



# HOW TO USE MARKET INSIGHTS TO BE AN EXPERT IN REAL ESTATE





How can new real estate agents focusing on rental properties become an expert when rental transactional data is not available in Dubai (or anywhere in the UAE)? With Market Insights from **Profolio™** on Bayut!

Available to every agent who advertises on Bayut, Market Insights provide valuable information for new agents, agents expanding into new areas, or any agent who wants to provide clients with valuable and quantifiable market information.

As a new real estate agent focused on rental properties, you can now use Market Insights from **Profolio™** on Bayut to become an industry expert!

Let's take an example of how Market Insights can help agents market themselves as experts.

**For example, let's take a look at the average rents for 1-bedroom properties in Dubai. Here we can see the average price for yearly rentals is AED 46k.**

## DUBAI

### AVERAGE PROPERTY PRICES

#### APARTMENTS

#### VILLAS

#### Apartments for Rent (yearly)

Studio	AED 27,000
<b>1 Bed</b>	<b>AED 46,000</b>
2 Bed	AED 72,000
3 Bed	AED 113,000
4 Bed	AED 171,000
5 Bed	AED 282,000

#### Apartments for Sale

Studio	AED 438,000
1 Bed	AED 868,000
2 Bed	AED 1,593,000
3 Bed	AED 2,964,000
4 Bed	AED 6,564,000
5 Bed	AED 15,031,000

*Why is this information helpful? Because it gives us information about the health of the market and gives a baseline from which you can discuss the rental price trends throughout Dubai.*

Firstly, let's understand where this data comes from. This is the average of rental prices on bayut.com, and is calculated by adding up the value of all rental properties on Bayut and then dividing that value by the total number of properties.

Although we have the average rental property prices in Dubai, not every property's price may fall within this range. It may vary from property to property based on a number of factors, including location, building, area, etc.

Let's now take a look at the average rent of apartments in Dubai Marina (based on Feb. 2021).

DUBAI MARINA	
Apartments for Rent (yearly)	
Studio	AED 41,000
1 Bed	AED 61,000
2 Bed	AED 89,000
3 Bed	AED 131,000
4 Bed	AED 167,000

Here we see the average price of a 1-bedroom is AED 61k, which is higher than the Dubai market average of AED 46k. In a scenario where a client asks about the cost of renting in Dubai Marina, an agent can confidently say that the average price of a 1-bedroom in Dubai Marina is 32% more expensive than the Dubai average. A potential client would appreciate this in-depth knowledge from a brand-new agent.

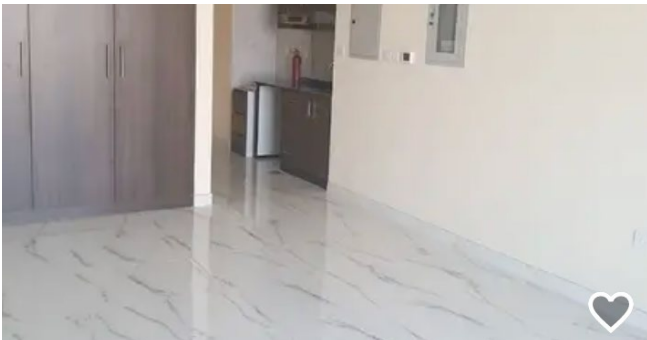
An agent can have this type of conversation regarding any area of Dubai with the data from Market Insights. Let's say a client asks about rental rates in International City. Any agent who subscribes to Bayut, can log in to Profolio™ and check the current averages. They can find out that the rent in International City (as a whole) is less expensive than the Dubai average (in fact 47% less expensive for 1 bedrooms).



## INTERNATIONAL CITY

AVERAGE PROPERTY PRICES		APARTMENTS	VILLAS
Apartments for Rent (yearly)		Apartments for Sale	
Studio	AED 17,000	Studio	AED 214,000
1 Bed	AED 24,000	1 Bed	AED 309,000
2 Bed	AED 39,000	2 Bed	AED 715,000
3 Bed	AED 55,000		

However in some cases, properties in International City fall in line with the Dubai market average, like this property for instance:



AED 40,000 Yearly

SIGNATURE

Al Ayyan Building, Phase 2, International City, Dubai

Apartment

Beautiful 1 B/R | Available for RENT in Warsan...

1

2

830 sqft






CALL

EMAIL



Market Insights also empowers agents with its host of valuable information. Let's say a client is looking for an investment property on the Palm and contacts Farid, a Palm Specialist. This client

asks Farid, **"How does an investment in the Palm compare to Downtown Dubai?"** Farid can now log in to Market Insights and see that the average ROI of a Downtown property is as follows.

HIGHEST TRAFFIC		MOST EARNING POTENTIAL		BEST ROI FOR BUYERS	
PROPERTY TYPE	TRAFFIC TREND Last 90 Days	ANNUAL ROI ? Annual Return for Buyers	PROPERTY PRICE ? Average Price in this Area		
1. 4 Bed Apartments		6.1 %	AED 11,408,000		
2. Studio Apartments		5.5 %	AED 961,000		
3. 1 Bed Apartments		5.12 %	AED 1,434,000		
4. 2 Bed Apartments		4.48 %	AED 2,466,000		
5. 3 Bed Apartments		4.13 %	AED 4,401,000		

Based on this information Farid can have this type of conversation, **"The average ROI for Downtown apartments ranges from 4.1% - 6.1%, with 4 bedrooms delivering the highest ROI. This is an average and will vary depending**

**on specific buildings and specific purchase prices and rental rates."** This is much more professional than saying, **"I am a Palm specialist, I don't know about Downtown."**


**Let's see how what this entire conversation could sound like.**




Hello, Farid with Acme properties, how may I help?

Hi Farid, I am calling about a property for sale on the Palm. A one bedroom in Oceana with reference number s234






Oh yes, this is wonderful unit that has recently been renovated. Would you be interested in setting up a viewing?



Absolutely I would. I would be using this as an investment property. And to be honest, I have been told that I should consider Downtown as well. Could you tell me how this type of investment compares with Downtown?



I sure can, let me pull some numbers real quickly, just give me a second. Okay, I have this information for you. Currently, the average ROI in Downtown ranges from 4.1% – 6.1% percent depending on the size of the of the unit. On average 1 bedrooms are returning 5.1%. I tell you what, let's set up a viewing of this unit and then we can sit down and have a conversation about which area would best suit your long-term needs, how does that sound?



That sounds great....

With Market Insights, all agents can access important information without having to pay third-party providers. This data helps ensure that agents are having intelligent and data-backed conversations, which help to convert leads into customers.

If you'd like to attend an in-depth workshop on how to use Market Insights in your day-to-day business, please sign up online at [bayut.com/academy](https://bayut.com/academy).

## JOIN US

Visit at [@bayutacademy](https://bayut.com/academy) to attend an in-depth workshop on using Market Insights in your day-to-day business. Sign up online for a session at [bayut.com/academy](https://bayut.com/academy).