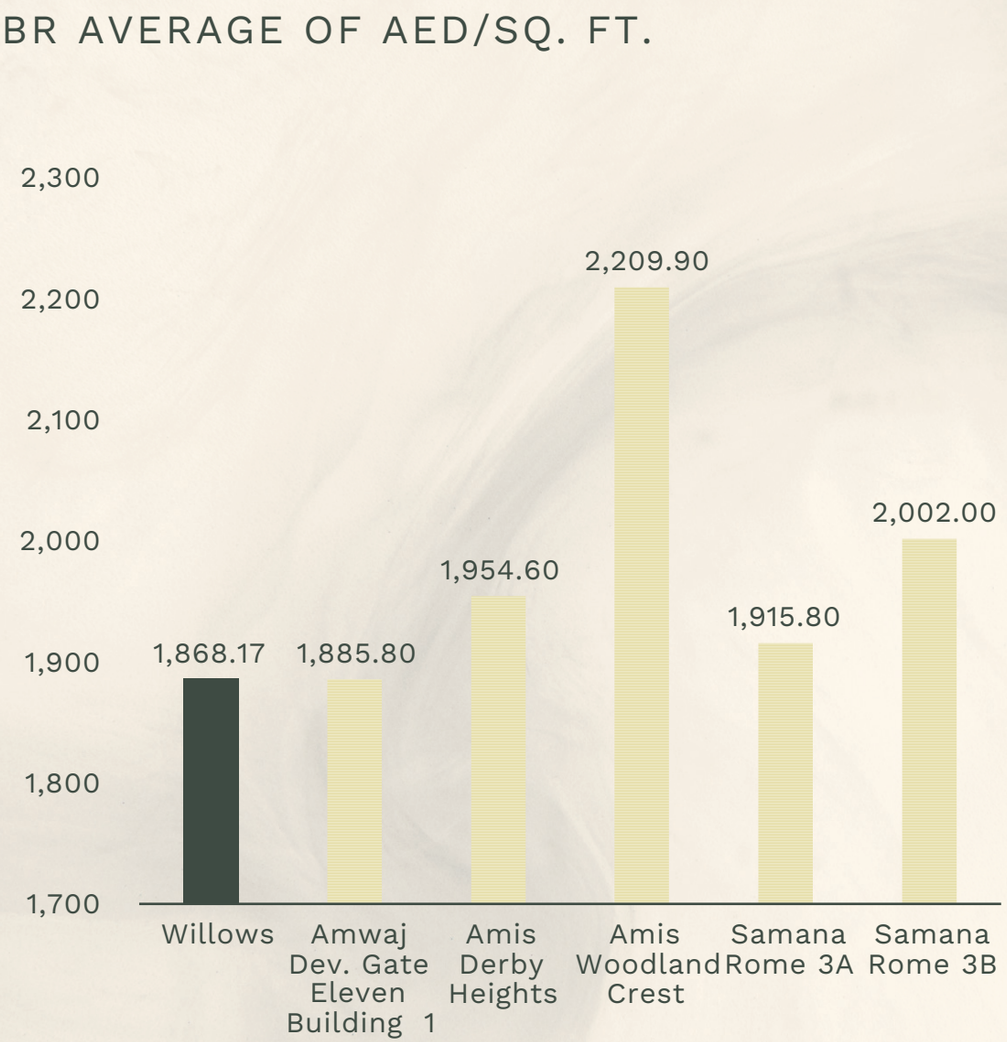
This indicates a guaranteed R.O.I of an average of 10-15% per year, considering the current market trends for both 1 Bedroom and 2 Bedroom apartments. Apart from this, considering how the area is developing as an exclusive community, with premium villas, townhouses and services, the properties are bound to have a positive capital appreciation over time.

Market Positioning and Comparative Analysis

ABRA

MARKET ANALYSIS

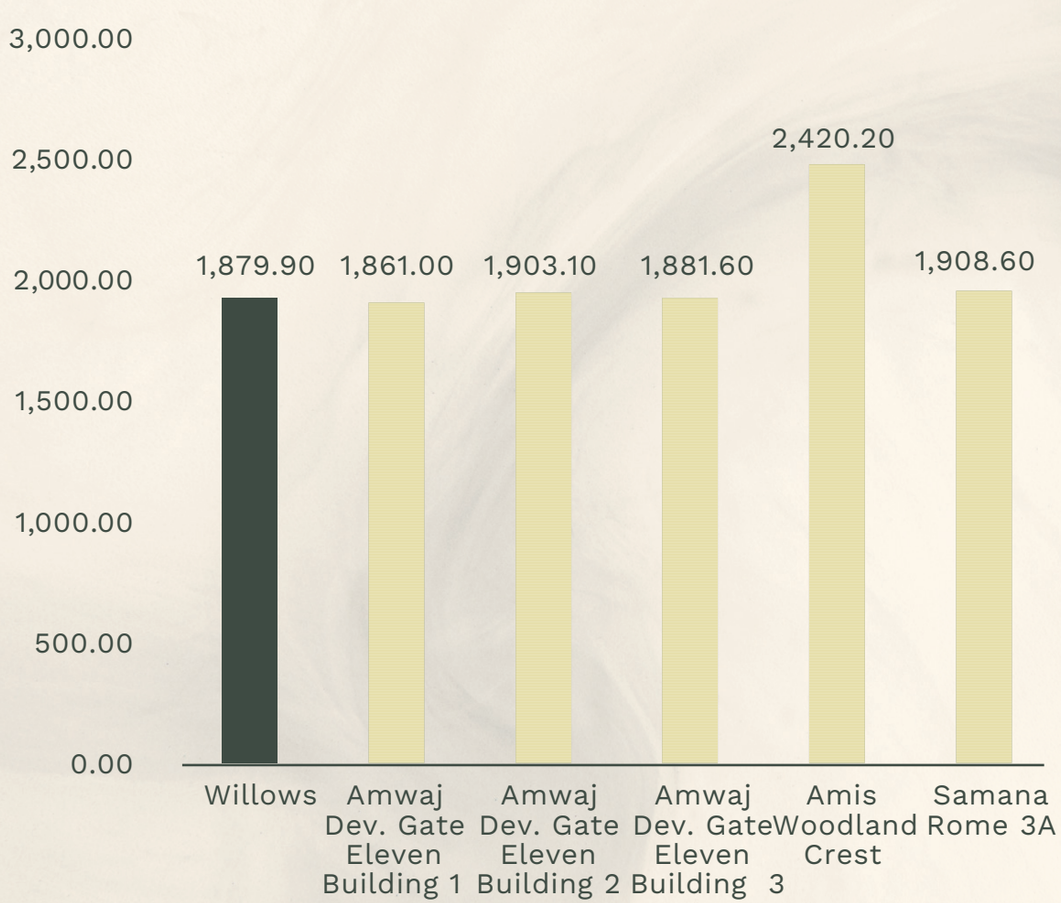
Comparative Analysis: District 11, Off-Plan Sales Nov 2025 - Feb 2026



Property	Average of AED/sq. ft.
Willows	1,868.17
Amwaj Dev. Gate Eleven Building 1	1,885.8
Amis Derby Heights	1,954.6
Amis Woodland Crest	2,209.9
Samana Rome 3A	1,915.8
Samana Rome 3B	2,002

MARKET ANALYSIS

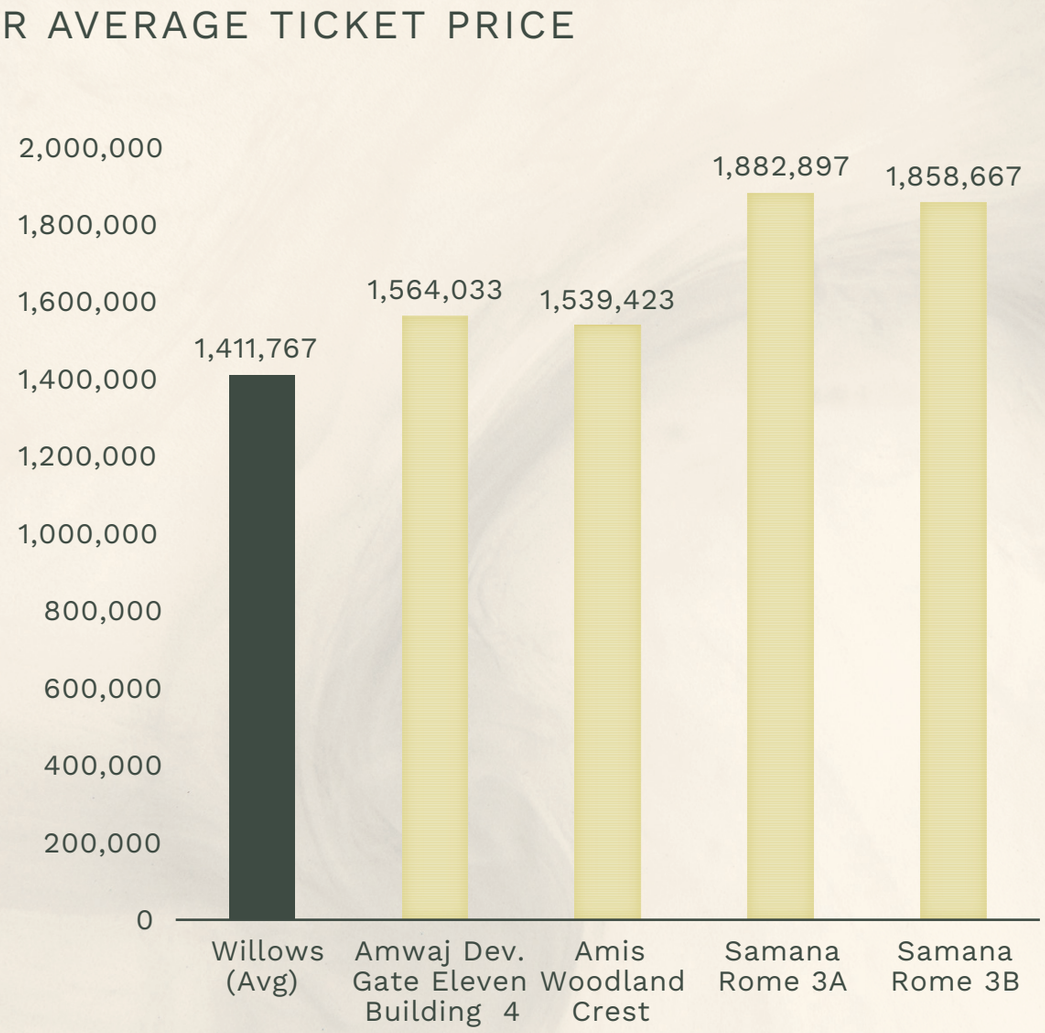
Comparative Analysis: District 11, Off-Plan Sales Nov 2025 - Feb 2026



Property	Average of AED/sq. ft.
Willows	1,879.9
Amwaj Dev. Gate Eleven Building 1	1,861
Amwaj Dev. Gate Eleven Building 2	1,903.1
Amwaj Dev. Gate Eleven Building 3	1,881.6
Amis Woodland Crest	2,420.2
Samana Rome 3A	1,908.6

MARKET ANALYSIS

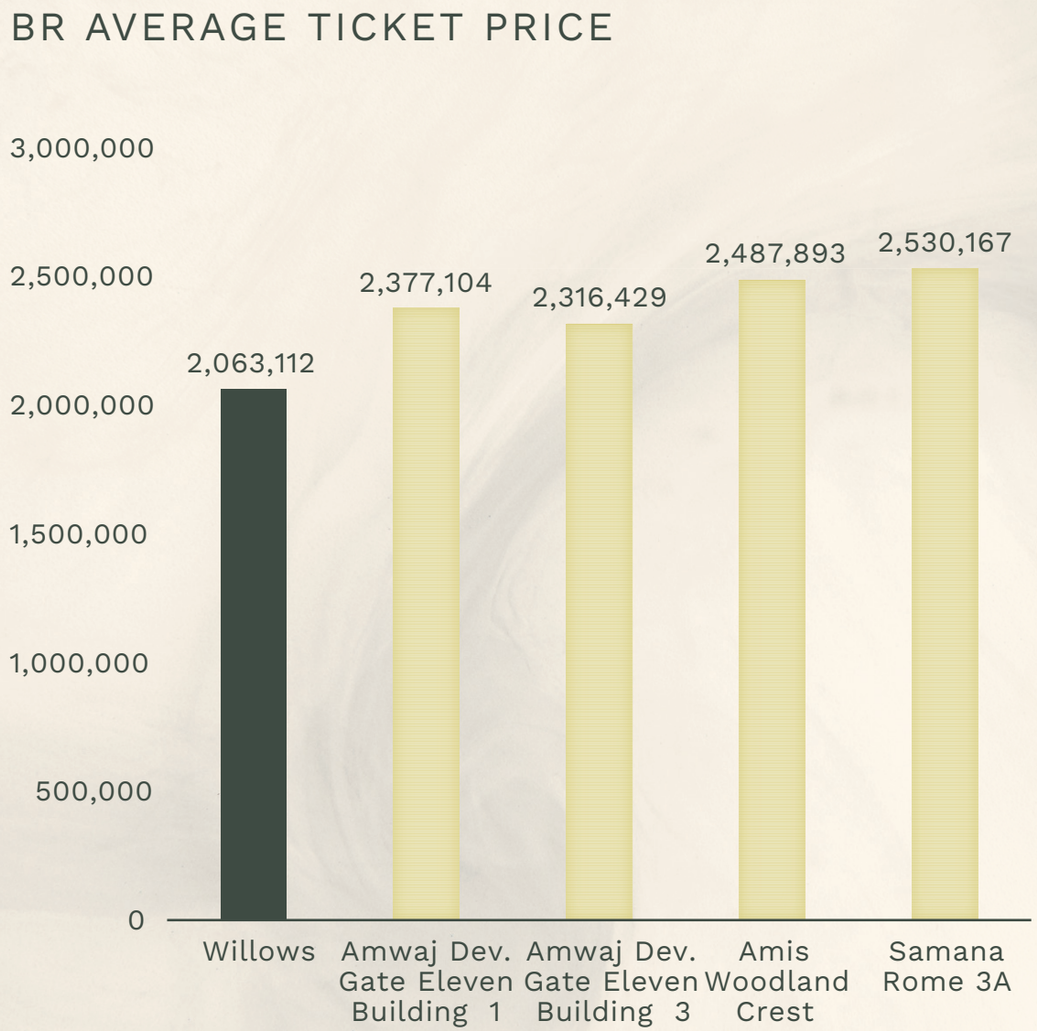
Comparative Analysis: District 11, Off Plan Sales Nov 2025 - Feb 2026



Property	Average of Ticket Price (AED)
Willows (Min)	1,400,380
Willows (Avg)	1,411,767
Willows (Max)	1,630,080
Amwaj Dev. Gate Eleven Building 4	1,564,033
Amis Woodland Crest	1,539,423
Samana Rome 3A	1,882,897
Samana Rome 3B	1,858,667

MARKET ANALYSIS

Comparative Analysis: District 11, Off Plan Sales Nov 2025 - Feb 2026



Property	Average of Ticket Price (AED)
Willows (Min)	1,819,100
Willows (Avg)	2,063,112
Willows (Max)	2,887,320
Amwaj Dev. Gate Eleven Building 1	2,377,104
Amwaj Dev. Gate Eleven Building 3	2,316,429
Amis Woodland Crest	2,487,893
Samana Rome 3A	2,530,167

Units, Design, Amenities & Materiality

ABRA

DESIGN

Boutique Architectural Design + Modern Expression

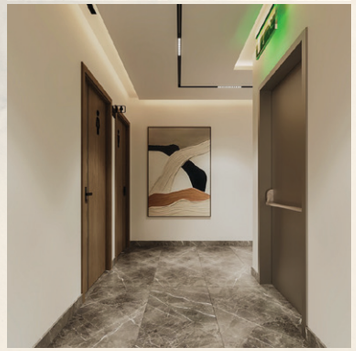


BOUTIQUE DESIGN

Entrance Lobby, Lift Lobby and Corridor







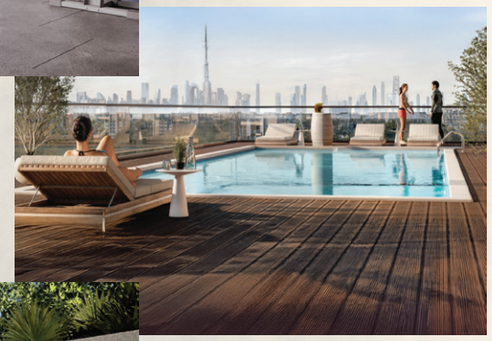


AMENITIES

Key Functions

- Swimming Pool (Elevated Deck)
- Roof Lounge & Relaxation Area
- State-of-the-art Gym
- Yoga Space
- Retail Spaces
- Play Area for Children
- CCTV - Based Security System
- Landscaped Areas
- Building Concierge











AMENITIES

Rooftop Swimming Pool & Lounge



AMENITIES

Dedicated BBQ Area for family gatherings



AMENITIES

Outdoor Sun Lounge



AMENITIES

Kid’s Play Area



AMENITIES

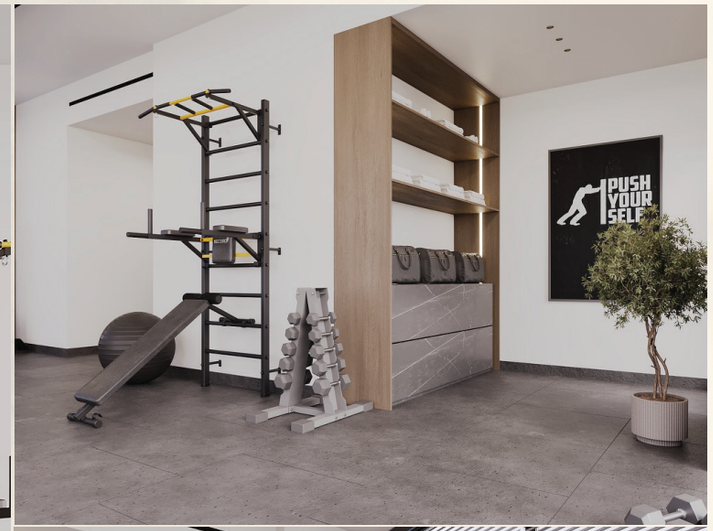
Gym



AMENITIES

Gym







UNITS

1 Bedroom

1BHK - TYPE A



Suite Area
60.50 Sq.M. 651.43 Sq.Ft.

Balcony Area
8.14 Sq.M. 87.62 Sq.Ft.

Total Area
68.64 Sq.M. 738.83 Sq.Ft.

1BHK - TYPE B



Suite Area
57.41 Sq.M. 617.96 Sq.Ft.

Balcony Area
8.09 Sq.M. 87.08 Sq.Ft.

Total Area
65.50 Sq.M. 705.04 Sq.Ft.

1BHK - TYPE C



Suite Area
67.58 Sq.M. 727.43 Sq.Ft.

Balcony Area
8.05 Sq.M. 86.65 Sq.Ft.

Total Area
75.63 Sq.M. 814.07 Sq.Ft.

UNITS

1 Bedroom

1BHK - TYPE D



Suite Area
55.50 Sq.M. 597.40 Sq.Ft.

Balcony Area
8.06 Sq.M. 86.76 Sq.Ft.

Total Area
63.56 Sq.M. 684.15 Sq.Ft.

1BHK - TYPE E



Suite Area
57.69 Sq.M. 620.97 Sq.Ft.

Balcony Area
8.03 Sq.M. 86.43 Sq.Ft.

Total Area
65.72 Sq.M. 707.40 Sq.Ft.

1BHK - TYPE F



Suite Area
61.46 Sq.M. 661.55 Sq.Ft.

Balcony Area
8.10 Sq.M. 87.19 Sq.Ft.

Total Area
69.56 Sq.M. 748.74 Sq.Ft.

1BHK - TYPE G



Suite Area
61.50 Sq.M. 661.98 Sq.Ft.

Balcony Area
14.08 Sq.M. 151.56 Sq.Ft.

Total Area
75.58 Sq.M. 813.54 Sq.Ft.

UNITS

2 Bedrooms

2BHK - TYPE A



Suite Area
75.50 Sq.M. 812.68 Sq.Ft.

Balcony Area
8.74 Sq.M. 94.08 Sq.Ft.

Total Area
84.24 Sq.M. 906.75 Sq.Ft.

2BHK - TYPE B



Suite Area
80.40 Sq.M. 865.42 Sq.Ft.

Balcony Area
10.48 Sq.M. 112.81 Sq.Ft.

Total Area
90.88 Sq.M. 978.22 Sq.Ft.

2BHK - TYPE C



Suite Area
87.87 Sq.M. 945.82 Sq.Ft.

Balcony Area
42.54 Sq.M. 457.90 Sq.Ft.

Total Area
130.41 Sq.M. 1403.72 Sq.Ft.

UNITS

2 Bedrooms

2BHK - TYPE D



Suite Area
91.35 Sq.M. 983.28 Sq.Ft.

Balcony Area
42.67 Sq.M. 459.30 Sq.Ft.

Total Area
134.02 Sq.M. 1442.58 Sq.Ft.

2BHK - TYPE E



Suite Area
100.07 Sq.M. 1077.14 Sq.Ft.

Balcony Area
26.40 Sq.M. 284.17 Sq.Ft.

Total Area
126.47 Sq.M. 1361.31sq.Ft.

SPACES

Living and Dining Room







SPACES

Living Room



SPACES

Bedroom





SPACES

Bedroom and Wardrobe





SPACES

Private Balcony





SPACES

Kitchen





SPACES

Bathroom





MATERIALITY AND APPLIANCES

Kitchen and Appliances

- German Imported Premium Kitchen Appliances: Including a multi burner gas top, built-in dishwasher and oven
- Quartz Countertops
- Under-Cabinet LED Lighting
- Innovative Storage Solutions: Lazy Susan corner storage (select homes) and full-height pantries



Kitchen Sink
from Germany



Fridge and Freezer
from Germany



Built-in Oven
from Germany



Dishwasher Option
from Germany



Chimney
from Germany



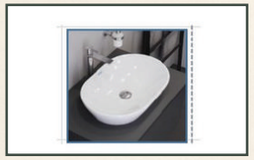
Gas Hob
from Germany



MATERIALITY AND APPLIANCES

Ensuite and Main Bathroom

- Bathroom fixtures from Grohe, Deante or similar. Porcelain wall tiles with built-in ledges
- Premium Fixtures: Under-mount sinks, single-lever faucets and wall-mounted WCs in polished chrome
- Frameless Glass Shower Features & Floating Vanity: Softclose hardware and quartz countertops



Wash Basin
from U.A.E.



Modern Floating Vanity
with Vessel Sink



Long Neck Faucet
by Grohe



Shower Head
by Grohe



WC Hand Shower
by Grohe



Wall-Mounted WC
by Grohe



Shattaf
from Germany



Linear Shower Drain
by Aquaplast



Toilet Roll Holder
by Deante/similar



Towel Ring
by Deante/similar



Robe Hook
by Deante/similar



Porcelain Flooring



Summary and Conclusion



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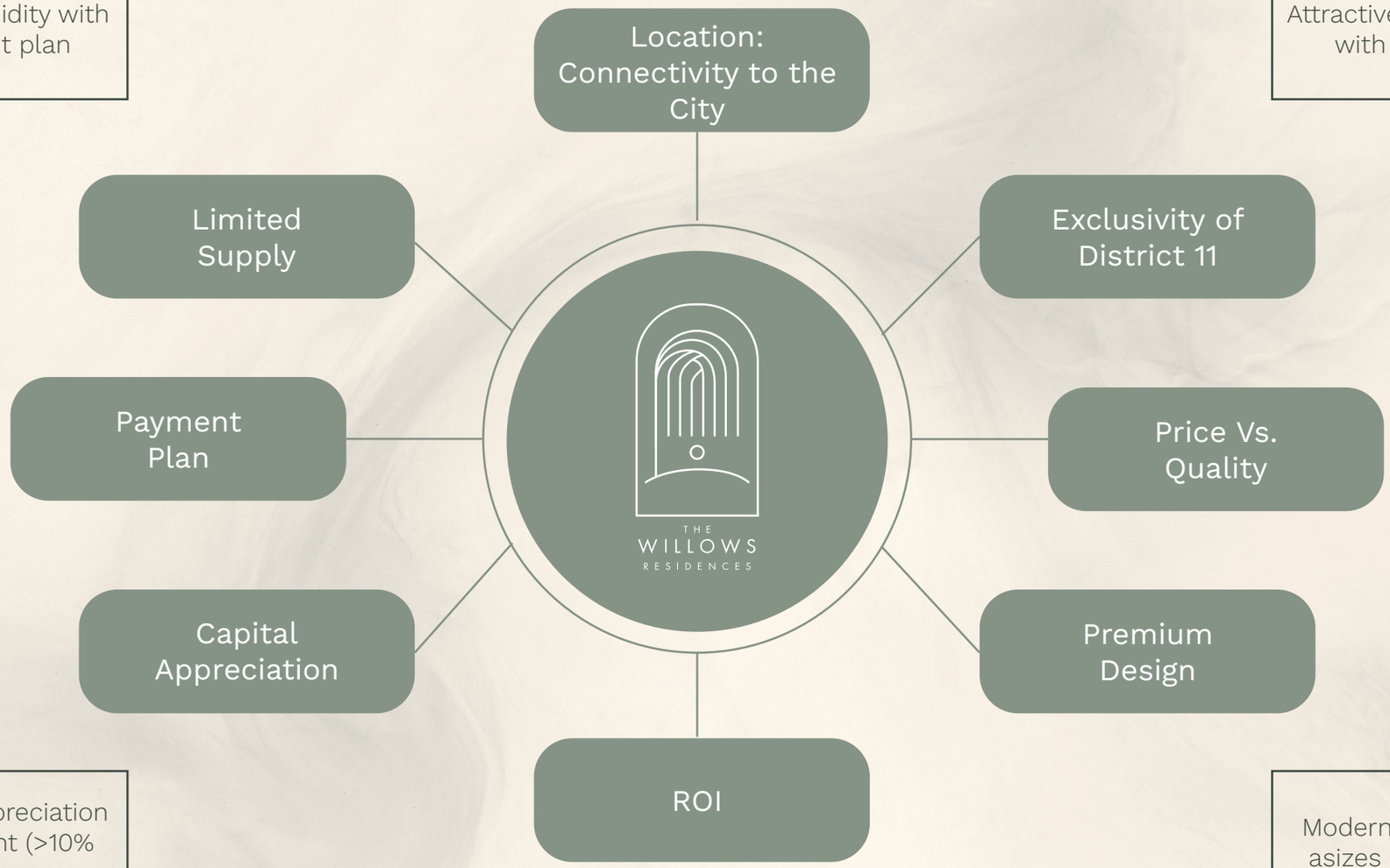
KEY ADVANTAGES

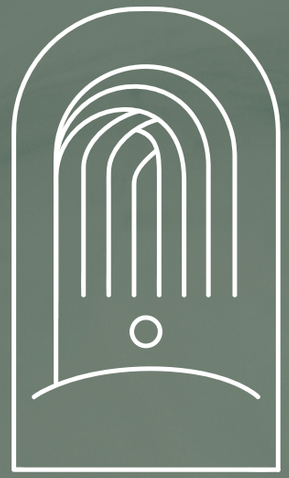
Option to maintain liquidity with the current payment plan

Attractive pricing, in comparison with the market average



Guaranteed capital appreciation & return on investment (>10% annually)

Modern design, attractive unit asizes and premium finishes



THE
WILLOWS
RESIDENCES

ABRA