

BUYER GUIDE · NOVEMBER 2026

Buying at launch in Dubai: *how EOIs and pre-launch pricing work*

Why launch buyers get the best units and prices, how an EOI works step by step, and how to protect your money.

The best units in a new Dubai project are often gone before the public launch. They go to buyers who registered an **Expression of Interest (EOI)**: a small, refundable payment that puts you in the queue for first choice of units, floors and views, usually at launch prices. Here is how it works, why it pays to be early, and what to check before you pay.

The numbers *at a glance*

AED 20K – 100K	Refundable	563 of 917	+84% – 182%
TYPICAL EOI AMOUNT, DEPENDING ON THE PROJECT AND UNIT	IF NO UNIT IS ALLOCATED, OR YOU WITHDRAW BEFORE THE SPA, PER THE DEVELOPER'S TERMS	UNITS SOLD IN ABOUT A YEAR AT DANUBE'S FIRST SHAHRUKHZ TOWER	PRICE GAIN SINCE LAUNCH AT NAKHEEL'S LAST THREE JEBEL ALI VILLA LAUNCHES

What an EOI *is, and is not*

AN EOI IS…	AN EOI IS NOT…
A payment that registers your interest before launch	A purchase or a binding contract
Your place in the queue for unit selection	A guarantee of a specific unit
Usually credited towards your down payment	An extra fee on top of the price
Usually refundable if you get no unit or withdraw before the SPA	Something to pay to a personal bank account

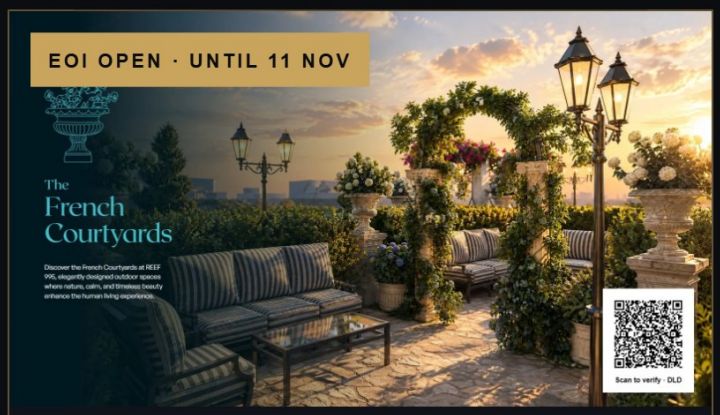
How it works: *from EOI to your Oqood*

1. **Share your details with your advisor:** send your advisor a copy of your passport (and Emirates ID if you have one) with your preferred unit type, floor, view and budget. Your advisor registers your EOI with the developer.
2. **Pay the EOI:** through the developer's secure payment link, by bank transfer or by cheque to the developer, for example AED 25,000 for a studio at REEF 995 or AED 50,000 at Shahrukhz Residences.
3. **Allocation:** on launch day the developer allocates units, usually in order of EOI registration. The earlier you register, the better the choice.
4. **Confirm your unit:** you pay the rest of the down payment (often 10 – 20%). The EOI is deducted from it.
5. **Sign the SPA:** the sales and purchase agreement sets the price, payment plan and handover date.
6. **Register with DLD:** the developer registers your purchase in DLD's Oqood system and the 4% DLD fee is paid. From here your payments go into the project's escrow account.

Why it pays *to buy at launch*

- **First choice of units:** the best floors, views and layouts are allocated first. These are also the units that resell and rent best later.
- **Launch prices and offers:** developers often reward early buyers. REEF 995, for example, offers a 4% saving on official launch prices to EOIs registered before 11 November 2026.
- **Prices rise as phases sell:** successful projects release later phases at higher prices. Nakheel's last three Jebel Ali villa communities are now worth 84% to 182% more than their launch prices, on DLD data. See our Palm Springs report.
- **Launches sell fast:** Danube's first Shahrukhz tower on Sheikh Zayed Road sold 563 of its 917 units in about a year, worth AED 1.7 billion. Buyers who waited had less to choose from.
- **The easiest payment plans:** launch plans usually ask for the least upfront. See our payment plans guide.

EOIs open *right now*



DLRC DUBAILAND · REEF

REEF 995

Studio from AED 696,777 · EOI AED 25,000 (studio), AED 35,000 (1 – 2 bed) · 4% pre-launch saving · Handover Q4 2028

VIEW PROJECT →



DUBAI MARITIME CITY · DANUBE

Shahrukhz Residences

Studio from AED 1.65M · EOI AED 50,000 (studio, 1 bed), AED 100,000 (2 bed +) · 30/70 plan · Handover Dec 2029

VIEW PROJECT →

Protect yourself *before you pay*

- **Pay the developer only:** through the developer's official payment link, or by transfer or cheque to the developer's company account, never to an individual.
- **Check the developer and project:** the developer should be registered with RERA, and the project should have an escrow account before you sign the SPA.
- **Look at the developer's record:** past handovers, delays and build quality matter more than the brochure.
- **Do not over-commit:** if you register EOIs on several projects, make sure you can pay the down payment on each one if they are all allocated.
- **Work with a registered advisor:** a RERA-registered agent (with a BRN) can confirm the terms, follow the allocation for you and register your EOI early. The developer pays the advisor's commission.

Get in *before the launch*

I register EOIs for my clients as soon as projects open, so they get first choice. Tell me your budget and I will send you the launches open now.

WHATSAPP TAREK

Methodology and sources

- EOI amounts, refund conditions and process: developer EOI terms and Binghatti, "What is an EOI in Dubai real estate" (June 2026). Refund terms differ by developer; always read the EOI form.
- Shahrukhz by Danube (Sheikh Zayed Road) sales: DLD registered sales via DXBinteract, 12 months to early November 2026.
- Nakheel Jebel Ali launch-to-today gains: DLD data, as published in our Palm Springs by Nakheel report (November 2026).
- REEF 995 and Shahrukhz Residences EOI terms: developer launch materials, November 2026.

This guide is for information only and is not legal or financial advice. EOI terms are set by each developer and can change.

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