

ABU DHABI OFFPLAN **FLIP** **STRATEGY:** PROOF OF CONCEPT

Strategic frame Work

Executed Transactions

Drivers Boosting Demand

Executive Summary

This strategy document demonstrates how sophisticated investors can achieve exceptional returns in Abu Dhabi's rapidly maturing off-plan property market. By leveraging specific payment milestones and strategic entry points, we unlock significant capital appreciation while minimizing upfront exposure.

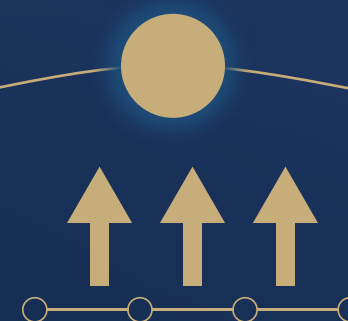
Strategic Frame Work

Our approach capitalises on the liquidity and growth mechanics of the Abu Dhabi market. By acquiring prime units and committing to a staged payment structure, investors can lock in capital appreciation with minimal initial capital deployment.



Aquisition & Down Payment

Secure prime off-plan units with a 10% down payment. This initial tranche secures the asset at today's prices, immediately capturing future market appreciation.



Staged Capital Deployment

Commit to two subsequent payments of 5% at the 6-month and 12-month marks. Total pre-resale capital exposure is capped at just 20% of the asset value.



Strategic Exit

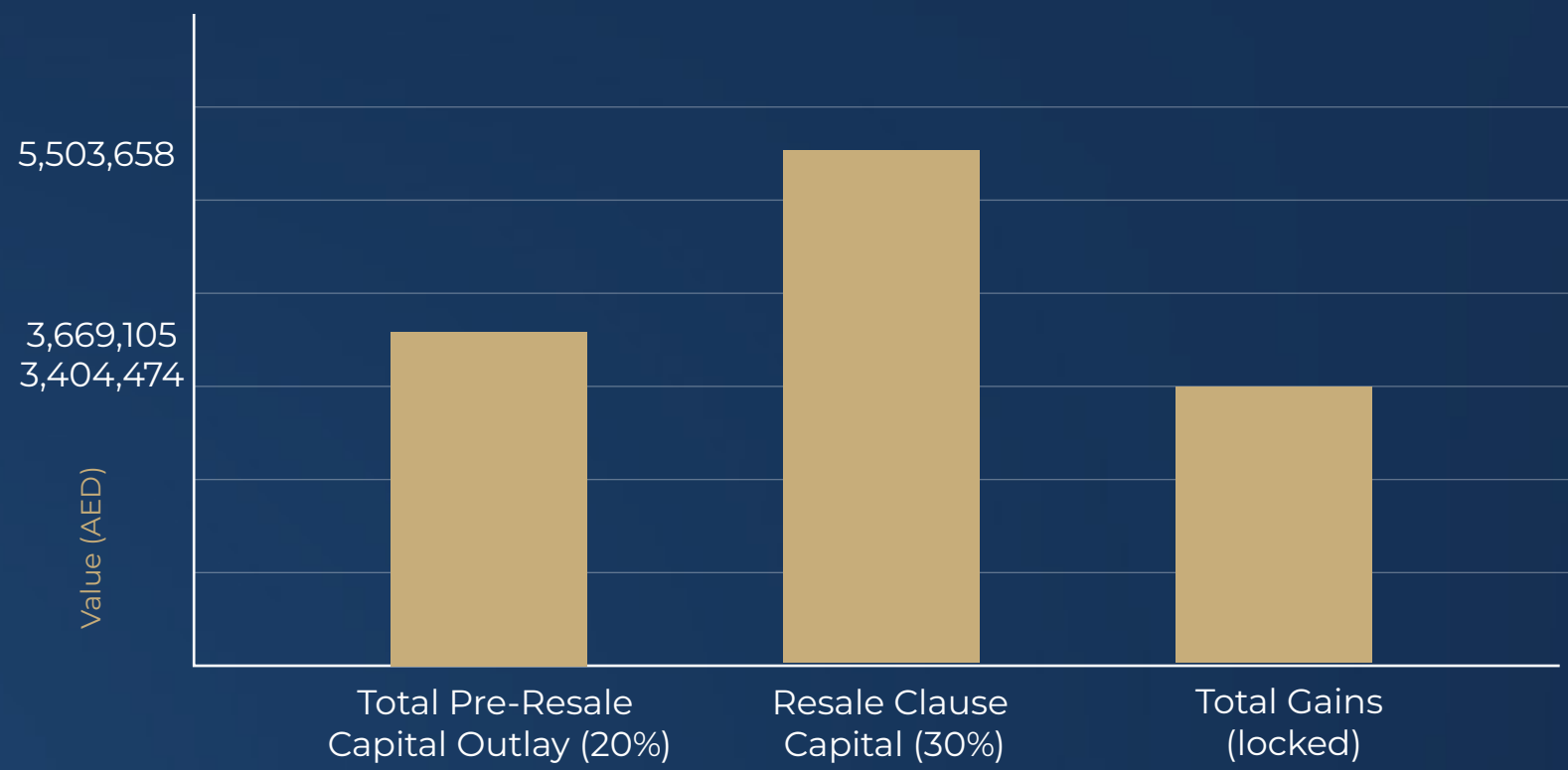
Execute resale within the 12-month cycle. The resale clause requires 30% coverage to ensure liquidity, with a standard 2% transfer fee factored into the cost base.

Case Studies

Executed Transactions & Performance

The following portfolio demonstrates the strategy in action. These executed contracts validate the 12-month flip cycle, showcasing a blended ROI of approximately 62% on invested capital.

Property	Purchase / Resale	Capital Outlay (20%)	Profit Realised	ROI
Sea La Vie in Yas Bay (T2-603)	AED 5.5M / 6.5M	AED 1,100,000	AED 1,000,000	61%
Reem One on Al Reem (A803)	AED 9.8M / 11.7M	AED 1,960,000	AED 1,900,000	65%
Rivage, Al Reem Island (1603)	AED 3.0M / 3.55M	AED 609,105	AED 504,474	55%



Blended ROI
≈ 62% in
12 months



Key Proof Points

Executed Contracts: All three sales agreements concluded successfully.

Locked Profit: AED 3.4M gains realized within 12 months.

Capital Efficiency: Investors commit only 20% upfront, with resale clause ensuring 30% coverage.

Transfer Fees: 2% of original purchase price factored into cost base.

12-Month Cycle: Each property flipped within one year.

The Market Context – Abu Dhabi as a Global Investment Hub

Hedge Funds & Asset Managers Expanding

The following portfolio demonstrates the strategy in action. These executed contracts validate the 12-month flip cycle, showcasing a blended ROI of approximately 62% on invested capital.



BlackRock

\$13.5T AUM, licensed in ADGM, partnered with IHC on billion dollar ventures.

Brevan Howard:

Expanded to 150 staff, Abu Dhabi now its largest trading hub, launched \$2B platform with Lunate.

Man Group Plc:

Opening Abu Dhabi office in 2026, bringing \$213.9B AUM footprint.

KKR & Fortress

Established ADGM offices in 2025, strengthening private equity presence.

ADIA: Allocated ~\$40B to hedge funds in 2025.

Lifestyle & Tourism

Entertainment Drivers Boosting Demand

Beyond finance, Abu Dhabi is transforming into a global entertainment destination. These mega-projects create a "wealth effect" that directly correlates with increased demand for prime residential real estate and short-term luxury rentals.

Wynn Resorts (2027): A massive \$2.4B casino resort on Al Marjan Island is set to redefine regional tourism.

MGM Resorts: Actively exploring gaming licenses in Abu Dhabi, signalling potential for further high-end developments.

Luxury Lifestyle: A boom in branded residences and hospitality projects is attracting high-net-worth individuals.

IMPLICATIONS FOR INVESTORS



Liquidity:

Hedge funds and asset managers deepen markets, creating exit pathways for property flips.



Confidence:

BlackRock's \$13.5T presence validates Abu Dhabi as a global hub.



Synergy:

Casinos and entertainment boost tourism, increasing demand for luxury real estate.



ROI Proof:

Portfolio demonstrates 62% blended ROI in 12 months.

Conclusion: A Dual-Engine Market



We are witnessing a convergence of financial capital inflows and world-class entertainment expansion. This unique "dual-engine" growth creates the ideal environment for high-velocity real estate strategies.

Investment Case Studies

This portfolio serves as a live case study, proving that off-plan flipping in Abu Dhabi delivers exceptional short-term returns.

62%

Blended ROI

Realised within a 12-month cycle

12

Months

Maximum holding period per asset

With global players like BlackRock, Brevan Howard, Wynn, and MGM joining the landscape, investors can expect stronger appreciation, deeper liquidity, and diversified opportunities. This portfolio serves as a live case study proving that off-plan flipping in Abu Dhabi delivers exceptional short-term returns and is perfectly aligned with macro-market tailwinds.

Let's Build Your Next Winning Position.

Secure your position in Abu Dhabi's most profitable off-plan opportunities.

Reach Us



Sama Tower, office 305,
Electra Street, Abu Dhabi,
44467, Abu Dhabi



+971 58 594 7293
info@bramwellre.com
www.bramwellre.com

