

H1 2022

# TRENDS

QATAR REAL ESTATE MARKET REPORT



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Property  
Finder



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« We have always encouraged, and in many ways facilitated, increasing the standard of real estate in Qatar, with transparency being a key part of this. »



## Message from our Country Manager

Welcome to our 8th edition of Trends, Qatar's real estate encyclopedia.

Our Trends report has always been designed to provide you with valuable insight for all things real estate in Qatar, with emphasis placed on highlighting key trends that our customers may find useful when running their business or property portfolio.

Using our wealth of quantitative information, combined with vast data sets we strive to create solutions and insights for all stakeholders in the market. In this edition, you will find consumer search trends including the most popular communities, stock and supply models and much more.

In addition, this report brings you voices of industry leaders providing priceless insights from the market-makers and movers.

As a reference and authority on the property sector in the region, Property Finder upholds its responsibility to contribute to improving market standards and best practices very seriously, which is why we continue to work hand in hand with the Ministry of Justice to verify companies on our website, as we know that will have a major impact in enhancing transparency within the sector. We have always encouraged, and in many ways facilitated, increasing the standard of real estate in Qatar, with transparency being a key part of this. It's crucial to consider the wide-ranging impact of a transparent market when evaluating its importance.

We hope you find this publication insightful and beneficial for your business.

**Afaf Hashim**  
Country Manager



# CONTRIBUTORS



**Akif Saghir**  
Director of Professional Services  
Century 21

Akif is the Director of Professional Services at Century 21 Qatar. Akif has been associated with Century 21 Qatar for over 11 years and has more than 15 years of experience in Commercial and Residential Development Strategy. He has advised on real estate projects for private and Government sector clients in Qatar, Kuwait, UAE, Jordan, Bulgaria, Egypt, Nigeria, Saudi Arabia and Oman. Akif has led numerous Real Estate, Commercial and Residential market analysis and development strategy assignments for mixed-use developments.



**Aymen Gharbi**  
Founder and Managing Director  
Step In Property

Armed with 18 years experience in the real estate field, Aymen began his journey in 2005 in the United Arab Emirates, with a number of reputable agencies. Aymen founded his own agency, Step In Property, in 2021.



**Mohammed Ben Mohammed**  
Sales Team Leader  
Steps Real Estate

Mohammed began his real estate career over six years ago in Qatar, which was an eye opener for him, as he could see from the beginning the potential in this industry. As a Master's graduate in Information Technology, he is accustomed to technological changes and was able to adapt the skill of catering to clients needs using his background experience and knowledge of the business and industry trends. Today, Mohammed leads a team in sales and guides clients worldwide on how best to invest in Qatar.



**Alexander Hartmann**  
Managing Partner  
The Loft Bureau Real Estate

Alexander is a well-trained and highly educated real estate professional with over 15 years of experience in the industry. Upon graduation from Mannheim Business School, Germany he joined the corporate finance department of Deutsche Bank Group in Frankfurt am Main, Germany. Since then, Alexander worked in critical positions for some of the most reputable international real estate companies, e. g. Cushman & Wakefield and Engel & Völkers. He was then appointed a partner of Austrian real estate development company Riegler & Partner. In early 2020 Alexander joined The Loft Bureau Real Estate as Managing Partner. For the past two years Alexander was one the two driving forces behind the agency's growth. He is also the Managing Director of The Loft Bureau International Realty, the agency's business line for home acquisitions abroad and international investment.



**Khaldoun Abou Rayed**  
CEO  
Ideal Home Real estate

Khaldoun has over 12 years of experience in the real estate and property evaluation markets. His company focuses mainly on The Pearl Qatar and Lusail, as agents for lux units, acting as real estate consultants, helping clients garner the best return on their investment, as well as those looking for a luxurious lifestyle.



**Wael M. Kabrit**  
Director of Operations  
Danat Qatar L.L.C.

Armed with 12 years of experience in the Qatari real estate market, Wael was instrumental in expanding Danat Qatar's portfolio from a few hundred to over 1,200 luxurious residential units. He has also played a lead role in distinguishing Danat Qatar's brand through their high-end products and elite customer service. Wael holds a Specialised Master's Degree in Strategic Business Unit Management from the University of HEC Paris and a Higher Diploma in Topography and Mapping from the Beirut Arab University.



**Bilal Atout**  
Head of Leasing  
Alfardan Properties

Bilal has over 15 years of experience in the Qatari real estate market. His specialties span leasing properties ranging from residential and commercial in addition to retail within the luxurious property segment. Bilal has been passionate about sales from a very young age, helping his own family business achieve remarkable results by building key relationships with clients from the oil and gas, higher education and media sectors. After completing his Bachelor's Degree in Business and Administration, he carried forward his rich experiences to his career in real estate with Alfardan Properties to address the ever-evolving needs of our tenants and their high standards.



**Jawdat Al Kateb**  
General Manager  
Coreo Real Estate

Jawdat is the General Manager of Coreo Real Estate, a full service real estate solution advising clients on property matters since 2008. With over eight years of experience in the Qatari market, Jawdat's expertise at Coreo focuses on sales, customer relations and business management. He quickly rose through the ranks of the market, having been recognized as 'Property Consultant/Top Performer of the Year' before his being promoted to Coreo's GM in early 2020. Jawdat has a Bachelor of Science in Economic and Business Management.



**Serban G. Spirea**  
CEO & Founder  
FGREALTY Qatar

Serban Spirea has over seven years of experience in the Qatar real estate market and is involved in all aspects of the firm, including client relationship management, financial performance, team development, strategic and tactical service delivery. FGREALTY Qatar combines over five years of experience in the real estate management and brokerage arena, building an international reputation for its unique portfolio and exclusive property deals.



**Mohammed Yousif Shoqeir**  
Sales Manager  
Retaj Real Estate

Mohammed is a distinguished team member at Retaj Real Estate, and has been working on accomplishing various projects in the real estate sector in Qatar. With an experience of almost ten years in the field, he has brought the company profile to a new level, implementing the latest sales and marketing techniques, and has led a team of strong agents, elevating Retaj Real Estate to a new level in terms of trust and sales management. After obtaining a Diploma in Banking and Finance, he has been strictly following and always achieving the company's financial goals, while handling both residential and commercial real estate property lease, sale, and management. Mohamed brings his integrity and honesty to the professional environment of a company, leading to its development as well as its growth.



**Jithin Abdul Latheef**  
Senior Manager - Finance and Strategy  
Al Ameen Properties

Jithin Abdul Latheef has been an active member of the real estate community for six years now. Jithin is the Senior Manager - Finance and Strategy of Al Ameen Properties, a reputable name that has been around since 1995, one that specializes in fully-furnished apartments with prompt service and maintenance. As a member of the Al Ameen family, Jithin carries the values of hard work, integrity, and remarkable client service into everything he does. Jithin is a certified Internal Auditor from Florida, US.



**Ghofrane Jameleddine**  
CEO  
Camelia Homes

A Business Administration graduate with over a decade of experience in GCC holding high positions in multimillion organisations, Ghofrane strongly believes that real estate requires a combination of character and skills which are fading in the current market. Ghofrane has worked hard and achieved many personal goals; From his recognition of Excellence by the British Government for quality service as member of United Parliament of the World, to international awards signed by country leaders; Ghofrane has been celebrated countless times by many dignitaries for his relentless pursuit of excellence. His goal is to offer customised versions of Real Estate Services in the country and use it to be recognized as one of the top rising industry names.

# CONTRIBUTORS



**Salvie Espineda**  
Business Development Manager  
Jestate for Real Estate

Salvie is a driven and motivated Business Development Manager with over ten years of experience in the real estate market in Qatar. She has collaborated with other real estate companies in contract negotiations, while adhering to organisational procedures and policies for all lease processing. She joined Jestate for Real Estate in December of 2018.



**Eng. Nasser Al Ansari**  
Chairman  
Just Real Estate

Engineer Nasser is a key driver in Qatar's economic diversification, which is a main pillar of Qatar National Vision 2030. Graduating with a degree in Civil Engineering from the University of Miami, Al-Ansari later pursued an Executive MBA (EMBA) degree at the esteemed HEC Paris. Throughout his career, Al-Ansari has gained a wealth of experience across all areas of the real estate sector that allowed him to be in the forefront of key players in the sector.



**Khalaf Murwih Alidmat**  
Entrepreneur, Co-founder and General Manager  
QQQ Group

Khalaf Alidmat has extensive experience in public and international relations, while his skills and knowledge in management and entrepreneurship had enabled him to become a founding partner and general manager of several Qatari companies across various fields such as advertising, tourism, trade, real estate and more. Through his extensive knowledge in marketing and real estate management, he was able to achieve a proven track record in the Qatari real estate market. He later shifted his career, leveraging his international relations, to work on international real estate brokerage partnerships in Turkey, France, America, Britain and others. Under his management, QQQ Real Estate had been awarded the "Highest Quality Real Estate Brokerage" award in the Silver Category at the 2021 Property Finder Qatar Awards.



**Khoulood Dakhlaoui**  
CEO & CO  
Zawaya Real Estate

Khoulood is the CEO & CO of Zawaya Real Estate, a full service real estate solution advising clients on property matters since 2018. With over several years of experience in the Qatari market, Khoulood's expertise at Zawaya focuses on sales, business management and real estate, which has given Khoulood the opportunity to develop a clear vision of market trends and customer service. Khoulood has a Master degree in Business Management.

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# PROPERTY TRENDS

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# PROPERTY TRENDS



**Sara Assad**  
Senior Marketing  
Manager - Qatar,  
Bahrain and KSA

## THE CONTEXT

The increased activity and demand witnessed in the first half of 2022 is mainly due to the proximity of the 2022 FIFA World Cup™. This, along with limited supply in the country has dictated price increases across all areas for all types of units, which is a trend that we have not seen in quite some time.

These are unique and distinctive price trends that we are seeing, due to the extreme market conditions that Qatar has been facing. In fact, Doha overall, has recorded an increase of 23 percent in the average price for rental units, when comparing H1 of 2021 and H1 of 2022. Al Khor, which has also seen an increase in demand lately, has also recorded an increase of 38 percent in the average price in the same time frame. It is evident that prices have increased across all markets in the first half of 2022, which our data clearly states. This however, is projected to be temporary, with prices decreasing slightly next year, as demand will also decrease, creating a more stable price index for rental units. Demand for apartment units continues to increase, especially when it comes to short term rentals and serviced units, which is expected to increase even more in the latter part of the year.

According to a report by valustrat, residential stock in Qatar was estimated at 308,000 units with the addition of 700 during Q1 of 2022. More and more units are being injected into the market, especially in areas such as The Pearl and Lusail. In addition, residential units occupancy has been reported at 80 percent, mainly due to the demand of short-long term leases by the Supreme Committee for Delivery and Legacy for the 2022 FIFA World Cup™, as well as companies looking for staff accommodation. According to the Quarterly Real Estate Bulletin published by The Ministry of Justice, 1251 real estate transactions took place in the first quarter of 2022 (sale) totaling 4,859,712,958 QAR, which is a clear indication that the sale market in Qatar continues to gain traction. This demand is a clear result of the new foreign property ownership and investments laws that the government has announced, as well as the advantages that come along with that. In addition to that, it is also the result of the increased areas that foreigners are now allowed to invest in. With Qatar being on the forefront of one of the world's most popular sporting events, investors and first-time buyers are now more confident in investing in the market. The Ministry of Justice is also taking the necessary steps in creating a more transparent market, which will open the doors for even more investment in the near future.

When it comes to the sale market, which continues to witness demand, Doha has seen a 14 percent increase in the number of listings on [www.propertyfinder.qa](http://www.propertyfinder.qa) when comparing January to June 2021 and 2022. This has also resulted in a 27 percent price increase per sqm in the advertised average price for sale units. Lusail has also recorded a 7 percent increase per sqm for units for sale in the same time frame.

## PROPERTIES FOR RENT APARTMENTS

We can clearly see the impact of supply and demand on pricing for the first half of 2022. In fact, price increases were recorded for almost all areas in Qatar, offering residential apartments. One of the main things that has also affected the advertised median prices for this time period is a significant fluctuation in the number of listings on [www.propertyfinder.qa](http://www.propertyfinder.qa). This has played a major role in the advertised median price. West Bay Lagoon, an area which is known for offering villas, now also offers a number of apartments on the site. An increase of 46% was recorded for the number of apartment listings when comparing January - June 2021 and 2022. The same can be said for Old Airport Road, which more than doubled the number of listings in the same time frame.

Areas such as Al Hilal and Al Rayyan, recorded price increases from QAR 3,325 to QAR 4500 and QAR 6,500 to QAR 9,000 when comparing January - June 2021 and 2022. This is mainly due to the fact that new stock has entered the market in those areas, with a higher price tag, which in this instance, is purely to keep up with the price increases recorded across the country. Some of the highest price increases were recorded in Marina District, from QAR 9,000 to QAR 12,750. As Lusail becomes more in demand, we can see that prices have increased. This could also be due to the fact that new stock has entered the area, with a higher price tag, which has increased the advertised median price.

However, areas such as Corniche Road and Fereej Bin Mahmoud have recorded slight price decreases in that same time frame, and this could be to continue to gain demand from short term tenants.

Apartments for rent: *Median Monthly Rental Price			
Community	H1-2021	H2 2022	% difference
Abu Hamour	8,000	5,500	-31%
Ain Khaled	8,000	8,500	6%
Al Aziziyah	4,500	4,500	0%

### Apartments for rent: \*Median Monthly Rental Price

Community	H1-2021	H1-2022	% difference
Al Hilal	3,325	4,500	35%
Al Kheesa	5,500	6,000	9%
Al Mansoura	5,500	5,500	0%
Al Nasr	6,000	6,500	8%
Al Rayyan	6,500	9,000	38%
Al Sadd	6,000	8,000	33%
Al Thumama	4,750	5,500	16%
Al Waab	9,717	10,600	9%
Al Wakair	4,375	5,200	19%
Al Wakrah	4,500	5,000	11%
Corniche Road	8,571	8,000	-7%
Down Town	4,500	5,000	11%
Fereej Abdul Aziz	4,465	5,300	19%
Fereej Bin Mahmoud	7,500	7,000	-7%
Fereej Bin Omran	5,000	5,500	10%
Fox Hills	6,500	8,000	23%
Lusail City	8,000	10,000	25%
Madinat Khalifa	4,500	5,500	22%
Marina District	9,000	12,750	42%
Msheireb Downtown Doha	13,500	17,000	26%
Musheireb	5,000	6,000	20%
Najma	5,080	6,000	18%
Old Airport Road	5,000	6,000	20%
Qatar Entertainment City	9,000	12,250	36%
Salata	6,000	7,000	17%
The Pearl	10,500	12,000	14%
The Waterfront	10,000	11,500	15%
Umm Ghuwailina	4,500	5,500	22%
West Bay	9,500	11,400	20%
West Bay Lagoon	8,500	10,200	20%

### PROPERTIES FOR RENT VILLAS

The same trends were recorded for villa rentals when comparing H1 of 2022 and H1 of 2021. Again, supply and demand play a vital role here, and almost all locations have recorded an increase in price when comparing those two time frames. Al Aziziyah, Al Maamoura and Umm Salal Mohammad are areas that have recorded significant price increases in the first half of the year (2022) and while this can also be attributed to the overall market conditions, but it is also due to new stock in those areas which has recently become available, with a higher median price.

Villas remain a very popular choice for renters in Qatar, and with the price decreases recorded in previous years, more and more units have become occupied. Once again, the number of listings on the website has played a major role in the price trends that were recorded. Abu Hamour, for example, is an area where stock continues to rise, and we can see that a whopping 85 percent increase has been recorded for the number of listings when comparing January - June 2021 and 2022. Al Hilal is another area where an increase in stock was observed, recording an increase of over 75 percent in the same time frame. This is all a direct result of developments and units becoming ready for handover in the first half of the year, in preparation for the 2022 FIFA World Cup™.

### Villas for rent: \*Median Monthly Rental Price

Community	H1-2021	H1-2022	% difference
Abu Hamour	11,500	12,500	9%
Ain Khaled	12,000	13,000	8%
Al Aziziyah	10,500	15,000	43%
Al Duhail	14,000	17,000	21%
Al Gharrafa	11,000	12,500	14%
Al Hilal	13,750	14,000	2%
Al Kharaitiyat	10,500	12,000	14%
Al Kheesa	9,000	13,000	44%
Al Khor	8,000	9,000	13%
Al Maamoura	12,000	18,000	50%
Al Markhiya	13,000	14,000	8%
Al Messila	20,000	22,000	10%
Al Nuaija	14,000	15,000	7%



Villas for rent: Median Monthly Rental Price			
Community	H1-2021	H1-2022	% difference
Al Rayyan	12,000	16,000	33%
Al Sakhama	10,000	8,800	-12%
Al Soudan	12,500	15,000	20%
Al Thumama	11,000	13,000	18%
Al Waab	13,000	14,500	12%
Al Wakair	11,000	12,000	9%
Al Wakrah	9,750	11,000	13%
Izghawa	10,800	11,000	2%
Madinat Khalifa	16,000	21,000	31%
Old Airport Road	11,000	12,000	9%
Salata	11,500	12,000	4%
The Pearl	36,000	23,500	-35%
Umm Salal Ali	7,999	8,000	0%
Umm Salal Mohammad	9,000	12,250	36%
West Bay	23,000	27,000	17%
West Bay Lagoon	23,000	25,000	9%

## PROPERTIES FOR SALE APARTMENTS

Increased demand is still being witnessed in the sale market, especially when it comes to apartment units. With so much demand and just as much stock being handed over, prices have yet to see a stable price index in the first half of 2022. This is mainly due to the sheer number of units becoming available, and the efforts of the government in increasing both local and foreign investment.

This interest continues to also be a result of the numerous advantages that were announced last year for those who invest in the real estate market in Qatar. In terms of pricing, we can see that Al Sadd recorded an increase of QAR 10,900 per sqm to QAR 14,423 per sqm when comparing January - June 2021 and 2022, and this is a direct result of the increase in the number of listings in that same time frame, which was recorded at 56%. Another area that witnessed a significant increase in

advertised median price is The Waterfront, increasing from QAR 15,500 per sqm to 17,460 per sqm, and this is mainly due to the continued increase in demand in that area. Lusail overall has continued to gain traction and is quickly becoming one of the top choice areas for investment. Despite the fact that the market has not been able to find a steady price trend for apartments for sale, transactions continue to increase, especially as investments continue to reach an all time high across Qatar's various markets.

Apartments for sale: *Median Sales Price Per SQM			
Community	H1-2021	H1-2022	% difference
Abu Hamour	11,620	11,578	0%
Al Erkyah City	11,970	12,819	7%
Al Sadd	10,900	14,423	32%
Fox Hills	11,654	11,567	-1%
Lusail City	12,132	12,393	2%
Marina District	13,187	14,041	6%
Najma	11,157	9,917	-11%
Qatar Entertainment City	12,430	12,609	1%
The Pearl	14,035	13,905	-1%
The Waterfront	15,500	17,460	13%
Umm Ghuwailina	15,079	15,402	2%
West Bay	12,005	13,174	10%
West Bay Lagoon	12,126	14,630	21%

## PROPERTIES FOR SALE VILLAS

What is very interesting about the villa sale market is that a few years ago, there was only a limited number of areas where the sale of villas was actually allowed. Since the announcement of the new areas that allowed for real estate investment, more and more interest has been recorded for villas for sale, and this is clearly visible from the number of listings on the site. For example, an increase of 87 percent has been recorded for the

number of listings for villas for sale in West Bay when comparing January - June 2021 and 2022, which is a clear indication of the new stock that is entering the market. The same can be said for Ain Khaled, which recorded 47 percent increase in the number of listings for the same segment, in the same time frame.

In terms of pricing, there is still fluctuation when it comes to pricing for villas for sale; they have yet to find a stable price trend over the past two years, which is clear to see in the price comparison of H1 2021 and H1 2022. The regulation of the market, which is spearheaded by the Ministry of Justice, has also contributed to the price fluctuation, as the market begins to adopt a more transparent approach to pricing.

Al Kheesa increased the advertised median prices from QAR 6,917 per sqm to QAR 7,619 per sqm when comparing January - June 2021 and January - June 2022. This is a direct result of the increase in stock, as the number of listings in the area has tripled in the same time frame. Lusail City, an area which previously did not include a high number of villas for sale, has also recorded an increase in advertised media price, moving from QAR 10,865 per sqm to 15,625 per sqm in the same time frame. The addition of villas in that area has most certainly driven up the advertised median price.

Villas for sale: *Median Sales Price Per SQM			
Community	H1-2021	H1-2022	% difference
Abu Hamour	7,375	7,031	-5%
Ain Khaled	6,757	6,667	-1%
Al Hilal	10,899	8,571	-21%
Al Kheesa	6,917	7,619	10%
Al Thumama	9,069	6,170	-32%
Al Waab	9,825	9,524	-3%
Al Wakair	6,333	6,333	0%
Lusail City	10,865	15,625	44%
Sumaysimah	5,814	6,403	10%
The Pearl	22,332	21,265	-5%
Umm Qarn	5,660	5,714	1%
Umm Salal Ali	6,000	6,371	6%

Villas for sale: *Median Sales Price Per SQM			
Community	H1-2021	H1-2022	% difference
West Bay	8,800	7,600	-14%
West Bay Lagoon	14,375	12,048	-16%

\*Prices are in QAR

- Rental prices are based on the median monthly rental prices displayed on Property Finder.
- Sale prices are based on the median price per SQM as displayed on Property Finder.
- The data is based on the advertised prices on propertyfinder.qa and may not reflect the actual transacted price.

Sources:

Ministry of Justice - Qatar

The Supreme Committee for Delivery & Legacy (SC)

Government Communications Office

Valustrat



# MARKET ANALYSIS - LISTINGS

Take an in-depth look at the top performing areas in Qatar, highlighting the percentage of **listings** by rent and sale, for villas and apartments.

## THE PEARL



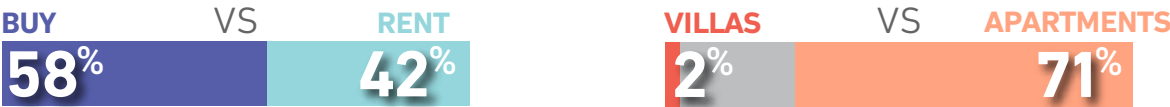
## WEST BAY



## AL WAAB



## LUSAIL CITY



## AL SADD



## WEST BAY LAGOON



## OLD AIRPORT ROAD



## ABU HAMOUR



## AIN KHALED



Based on the number of listings on propertyfinder.qa between January - June 2022



# MARKET ANALYSIS - SEARCHES

Take an in-depth look at the top performing areas in Qatar, highlighting the percentage of **searches** by rent and sale, for villas and apartments.

## THE PEARL



## WEST BAY



## AL SADD



## AL WAAB



## AIN KHALED



## OLD AIRPORT ROAD



## ABU HAMOUR



## FOX HILLS



## AL GHARRAFA



## AL DUHAIL



Based on the number of listings and searches made on propertyfinder.qa between January - June 2022

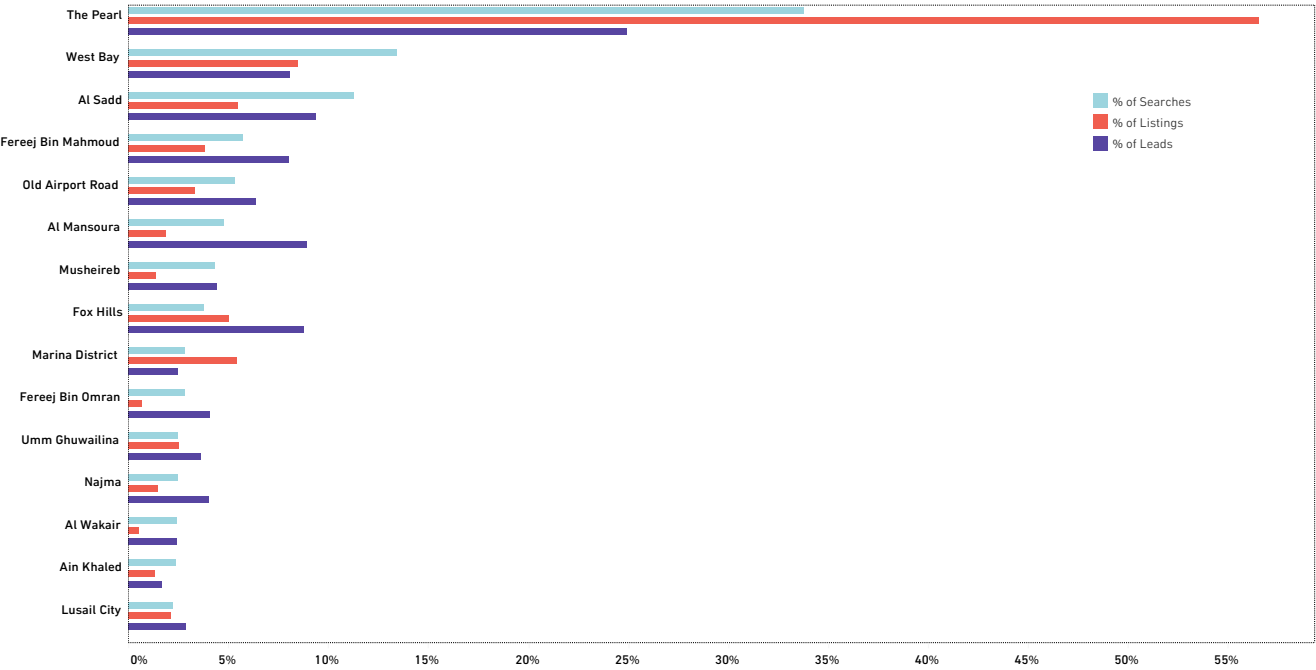
# COMMUNITY SPOTLIGHT

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# MOST POPULAR AREAS

In order to rank the most in-demand places to live, we’ve listed the top communities based on the percentage of leads, listings and searches on Property Finder.

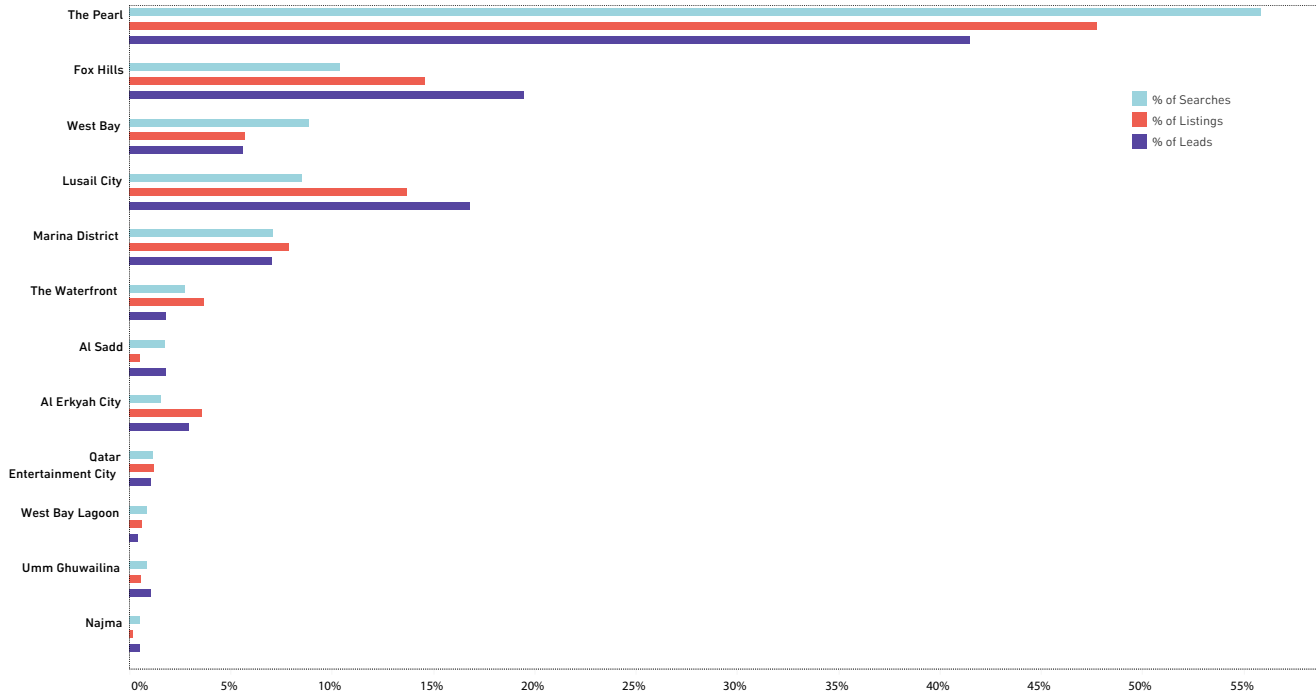
## APARTMENTS FOR RENT



Based on the number of searches, listings and leads recorded on propertyfinder.qa between January and June 2022.

# MOST POPULAR AREAS

## APARTMENTS FOR SALE

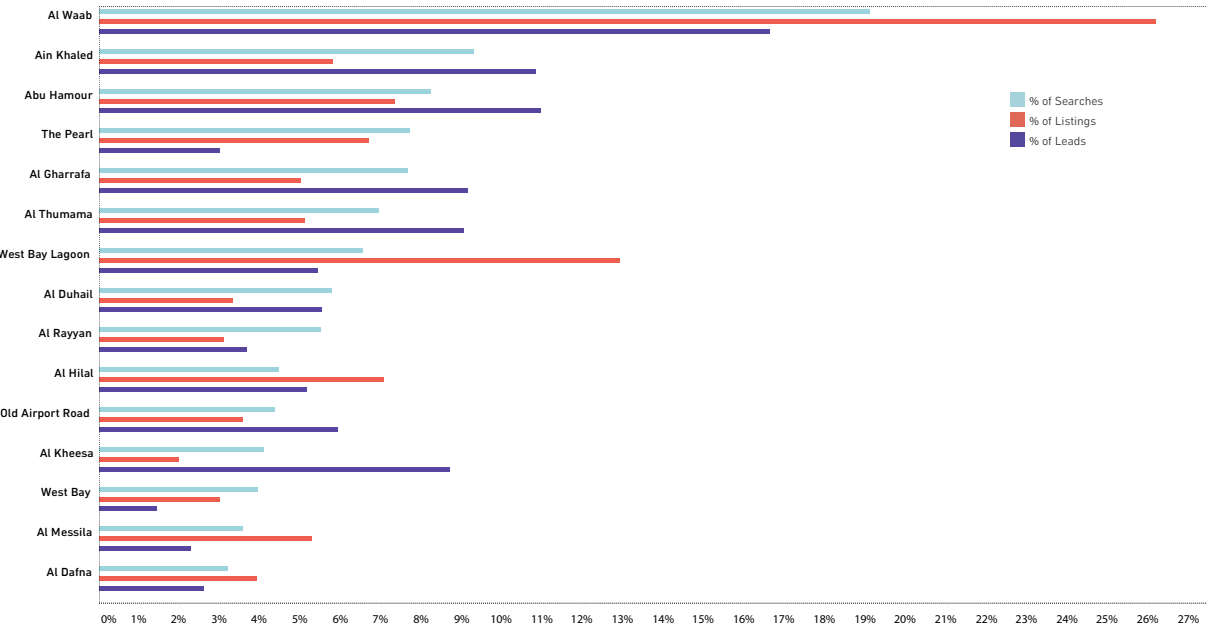


Based on the number of searches, listings and leads recorded on propertyfinder.qa between January and June 2022.



# MOST POPULAR AREAS

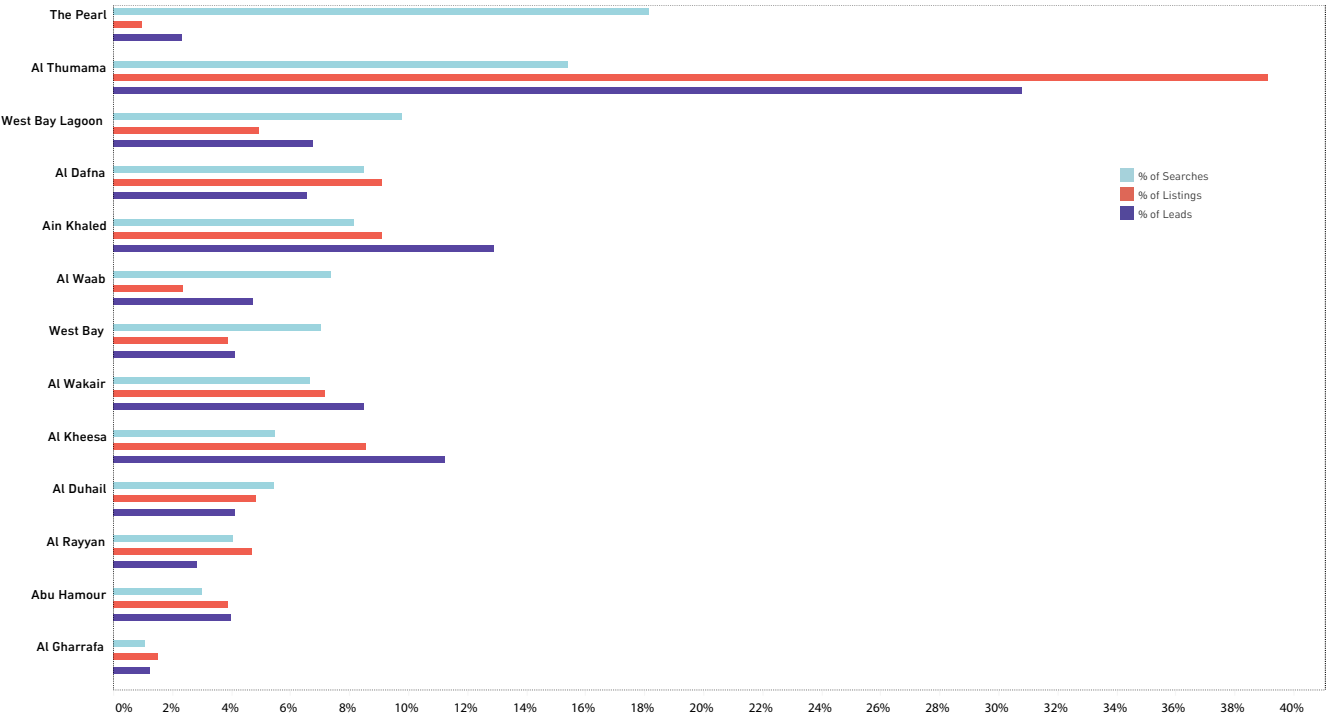
## VILLAS FOR RENT



Based on the number of searches, listings and leads recorded on propertyfinder.qa between January and June 2022.

# MOST POPULAR AREAS

## VILLAS FOR SALE



Based on the number of searches, listings and leads recorded on propertyfinder.qa between January and June 2022.

# AFFORDABLE SNIPPETS

Villa or apartment, here are the most affordable areas in Qatar today.

## Apartments for rent (monthly rate)

1	<b>Umm Salal Ali</b> Average price QAR 3,714	2	<b>Muaither Area</b> Average price QAR 3,842	3	<b>Al Hilal East</b> Average price QAR 4,384	4	<b>Muaither North</b> Average price QAR 4,406	5	<b>Al Kharaitiyat</b> Average price QAR 4,409
6	<b>Izghawa</b> Average price QAR 4,496	7	<b>Madinat Khalifa North</b> Average price QAR 4,646						

## Villas for rent (monthly rate)

1	<b>Sumaysimah</b> Average price QAR 8,353	2	<b>Al Dhakhira</b> Average price QAR 8,649	3	<b>Al Mansoura</b> Average price QAR 9,000	4	<b>Umm Salal Ali</b> Average price QAR 9,272
5	<b>Fereej Bin Mahmoud South</b> Average price QAR 9,500						

Data is based on average advertised prices on propertyfinder.qa and may not reflect the actual transacted price.

# TOP-SEARCHED COMMUNITIES BY NUMBER OF BEDROOMS

Take a look at the top-searched communities for studios, one-bedroom, two-bedroom, three-bedroom, four-bedroom and five-bedroom properties in Qatar.

## Studio:

- |                       |                       |
|-----------------------|-----------------------|
| 1. <u>The Pearl</u>   | 6. <u>Al Aziziyah</u> |
| 2. <u>West Bay</u>    | 7. <u>Fox Hills</u>   |
| 3. <u>Al Sadd</u>     | 8. <u>Musheireb</u>   |
| 4. <u>Lusail City</u> | 9. <u>Al Duhail</u>   |
| 5. <u>Al Gharrafa</u> | 10. <u>Al Dafna</u>   |



## One-bedroom:

- |                            |                      |
|----------------------------|----------------------|
| 1. <u>The Pearl</u>        | 6. <u>Ain Khaled</u> |
| 2. <u>West Bay</u>         | 7. <u>Al Waab</u>    |
| 3. <u>Old Airport Road</u> | 8. <u>Al Duhail</u>  |
| 4. <u>Al Dafna</u>         | 9. <u>Al Thumama</u> |
| 5. <u>Al Gharrafa</u>      | 10. <u>Al Rayyan</u> |



# TOP-SEARCHED COMMUNITIES BY NUMBER OF BEDROOMS

## Two-bedroom:

1. The Pearl
2. West Bay
3. Old Airport Road
4. Al Waab
5. Al Dafna

6. Al Gharrafa
7. Ain Khaled
8. Al Dhail
9. Abu Hamour
10. Al Rayyan



## Four-bedroom:

1. The Pearl
2. Al Waab
3. West Bay
4. West Bay Lagoon
5. Ain Khaled

6. Al Dhail
7. Al Rayyan
8. Al Gharrafa
9. Al Messila
10. Abu Hamour



## Three-bedroom:

1. The Pearl
2. West Bay
3. Al Waab
4. Old Airport Road
5. Al Dhail

6. Ain Khaled
7. Abu Hamour
8. Al Gharrafa
9. Al Messila
10. Al Rayyan



## Five-bedroom:

1. Al Waab
2. The Pearl
3. Ain Khaled
4. West Bay Lagoon
5. Al Thumama

6. Al Gharrafa
7. Al Dhail
8. Abu Hamour
9. Al Rayyan
10. Al Hilal



Based on the number of searches on propertyfinder.qa from January - June 2022



# TOP 20 AREAS BY NUMBER OF LEADS

Leads = Demand!

Take a look at the top 20 areas by number of leads for rental and sale units in Qatar.

## RENT

- 1. The Pearl**
- 2. Al Sadd**
- 3. West Bay**
- 4. Fox Hills**
- 5. Al Mansoura**
- 6. Fereej Bin Mahmoud**
- 7. Old Airport Road**
- 8. Abu Hamour**
- 9. Al Gharrafa**
- 10. Musheireb**
- 11. Ain Khaled**
- 12. Al Waab**
- 13. Al Kheesa**
- 14. Fereej Bin Omran**
- 15. Najma**
- 16. Al Wakrah**
- 17. Lusail City**
- 18. Umm Ghuwailina**
- 19. Al Muntazah**
- 20. Al Wakair**

## SALE

- 1. The Pearl**
- 2. Lusail City**
- 3. Fox Hills**
- 4. Marina District**
- 5. West Bay**
- 6. Al Thumama**
- 7. Al Kheesa**
- 8. The Waterfront**
- 9. Ain Khaled**
- 10. West Bay Lagoon**
- 11. Al Sadd**
- 12. Al Wakair**
- 13. Abu Hamour**
- 14. Al Dafna**
- 15. Umm Salal Ali**
- 16. Umm Ghuwailina**
- 17. Al Waab**
- 18. Mesaimeer**
- 19. Al Kharaitiyat**
- 20. Al Duhail**

Based on the number of enquiries and listings on propertyfinder.qa from January – June 2022.

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# FULLY FURNISHED IN 2022: AN EXPATRIATE'S ADVANTAGE



**Jithin Abdul Latheef**

Senior Manager - Finance and  
Strategy  
Al Ameen Properties

Qatar is all set to make history by hosting the FIFA World Cup™ this winter, making the nation the first Middle Eastern country to host the prestigious tournament that originated in 1930.

It was the year 2010 when Qatar won the bid to host the FIFA World Cup™, earning itself a place in the world of sports and opening up a multitude of opportunities, not just for citizens but also for the expatriates coming from all around the world.

According to 2019 statistics, 88 percent of Qatar's population is made up of different nationalities. With this diverse population, one often asks what is an advantage of living in Qatar as an expatriate, and today, we will be taking a deeper look into one of those.

One of the many accommodation options the FIFA World Cup™ is offering is apartments and villas. Having your own fully furnished, serviced apartment during your stay in Qatar as a visitor is a unique opportunity that allows you to experience the country as a local would. Meeting the Government Real Estate compliance standards, visitors can have a safe and comfortable stay.

Taking the same concept for a rental and providing people with a fully furnished apartment allows them to start their lives in their new home almost immediately.

## Advantages of renting a furnished apartment:

Helpful for expatriates  
Suitable for short-term rentals  
Saves time and money  
Suitable for people in need of a location change  
Additional services such as security and maintenance

## Helpful for expatriates

Be it moving across an ocean or across a town, most people move with a couple of suitcases at best. Moving to a fully furnished apartment that already has to offer all the basic things, people not only save money from spending it on buying new furniture and appliances but also minimize the cost of moving from

« Taking the same concept for a rental and providing people with a fully furnished apartment allows them to start their lives in their new home almost immediately. »

one place to the other. And, this becomes one of the biggest advantages for an expat who is settling into a new location.

## Suitable for short-term rentals

Engineers and consultants, who frequently move for work and are away from their homes, can find themselves opting for short term rentals. Companies often give a choice between renting a hotel room for consecutive days or rather renting out an apartment, and in this case, a fully furnished apartment would be a better choice if they wish to bring their family along.

This is also suitable for people who wish to live in a certain area before committing to it completely. And finally, for people who do not wish to invest in furniture and other major appliances, this becomes the most feasible option available.

## Saves time and money

For an expat, it is important to have certain documentation organized and the first thing they need is a place to move in. Rather than getting an unfurnished apartment, they could opt for a fully furnished one and save money and time while setting up their new lives in the country they had just moved to. This also allows an expat to live in an area and experience it like a local.

## Suitable for people in need of a location change

Be it for work or for school, a location change is most often required for an easy commute. But some people prefer not to stay in one place for too long, once again a fully-furnished apartment can give

them the best advantage of moving from one place to another, without the hassle of moving their furniture and appliances every single time they move.

## Additional services such as security and maintenance

Real estate agencies offer more than just fully furnished apartments these days. These apartments come with 24x7 security and free maintenance. Some agencies also provide free WiFi, so for anyone who is just moving to a country, their lives can start pretty much immediately with a fully furnished rental that is safe, secure, and gives them the advantage of being connected with ease.

As a Senior Manager working for a real estate agency that specializes in fully furnished apartments since 1995 and also being one of the many people who rents out a fully furnished unit, I can safely say that expats like me can start their lives in a new country almost immediately and find all the comforts their new homes have to provide. This becomes even more convenient for people who have moved to Qatar after the winning of the FIFA World Cup™ bid that was announced in 2010, and for people who wish to move to Qatar once the World Cup™ has wrapped up and its profound mark is left in the many streets, stadiums, buildings of Qatar and in the hearts of every single person who calls Qatar their home.





# COMMERCIAL, OFFICE SPACES AND DEMAND IN QATAR

Exciting trends in business and commercial real estate are emerging in the post-pandemic world. The demand for office spaces in Qatar has seen a strong recovery that helped in stabilising office rents. And with the world cup™ approaching, demand from companies will increase, following the ease of restrictions, the implementation of an open-minded investment policy and economic recovery.

A recent report by the Qatar Central Bank (QCB) in the 11th Financial Stability Report projected a positive outlook for the real estate industry, and the Ministry of Justice has opened a real estate registration and authentication office at Qatar Financial Centre (QFC). This creates an ideal environment for the real estate sector to adapt to trends and create value in an ever-evolving commercial ecosystem.

Office space is an essential aspect of work culture, and while workers are now back in the office, new consumer preferences have emerged and are being applied by the real estate market.

## Prime Location

Most of the demand is expected to be related to office spaces in prime areas such as Lusail, West Bay and Msheireb Downtown. This not only enhances the image and prestige of a brand, but also strengthens the business due to increased footfall and allows collaboration with other successful businesses. The proximity to restaurants, malls and amenities as well as the Doha Metros, plays a huge role in the decision making process of the selected office space. Striking a work-life balance for employees can be essential to boosting productivity and business performance in the long run.

## Service and Facilities

Working spaces are now expected to enable business owners or employees to create an environment where they can thrive. Properties that offer ample parking spaces and are equipped with high-end security are in high demand. Buildings are now increasingly being designed to make networking an enjoyable experience,



**Bilal Atout**  
Head of Leasing  
Alfardan Properties

« Working spaces are now expected to enable business owners or employees to create an environment where they can thrive. »

with access to F&B outlets and gyms, as well as tailor-made support from dedicated service staff to create a tenant experience with unique value.

## Open Communication Channels

To maintain tenant trust and create a sense of reliability, developers are adopting open and clear communication channels to stay ahead of needs. This builds a feeling of security and shows transparency and accountability, especially if done in line with uniform policies that are clearly stated. Making sure queries and complaints are dealt with in a timely and appropriate manner also proves to be a popular factor for tenants. Visitors and employees alike appreciate the efforts and proceed with ease into the premises of properties they can rely on.

Adapting to changing markets and needs, and exceeding expectations by staying ahead of trends prove successful in inspiring tenants' long-term trust. This service excellence is in line with the core pillars of the Qatar National Vision 2030 – towards economic, social, environmental, and human capital development – providing a high standard of living today and for the future. By working hand in hand in the industry, real estate developers can earn confidence in the minds of the population, while taking advantage of and maintaining leverage in an evolving and growing industry with high potential.

# NATURAL SELECTION IN THE REAL ESTATE MARKET OF QATAR



**Ghofrane Jameleddine**  
Chief Executive Officer  
Camelia Homes

« This would be possible largely because the real estate professionals in Qatar are increasingly becoming more innovative and aware of how important it is to combine the new and old practices of the industry in order to stand out. »

the Qatar real estate market is already witnessing tremendous improvements. Residential and commercial building projects have been delivered in strategic locations such as Lusail Marina, Fox Hills, Lusail Waterfront and other areas of the country.

It is worth noting that during the COVID-19 pandemic, several industries including the real estate industry of Qatar sought ways to operate remotely. One of the trends that were identified was for businesses to go digital, a solution that worked in favor of the real estate industry of Qatar. It became more important than usual for real estate companies; be it developers or brokerages, to increase the focus on the marketing material and technologies used, namely innovative tech tools and gadgets like drone videos, 3D tours, and virtual staging.

Most real estate companies who didn't have business websites have now found a reason to create one. This is because professionally made websites with SEO content often rank higher on Google and other search engines, thereby attracting qualified leads. In addition, a functional, informative, and user-friendly website goes a long way to building trust amongst your potential clients. Not to mention how important it became for the real estate companies to make use of the most popular social media platforms. The thing about having social media presence is the fact that it boosts visibility to your potential customers and clients who otherwise wouldn't know what your business is all about or how to reach you. That said,

As a major oil-exporting center worldwide, Qatar is an excellent place for real estate investments. The country is bound to attract interest from both locals and foreigners, thereby increasing investment values. There are indications that thousands of people from different parts of the world travel to Qatar every year to take advantage of its economic prospects. The truth is, Qatar has successfully boosted its tourism industry over the years, making it a source of attraction to foreigners.

The high net worth of nationals and expatriates has had an impact on the real estate industry of the country. This is so, because this group of people accounts for the increasing demand for high-end and well-organized residential areas. There are also shreds of evidence that the population growth rate of Qatar is bound to generate more demand for real estate in the long run.

During the past few months particularly, the Qatar government has passed and revised legislations aimed at protecting the rights of real estate investors in response to the developments within the industry. Many are still unable to cope whereas many others, involved in the real estate market, can see the importance of such focus made by the Government and how positive the effects will be.

Although the real estate industry of Qatar is considered to be booming, it was severely affected by the COVID-19 pandemic that began in November 2019. Because of the pandemic, several projects were delayed. Besides, many people paused their plans of buying new homes or renting new properties because they were grounded and uncertain about their next moves. Nevertheless, by the first quarter of 2021, the supply of real estate properties started expanding, with construction of an estimated 1700 flats and villas in the country. Of course, this definitely affected the total housing stock of the country.

Well, the worst phase of the pandemic is over and

most real estate investors have resulted in creating exciting content for their social media pages using tools such as images, videos, and write-ups.

Another fact that is clear is that the upcoming 2022 FIFA World Cup™ which is scheduled in Qatar is already affecting the real estate market. Because of visitors already securing accommodation for their stay in the country and the large number of residential units reserved for the event, Qatar is experiencing an increase in the demand for residential apartments and villas. One would say that of course, the aftermath of the World Cup™ could also affect the real estate market as there are predictions of a temporal fall in the demand for residential units when visitors and contractors begin moving out of the country in large numbers, but I personally believe that it is a very wild guess! There are a lot of factors in the equation that could prove the opposite of such an assumption.

Competition is yet another factor that has enabled real estate investors and professionals to seek new trends to survive in the market. Although the real estate market of Qatar is known to be large, it used to be dominated by a few players. Therefore, nowadays, most real estate professionals have resulted to follow new trends and practices that can make them thrive or at least survive such a fast-paced market. Those who are not able to cope with the present changes are naturally going to faint, leaving space for new ideologies, strategies and visions.

Although several foreseen and unforeseen factors are potential risk factors to the real estate market of Qatar, the industry is still thriving, with speculations of an increase in foreign investors in the country's real estate market in the coming years. This would be possible largely because the real estate professionals in Qatar are increasingly becoming more innovative and aware of how important it is to combine the new and old practices of the industry in order to stand out.

# THE NEED FOR MARKET TRANSPARENCY IN QATAR'S REAL ESTATE MARKET

Qatar is a small but dynamic and a growing country, the real estate market in Qatar has been booming in recent years and is one of the most important sectors of its economy. Recent years have seen a significant increase in investment in the country, as well as an increase in the number and value of transactions being carried out. Investors have been eager to get a piece of the action as FIFA 2022 gets closer, but many investors especially international investors are hesitant by the lack of transaction data transparency with a significant concern when it comes to detailed data on real estate transactions.

Currently, there is limited amount of data available for the public and the consultants need to carry out detailed investigations using factors and parameters of a comparable transacted property, including type and details of the transacted property and how much was the transaction value for it. This limited transparency means that it is difficult to assess the true value of a property or similar properties, which can make it difficult for buyers and sellers to know what is happening.

This relatively amplified level of opacity also provides bases for speculation and exposes the advisory consultants who rely on limited available information to provide advisory services at a higher risk of misleading their clients.

Access to details on transactions provides a level of transparency that is somewhat limited for international investors in Qatar's real estate market. By setting up a platform where transaction data is available to all participants or subscribers to such data; levels the playing field and allows strategic consultants who provide their services to buyers and sellers in making informed decisions.

Safeguarding consultants, who provide advisory services are crucial to ensure that completed transactions are conducted within an arm's length and given ample time to achieve fair value for the properties. With a similar system in place, consultants can more easily monitor market activity and advise their clients accordingly.



**Akif Saghir**

Director of Professional Services  
Century 21

**« The real estate market in Qatar is seeing an increase in transparency, thanks to new initiatives that are collecting and making transaction data more accessible. »**

It has been observed among other nations where transparency is limited, it sometimes leads to overvaluing the properties and other assets which may affect the financial and insurance institutions and potentially create room for other problems such as investor's low-confidence, which can ultimately harm the economy.

The real estate market in Qatar is seeing an increase in transparency, thanks to new initiatives that are collecting and making transaction data more accessible. Qatar has been working hard to increase transparency in its real estate market in order to attract more foreign investment and help its economy grow. This is good news for the investors and the economy, as greater transparency helps to attract investment and encourage economic growth.

Until that time, consultants who are new in the market need to be intensively vigilant and use their professional network and in-house transaction data to gather relevant data to execute their advisory services reliably. Century 21 Qatar is a trusted brokerage and advisory firm having more than a decade of valuations and advisory services for plant, machinery, property and business assets which are backed by transactions through their RICS registered valuers. We serve developers, investors, and blue-chip companies with strategic advisory within Qatar, the Middle East, and other parts of the world through our global network of 86 countries.





# THE REAL ESTATE PRICE BOOM OF 2022: HYPE OR REALITY?

Customers everywhere have one thing on their mind when they look at houses in this market: the rising cost. With the 2022 FIFA World Cup™ right around the corner here in Qatar, the prices in the real estate market have shot up, leaving those involved wondering: Is this a hype because of the World Cup™ or are the prices going to continue to stay at this level?

## The case of rising prices

The rising prices due to one of the biggest sporting events of the world is a no-brainer. As we get closer to the World Cup™, many have noticed that the real estate prices are soaring. It is important to understand that despite the country's efforts to accelerate the progress of constructing new residential buildings to meet the demand of the World Cup™ event, the increasing demand is the biggest driver of the increase in current supply prices.

Historically, all other cities that have hosted the World Cup™ have witnessed such a spike in demand and as such, prices before and during the tournament. For example, Rio de Janeiro during the 2014 FIFA World Cup™ in Brazil saw a continuous upward trend of real estate prices. According to researchers, there was "a large increase in property prices, reaching levels never before practiced." However, this increase was followed by "a drop in price."

In Qatar, experts have witnessed a notable increase in demand for certain prime locations such West Bay, the Pearl and Lusail. But this also extends to properties in other areas of Doha such as Al Saad, Bin Mahmoud, and Al Waab and more. While these areas tend to have more affordable housing, they have also been affected by rising prices because many end up relocating to them to keep rent within their budget.

## But are house owners allowed to do it?

While experts see that there may be a drop in prices post-World Cup™, with Qatar's sights set on other major sporting events as well as developments with the LNG fields expansions, expect an increasing number of expats moving to the country to keep prices steady.

Short answer? Yes! The laws in Qatar do not restrict landlords from increasing the rent of a lease after the



**Jawdat Al Kateb**  
General Manager  
Coreo Real Estate

« Customers everywhere have one thing on their mind when they look at houses in this market: the rising cost. With the 2022 FIFA World Cup™ right around the corner here in Qatar, the prices in the real estate market have shot up, leaving those involved wondering: Is this a hype because of the World Cup™ or are the prices going to continue to stay at this level? »

expiration of said lease if both parties (landlord and tenant) agree on the new rental rate. It is up to the tenant to decide whether they would prefer to renew it or move to a more affordable property.

Landlords these days are aware of the fluctuations in the market and tend to price their properties accordingly. One can't blame them either – they are simply maximizing the ROI on their investments.

## So, what can you do?

It's very important, now, to have an overview of the current housing market from an expert real estate agency before making any decisions. One wrong decision and there is a possibility that you lose your current apartment without securing another suitable option. Having been in the market since 2008 as an award-winning agency, give us a call here at Coreo for free advice with your real estate decisions.

As per expert opinion, the costs are most likely a hype but will continue to go up with the World Cup™ in sight. If the rent increase is in your budget, it is highly recommended to renew your agreement. This will also save you on increasing moving costs. With the market supply and demand balance back to normal after the World Cup™, renters and buyers are more likely to enjoy favorable costs when it comes to leasing or buying a house. So, keep tight!

# THE IMPACT OF THE 2022 WORLD CUP™ ON THE REAL ESTATE SECTOR IN QATAR

## A brief overview of the Qatar real estate market in the runup-to FIFA World Cup™ Qatar 2022

The FIFA Tournament Time Demand Model anticipates that over 1.5 million visitors will travel to Qatar for the FIFA World Cup™, including at least 500,000 visitors on the busiest days. It has been reported that tourism will increase as a result, driving demand for accommodation and causing a large investment in the sector. Over 5,000 transactions valued at least QR25 billion were conducted in Qatar last year alone, an increase of 5 percent from the previous year, demonstrating the sector's continuing importance in the country's economy.

Qatar has already won international acclaim for its World Cup™ preparations in part because of its commitment to innovation and sustainability. The Planning and Statistics Authority has reported that in the fourth quarter of 2021, the Qatari GDP expanded by 2 percent year over year, and this will only tick up further this year as well. The residential housing market is expected to be bolstered even further by the addition of more than 15,000 residential units this year, according to a survey released by ValuStrat, a real estate consulting company.

The 2022 World Cup™ is set to change the landscape of Doha and beyond forever. While it would directly aid in the residential rental market's recovery, a number of other factors also have an impact, including the government's demonstrated grit in combating the pandemic, successful vaccine rollouts that have positioned Qatar as a secure and welcoming business destination, a strong domestic focus on job creation, and financial incentives.

## 1. Upward pressure on rental rates

Qatar's real estate sector has been witnessing an upward trend in rental rates since 2015. Prices in most of the communities in prime locations are ticking up compared with a year back. The impact of increased demand on rental levels has been most evident in prime apartments, where rental rates for new leases have increased by 10 percent to 15



**Wael M. Kabrit**  
Director of Operations  
Danat Qatar L.L.C.

« This presents a perfect opportunity for Qatar to fortify its long-term urban development and economic diversification goals, as well as increase its attractiveness as an economic hub. »

percent, especially as the supply of property remains tight. With the start of the 2022 FIFA World Cup™ now just months away, the fourth quarter is projected to follow suit. We may witness a scenario where demand continues to outstrip supply and put upward pressure on rents, reflecting an ongoing search for space ahead of the tournament. Established villa communities with lower occupancy, as well as premium and beachfront locations, are likely to enjoy greater rental resiliency.

## 2. Increase in long-term leases to lessen the impact of reduced demand in 2023.

Many residents say they're seeing big swings as they prepare to renew their leases. What's behind those increases? The landlords are highly motivated to plan for the long term and to write conservative leases that maximise the return on their assets. The pandemic was kind of a pause on the economy; however, things are ticking up now, business is picking up, and rents are going up.

Several landlords, coming from the backend of making losses as a result of the pandemic, will mostly prefer tenants who will commit to long-term leases. Multi-year leases provide greater stability and buffer from further hits in the event of declining rental rates post World Cup™. This also provides landlords with protection against revenue loss in the likelihood that their property will remain unoccupied after the existing tenant vacates. It's

however important to note that, with the country about to open its doors to possibly hundreds of new investors, property developers need to be aware of the shifting expectations of potential investors and clients. Offering value for money for properties will be key to attracting business.

### 3. Foreign investment opportunities

The International Monetary Fund (IMF) estimates that since being awarded the platform to host the 2022 FIFA World Cup™, in 2010, Qatar's GDP has grown consistently, with an average growth rate of 4.5 percent during an 11-year period from 2010, up until 2020. Given the relationship between economic activity and the real estate industry, a positive outlook for the property market is expected to continue, and the government has done so much to guarantee.

The World Cup™ is not only an important strategic event but also a vital growth driver for a healthy economy beyond 2022, as well as an essential component of Qatar's National Vision 2030. At the event, there will be many opportunities for high-level business networking with possible investors who will be in attendance and exploring new investment opportunities.

The Qatar Investment Promotion Agency, IPA Qatar, has already highlighted the real estate sector as one of the areas which are expected to draw foreign direct investment post-world cup™. This presents a perfect opportunity for Qatar to fortify its long-term urban development and economic diversification goals, as well as increase its attractiveness as an economic hub. On a global scale, Qatar would be promoted as an appealing investment location.

There is no other single sporting event that can draw as much worldwide attention to a location like this. Its enormous and long-lasting benefits for economic growth are already evident. Experts may still be divided on what exactly the future holds, however, the next 12 months will reveal the true impact of successfully staging the world's most iconic sporting event by Qatar.



## WHY DO I RECOMMEND YOU TO PAY A COMMISSION / REAL ESTATE FEE TO AN AGENT?

Just like in any other business or industry, no service is offered for free. Starting from banking to stock market platforms or even your laundry, any service needs to be paid for, and paid for well, to maximise its quality.

Have you ever noticed, when entering a restaurant as a client known to leave a good tip, that the staff ensures to provide that "extra mile" service?

When buying or leasing any real estate unit, agents must be invigorated that you understand and value their service. This is how an agent provides the maximum effort to find the right product, represent your interest and negotiate a great deal on your behalf.

"Cheap is expensive," a colleague of mine once told me. What do you mean, I asked? When you meet agents telling you that the commission/real estate fee is not applicable, what they are telling you is that the fee is incorporated into the price you pay. Therefore, the value of the commission that you must pay is the trigger to negotiating a better deal than a "free" one. What do you need to do? Pay the real estate fee and watch the magic.

To maximise the right choice process for a real estate deal, a few steps should be followed:

- Research the right agency
- Dive into its team
- Interview a minimum of three agents
- Shortlist from the group
- Check ratings and references
- Enjoy the journey

My advice is that choosing the right agent to represent you in the process is the smartest money you can invest as a first time buyer, investor, or tenant.

### 1. Research the right agency

Like any product or service, before making sure that is the right choice, personal research is required. The government is eligible to attest and approve real estate brokerages to operate real estate services in Qatar.



**Serban G. Spirea**

CEO & Founder  
FGREALTY Qatar

« My advice is that choosing the right agent to represent you in the process is the smartest money you can invest as a first time buyer, investor, or tenant. »

Having a variety of properties is another point that you must keep in consideration. The exposed properties must be verified and updated. Of course, the market reputation is an extremely important factor in the process of selecting the right agency.

### 2. Dive into its team

I believe that in our industry people choose people. Therefore, making sure that the agents and real estate consultants are exposed correctly by the agency that they are part of is a crucial point in being selected to work with.

### 3. Interview a minimum of three agents

Qualifying the right agent to work for your needs is the first step in finding the right deal that is crucial. Look for the knowledge, reputation, communication, responsiveness as well as the available offer. Understand that an agent will give his or her maximum attention to a client that values the provided service. Leveraging the relationships and networks that an agent and agency have with the stakeholders of the real estate business must be within your scope.

### 4. Shortlist from the group

Why do I insist on selecting the right agent? Because the process of selecting and negotiating the property in question will be much easier to go through. Our platform will help users in this step by offering a much simplified feature of ranking the agents that are providing real estate service to the local and international markets.



### 5. Check ratings and references

How do you research a doctor? The same process must be followed when understanding the agent's reputation.

### 6. Enjoy the journey

We are in the industry of consulting our partners to make wise decisions. Being a client and having a great agent working with you, it's about the synergy of having great deals.

## WILL REAL ESTATE PRICES DROP AFTER THE WORLD CUP™?



**Khaldoun Abo Rayed**  
CEO  
Ideal Home Real Estate

There is no doubt that real estate prices in Qatar are some of the most highly priced units in the world, and therefore considered to be stable and secure. This is due to several reasons that we will unveil through this article. This state of stability accompanying the market gained the trust of many regional and foreign investors, which has boosted the investment attraction globally during the last decade.

The Qatari real estate market, as is the case in all markets, has been affected by many global, regional, political and financial factors whose results are reflected in an increase or decrease in real estate prices. However, it still has distinct privacy in terms of the high solvency of real estate owners, which is something that I will discuss later in this article.

Based on these variables, the real estate market has recently witnessed a rapid growth and an increase in its prices (sale and rent) by no less than 20 percent between 2020 and 2022. After the world recovered from the COVID-19 pandemic and the negative effects it caused on all sectors, the most important thing is the proximity of the largest global event to take place in Qatar - the 2022 World Cup™.

Here, it is necessary to ask what will the prices turn out to be after the end of the World Cup™? Will the increase be lasting or temporary? Will the real estate market remain a safe haven for investors with a guarantee of at least 90% of the capital?

Through our review of the countries that hosted the World Cup™ tournaments over the past decade, from South Africa, Brazil and Russia, we can see that the real estate sector declined in South Africa and Brazil at a lower rate and grew in Russia, where the Russian real estate market achieved exponential growth. More importantly, real estate boomed in the Russian cities that hosted the matches, while the cities where there were no events had not been affected or showed signs of decline. Here, the small area of Qatar plays a supporting factor, as the events will be almost in all Qatari cities.

The reason for this is mainly due to the facilities granted to foreign investors and Gulf investors in particular, in order to attract them to invest and

**« Based on these variables, the real estate market has recently witnessed a rapid growth and an increase in its prices (sale and rent) by no less than 20 percent between 2020 and 2022. »**

develop various fields, and this thus leads to the improvement of all sectors, including real estate. From here, we see that to the extent that new projects are being proposed related to Qatar Vision 2030 and through the attraction of all investors and highlighting Qatar during the coming period, all sectors will witness distinct qualitative leaps, including real estate, where the real estate sector continues to rise or stabilise.

There remains an important point that must be mentioned, which is the distinguished financial solvency benefit by Qatari real estate owners, who constitute the largest percentage of owners (exceeding 75%), which allows them to maintain prices and curb their descent without affecting the general market, as, during crises that passed in 2008 or the Corona pandemic, we saw the effectiveness of this sheet in protecting the market, which made the property against the righteous son of all kinds of investors who are looking for a safe investment with an investment return ranging from 6 to 8 percent.

In conclusion, we must ask again, will the prices drop after the World Cup™? In our humble opinion, after the World Cup™, we will go through a phase of price stability, so that the real estate market will rise again thanks to the projects that will be put forward to achieve Qatar Vision 2030.



# QATAR'S ROADMAP FOR FUTURE DEVELOPMENT

Qatar's roadmap for future development, defines the long-term outcomes for the country rather than the processes for reaching these outcomes. It provides a framework within which national strategies and implementation plans can be developed. The National Vision aims at transforming Qatar into an advanced country by 2030, capable of sustaining its own development and providing for a high standard of living for all its people for generations to come. Throughout QNV 2030, the importance of building a sustainable and environmentally responsible country is evidenced throughout the four core pillars of the vision.

The State of Qatar foresees development through four interconnected pillars: human development, social development, economic development, and environmental development. The environmental pillar will be increasingly important as Qatar is forced to deal with local environmental issues, such as the impact of diminishing water and hydrocarbon resources, and the effects of pollution and environmental degradation, as well as international environmental issues such as the potential impact of global warming on water levels in Qatar and thereby on coastal urban development.

Assessing the severity of risks and dealing with anticipated changes will require mobilising capacities and coordinating efforts to tackle problems that arise. The State of Qatar's National Vision has implemented many programs and projects to curb air pollutants, reduce Co2 emissions and increase reliance on renewable energy.

## The state of Qatar aims to achieve this through the following four pillars:

1. Human development of all Qatar's people to enable them to sustain a prosperous society.
2. Social development of a just and caring society based on high moral standards, and capable of playing a significant role in the global partnership for development.
3. Economic development of a competitive and diversified economy capable of meeting the needs of, and securing a high standard of living, for all its people.
4. Environmental development Management of the environment such that there is harmony between economic growth, social development, and environment protection.



**Salvacion Espineda**  
Business Development Manager  
J Estate

« The National Vision aims at transforming Qatar into an advanced country by 2030, capable of sustaining its own development and providing for a high standard of living for all its people for generations to come. »

5. There has been a growing emphasis in Qatar (along with recent global commitments to net-zero emissions) to tackle climate change and address Environmental, Social and Governance (ESG) concerns. This shift in focus benefits Qatar because of the importance of LNG as a lower-carbon transition fuel to replace coal as an energy source. In October 2021, Qatar released its Climate Change Strategy (CCS), which is focused on adaptation and mitigation, urban planning and development, and spatial land use.

## There will be some business opportunities in the following areas:

1. **Air Quality** - The government is trying to improve the country's air quality, maintain the quality of the seawater and preserve biodiversity, in addition to chemical and radiological safety and security. The long-term plan is to "become a society completely free of landfills."
2. **Urban Beautification** - The government is also aiming at the "beautification of cities and increasing green spaces to promote sustainable urban health." There are plans for improving the level and quality of green spaces and increasing green areas.
3. **Sustainability** - The government is seeking better ways to manage natural resources, use less energy, and reduce carbon emissions.

# WHAT DOES THE FUTURE HOLD FOR QATAR'S REAL ESTATE MARKET POST WORLD CUP™?

Glory awaits Qatar this year as the country hosts the world's most anticipated sporting event, the 2022 FIFA World Cup™. The government has spared no efforts in promoting the momentous occasion worldwide; in fact, the efforts are considered gargantuan by many. After all, Qatar has proven itself a worthy host of this landmark event, and has carried out tremendous undertakings to ensure a memorable tournament for all who will descend upon this beautiful country, in spite of a lengthy blockade and a worldwide pandemic; everyone can agree that Qatar rose to the occasion.

In preparation for this momentous event in Qatar's history, the government has taken great measures to update the country's infrastructure, and specifically the real estate sector. It is currently forecasted that over 1.7 million people will most probably be visiting the country during the long-awaited sports event, with about 500,000 people visiting the country during its busiest days, according to the FIFA World Cup™ Time Demand Model. A recent report by the Planning and Statistics Authority revealed that the hotel occupancy in Qatar has increased by 56 percent. Therefore, investment, both foreign and local, poured into the real estate sector, driving a lot of real estate companies to expand their portfolio, in order to meet the demand in accommodating the country's visitors during the FIFA tournament and to contribute towards Qatar's dynamic vision for 2030.

Qatar has demonstrated its ability to successfully manage historic and global events, which in turn, has resulted in creating many additional opportunities in the real estate market for developers and real estate investors. This is evident by the availability of a vast selection of options that meet the requirements of tenants and investors from rental homes or promising investment properties, and real estate owners and developers have capitalised on this abundance through attractive offers and investment opportunities.

This year, demand for real estate purchases has skyrocketed,

coinciding with legislative amendments that have deepened the facilitations granted to foreign investors to own real estate. In the same context, Qatar has launched a two-tiered residency program under which anyone who buys property worth \$1 million or more is entitled to obtain permanent residency with ample advantages that were limited to citizens and some foreigners who have resided for a certain number of years in Qatar. Many prominent Qatari banks have also



**Eng. Nasser Al Ansari**  
Chairman  
Just Real Estate

« Qatar has demonstrated its ability to successfully manage historic and global events, which in turn resulted in creating many additional opportunities in the real estate market for developers and real estate investors. »

launched appealing offers for real estate loans and provided solutions that suit different categories of buyers and investors.

This has all resulted in a drastic increase in real estate market activity. According to leading key players in the real estate market, the 2022 FIFA World Cup™ is driving up the demand for rentals, as well as increasing property purchases, especially residential ones. Experts stressed the need for financial and banking institutions to provide the necessary financing for those wishing to purchase real estate in long-term instalments, which contributes to revitalising this important sector. Real estate remains a safe haven for investment, especially in these times of economic turmoil in the world, and the resulting high risks in various investment fields. It has been proven that investing in real estate is amongst the most logical and successful, especially in the Qatari real estate market, and it is clear that investors view real estate as a dependable long-term investment.

With the increase of real estate supply in the Qatari market, many have raised concern over post World Cup™ decline in the sector. While it is logical that an initial slump in real estate demand will no doubt ensue, the government has gone to great lengths to regulate the sector, and to ensure its sustainability. Smart cities like Msheireb Downtown and Lusail are proof of smart real estate development that will withstand and sustain. Following hosting the 2022 FIFA World Cup™, Qatar will no doubt reach incredible highs in the influx of its FDI, which will in turn, create vast job and living opportunities for foreigners in this country, and with a robust infrastructure like the one Qatar has proudly built, the country will be able to accommodate them and offer them the best living conditions for decades to come. Qatar's distinct vision for 2030 ensures the creation of compelling and illustrious market opportunities that will continue to aid in the growth of its sectors, among which is the real estate sector. This will continue to sustain and ensure Qatar's efficiency and appeal.



# INVESTING IN QATAR'S BOOMING REAL ESTATE MARKET

Since 2010, Qatar has been on the path of delivering on the promise of creating one of the most unique and memorable FIFA World Cup™ tournaments, the first to ever be hosted in the region. With that, the road to creating a country that is able, ready and prepared to showcase all it has to offer to the world began.

By balancing economic diversification and the implementation of laws and regulations, Qatar has demonstrated to the world that it is one of the safest and rapidly growing countries in the region, creating the ideal environment for sustainable business and growth on all different fronts.

One of the most exciting sectors to emerge on this journey has been the real estate sector, which over the past ten years, has witnessed astronomical growth and development across all areas in Qatar. This, coupled with a government that has taken the necessary action to rejuvenate the market and make it more attractive for investors, has resulted in a very attractive sales market in the country.

In October, 2020, the Qatari government adopted new legislation loosening restrictions on foreign ownership of real estate in the country and introducing changes favourable to foreign investors. The number of areas where foreigners can invest in real estate has expanded, from three to 16, and the number of non-Qatari residents who can own property has climbed from three to 9 (99-year lease). With new areas open for foreign real estate ownership, and new advantages that come along with that, the sale market has seen increased interest, which has introduced the shift from a renters market, to one that focuses on sale.

Given its consistent cash flow, real estate tops the list of the most profitable long-term investments. It is a fantastic strategy to increase wealth because it brings in money from various sources. Over time, rental revenue and real estate values tend to rise, which also helps to enhance cash flow.

The advantages of ROI, favourable tax treatment, and scalability are the most significant. You can use scalability to purchase more homes and increase your



**Khalaf Murwih Alidmat**  
Entrepreneur, Co-founder and  
General Manager  
QQQ Group

« It is not surprising that the majority of successful investors prefer to invest in real estate because it is a tangible, reliable, and secure asset. »

wealth as you create equity. As a result of positive leverage, real estate offers better returns.

Qatar has continued on the path of great real estate opportunities. In fact, in the first quarter of this year, according to the Real Estate Bulletin published by the Ministry of Justice, a whopping QAR 4,859,712,958 has been recorded in real estate transactions.

The real estate market in Qatar is fueled by a number of variables, such as the country's high GDP growth and population influx, which are accompanied by employment possibilities and supportive government regulations. It is not surprising that the majority of successful investors prefer to invest in real estate because it is a tangible, reliable, and secure asset.



# QATAR'S REAL ESTATE SECTOR REJUVENATED: SIGNIFICANT REAL ESTATE PROJECTS AND THE LATEST DESIGN TRENDS MAKING A COMEBACK IN 2022

Within a few years, Qatar has become one of the most important regional and international forces that managed to position itself on the global economic scene ... not only because of its wealth of oil and gas, but because of its long-term vision, which has resulted in a developed country capable of providing high living standards for its citizens, residents and for all future generations to come. Qatar's progress in many fields made it secure an attractive business climate by linking its present with its future and responsibly exploiting its resources, as represented in the Qatar National Vision 2030, which emphasised the development of infrastructures such as airports, ports, metro, hospitals, universities, sports, and the real estate sector... The professionalism of the country during economic fluctuations, whether in periods of prosperity or deflation, qualified them to draw an economic map of the region.

Thanks to the booming economy and the laws taken by the government to encourage real estate investment, infrastructure development, the use of advanced systems, and the growth of the real estate sector, the State of Qatar has been able to implement new construction and world-class construction projects, such as the Msheireb project in the heart of Doha, Lusail City and The Pearl. Today, the value of the real estate market in Qatar is estimated at more than ten billion US dollars and is expected to grow significantly over the next few years.

In recent decades, the real estate sector in the State of Qatar had an unprecedented role and the latest qualitative move in enhancing Qatar's position internationally and contributed to effectively supporting the economic growth of the country in a way that made Qatar the most attractive investment destination in the world. As the real estate sector is witnessing rapid and effective growth as a reflection of what had been achieved over the past years, benefiting from the development projects implemented by the state, to enable and maintain leadership in all sectors over the years, driven



**Mohammed Yousif Shoqeir**  
Sales Manager  
Retaj Real Estate

« The resolve of the country during economic fluctuations, whether in periods of prosperity or deflation, has qualified it to become a big player in the region's economy. »

by the development and economic plans that represent Qatar's vision 2030. The country's economic growth.

After the Covid-19 pandemic cast a shadow during the year 2020 and led to a decline in prices and stagnation across sectors, especially the real estate, during 2022, it began to gain some momentum, in light of investors continuing to seize the buying opportunities available in the residential real estate sector throughout the year. I think it is fair to say that there is a vision for stability of the real estate market after 2022.

Since the real estate sector is one of the most important economic sectors in the State of Qatar, which is witnessing increasing and rapid growth, and is considered a safe haven for many investors, thanks to the wise policy of His Highness Sheikh Tamim bin Hamad, the Emir of the country, and the laws and facilities provided, the real estate market has been able to achieve a qualitative leap in all activities for both residential and commercial, which contribute to an increase in the number of real estate companies working on providing real estate solutions in Qatar.

Despite the global economic conditions that dominate the economic landscape, the real estate sector in Qatar has been able to complete strategic projects in the country, such as the city of Lusail and the Pearl Island and all the facilities related to the Arab Cup and the 2022 FIFA World Cup™, where the sector was able to prove its ability to organise the real estate market and create many investment opportunities. Of the housing units to serve this major global event, we expect after the end of the World Cup™ that real estate prices will stabilise because the State of Qatar is on the verge of many giant projects that require a lot of housing units and skilled labour. Of course, the real estate market still provides opportunities for growth. As there are many upcoming big projects with promising opportunities.

# REAL ESTATE IS NOT FOR EVERYONE

## Being a real estate broker is not for everyone.

"I want to earn more, i want to challenge myself, and i want to reach my target"

These are the very few lines most new joiners in the real estate business say, but is it really what keeps us staying and motivates us to move and close more deals? We can say that being professional is what keeps us aligned and engaged with our clients and the company we are representing but how can we say we are truly professional? Is it by how we dress up? By how we talk or how we move? A part of our professionalism is mirrored in the external features but what makes us real professionals is the way we deliver the real and honest reality of this business. Being a real estate agent is not just delivering the good and flowery features of your properties, but being able to deliver the honesty and reality of it to your clients.

A true real estate agent embodies honesty, integrity, and transparency. Real Estate Agents are more than salespeople, in our business, building trust in the process is very vital as it is the bridge that links us to our clients. Fancy properties and amazing facilities might sparkle our clients' eyes but proper engagement and transparency are what keeps our client linked with us.

Another thing that we should keep in mind to establish and maintain professionalism in the Real Estate business is by improving more on our work ethics. Work Ethics are a set of principles we follow in order for us to bring out the best in our job performances. Of course, every company has its own set of principles to follow, but everything should start in itself. You yourself should know how to act, dress, and speak accordingly. Over the years of being in the business, I have learned to practice and focus on these 3 ethics I still maintain every single day and I think can help you effectively in Real Estate, Discipline, Productivity, and Responsibility.

### Discipline

- Discipline shows determination and commitment to your field. Whether it's time, resources, and work management, you have to maintain discipline in every area so as a whole, it will definitely work out properly.



**Aymen Gharbi**

Founder and Managing Director  
Step In Property

« Real estate agents are more than salespeople; in our business, building trust in the process is very vital, as it is the bridge that links us to our clients. »

### Productivity

- A strong work ethic translates to outstanding productivity. Mostly us, we cannot deny the commission scheme we have in this business and we cannot hide that a big part of closing deals is being productive enough to update, engage and manage our clients.

### Responsibility

- A strong work ethic requires a keen responsibility. Those who are ethical and responsible hold themselves accountable for their actions. They will accept the blame for errors they've contributed to proactively work to fix those issues.



## WANT TO CONTRIBUTE TO PROPERTY FINDER TRENDS?

Email:  
[info@propertyfinder.qa](mailto:info@propertyfinder.qa)



# TURNING INFLATION INTO PROFIT

Inflation is a natural phenomenon in the market. In economics, inflation is described to be a general rise in the prices of goods and services in relation to the depreciation of currency. In simple terms, inflation corresponds to a reduction in the purchasing power of money. There are many ways to hedge against inflation. A disciplined investor can assess and then plan for inflation behavior.

For you, is it better to invest in real estate rather than keeping your cash? Or would it be better to sell now in a higher currency?

As an investor, if you buy a property and market prices might crash, it could be a loss. On the other hand, if you would like to sell now in a peak-price market, as currency value depreciates, the purchasing power will not allow you to invest in similar opportunities and render your cash value less than initial selling price.

For example, having a villa in today's market that is valued at four million, where the market is believed to be optimal for buying, can go down to half the amount at a later stage, should the market price crash.

Going in another direction, having the same villa in today's market to sell rather than invest. With the natural occurrence of inflation, when the market price rises, the power of unit currency decreases, leaving the cash obtained by selling the villa property at a loss.

The aim of questioning is part of a strategic decision-making and sound investment, as Inflation will test how you evaluate risk and manage it. One can secure great returns from investing in asset classes that outperform the market during inflation climates. One of the most efficient being real estate asset investment. However, it is how you handle the risk that makes a difference.

When obtaining a market specialist to advise you on how best to ride the market wave of inflation, increases your returns dramatically and provides you with a tangible investment.

A Real Estate Advisory service can guide you through the cycle of your property portfolio. For example, one could start by earning income from renting properties during periods of higher inflation as market prices increase, generating higher currency value than initially invested.



**Mohammed Ben Mohammed**

Sales Team Leader  
Steps Real Estate

« One can secure great returns from investing in asset classes that outperform the market during inflation climates. »

A specialist could also advise you on types of properties to invest in, as having a diversified portfolio can minimize risk of investment, by targeting several economic categories. This happens by having a variety of properties from luxury apartments, waterfront villas, penthouses, to affordable properties for families or bachelors. This broadens your client base from tenant leasing or investor buying.

Knowing the market trends and opportunities that one could gain by investing in Qatar is important knowledge to have by an advisor. Now Doha is moving towards greater gains by investing heavily in the country and with decisions taken especially with real estate which is why year by year the market is getting higher.

For instance, the Qatar law that allows international investors to own property increases demand. Also, being a tax-free country encourages large investors from abroad that see great potential in the market. A Specialist advisor would select the right property that ensures its exposure and high appreciation making your investment low risk with high returns.

Having a new economic strategy applied by the government, like ongoing international events hosted by the country, such as the 2022 FIFA World Cup™, places the country in high demand. Doha today is investing in brand-new infrastructure making it a desired attractive location for living and as well as a place to vacation. The continuous growth of the country is what assures appreciation of real estate investment going forward to 2023.

With a gist of what a Real Estate Agency can accomplish with you as an investor, nothing will be as important as knowing the right time to invest and provide a remunerative money-making investment. Understanding the rise and fall of the market and when to effectively strike, is what differentiates a sales representative from a Specialized real estate agency with years of experience in the field.

# HOLIDAY HOMES – A SUSTAINABLE BUSINESS MODEL FOR QATAR?

The past few years have seen an enormous growth in demand for holiday homes. Covid-19 and its related consequences such as nationwide lockdowns and travel restrictions have motivated many of my clients to acquire a holiday home inside Qatar. While for a long time The Pearl Island was the preferred location for holiday homes, investors are increasingly looking at other areas especially in the upcoming new districts of Lusail.

But holiday homes are not only in demand from self-users. More and more traditional real estate investors who, considering a large oversupply in the residential market during the years 2020 and 2021, suffered from decreasing cash-flows, are acquiring holiday homes to benefit from an anticipated increase in demand in this sector.

Despite the official real estate stock for the World Cup™ which was arranged by the Supreme Committee for Delivery and Legacy, the stock of these holiday homes is the much-needed additional supply of accommodation for the country's upcoming mega-event. According to publicly available sources Qatar is expecting more than 1.2 million of international visitors for the one-month tournament. For various reasons many of them will prefer to rent a holiday home rather than to stay at a hotel.

It is obvious that the local government had to implement new regulations for the holiday homes market to protect customers and provide a sort of homogenous cluster of holiday homes. In short, the Qatar Tourism Circular no. 1 of 2021, dated 29 August 2021, provides:

- Standalone villas in any area in Qatar may qualify to operate as holiday homes
- Apartments/flats located in "tourist areas" (as defined in the Decision of the Minister of Economy and no. (106) of 2017) may qualify to operate as holiday homes.
- Natural or legal persons wishing to engage in holiday home rental activities must first obtain a licence from Qatar Tourism.
- The licence may be obtained by property owners, operators and persons with legal status to use the unit.
- Applications shall be submitted online.
- Once the licence is granted, it will be valid for five years and renewable for another five years subject to ongoing



**Alexander Hartmann**

Managing Partner  
The Loft Bureau Real Estate

« We should see the first football World Cup™ to be held in the Middle East as a «marketing springboard» that hopefully will help to attract foreign investors, international companies, and drive tourism. »

compliance.

- Every licensee has to adhere to the list of service and quality requirements as set out in the holiday home Circular, e.g. (i) offering 24/7 emergency contact services for guests; (ii) maintaining and observing a guest complaint policy; (iii) a detailed list of amenities, depending on the classification of the relevant holiday homes unit; (iv) promptly handing keys over to guests on the agreed date and time; and (v) honouring all terms in the relevant holiday homes rental contract.
- The maximum lease term for a holiday home is 30 days.

There are a few more minor aspects which one would have to consider before operating a holiday home such as the right for the Qatar Tourism Agency to send either their own employees or appoint third parties to inspect the property.

It appears that the professional management of a holiday home can be very time consuming and requires a lot of effort from the property owner. Therefore, we from The Loft Bureau recently established a professional holiday home department which does not only provide property management services but also professional advice on a cost-sensitive interior design and professional marketing services through various channels. Investors who previously acquired properties for the sole purpose of renting the unit as a holiday home especially during the tournament will find a one-stop-shop solution with the agency.

Hence a question remains, how is Qatar going to change after the tournament? Well, from my conversations with many landlords and business owners in the recent past, I know that people look at this topic controversially. In my opinion, the future for Qatar shines bright. Yes, there will be an exodus of white-collar workers in the first two years after the tournament. Yes, there will be a sharp increase in the stock of available properties and yes, rents for long-term contracts will

decrease again. However, we should see the first football World Cup™ to be held in the Middle East as a “marketing springboard” that hopefully will help to attract foreign investors, international companies, and drive tourism.

Qatar has always been a preferred destination for global travellers. The upcoming tournament is a great chance to show football fans what Qatar has to offer, and I am convinced that we will see many fans returning to Qatar in the future. With regards to tourism infrastructure development the government’s plan is to position Qatar as a major destination for sporting events and meetings, incentives, conferences, and exhibition. That comes in addition to the efforts to market the destination for family vacation, adventurous holidays, romantic getaways, and stopover breaks.

I expect that many of Qatar’s tourists will follow the international trend and prefer staying in a holiday home rented via AirBnB or Booking.com rather than staying in a hotel room. Global trends suggest that the combined revenue from vacation rentals this year will amount to 75.85 Bil. USD with a projected growth rate of 9.16 percent per annum until 2026 (source: statista.com). The same source is projecting 891 mil users of holiday homes by 2026 and in the same year 74 percent of total revenue will be generated through online sales. Consequently, a huge number of business and leisure travellers coming to Qatar will book a holiday home for their stay if they can find a suitable option.

As the international holiday homes market develops at an ever-increasing rate, more operators are entering into this market including luxury hotel operators and companies that offer their specialised services to landlords. For instance, in 2018 the famous hotel operator Marriott International introduced the business line “Homes & Villas” to cater to this specific sector. Travellers today can find a large variety of holiday homes when looking into a potential location to spend their holiday, this is especially the case in the big international hubs. A look at the situation in Dubai’s holiday home market can be useful to understand customer’s expectations.

In Dubai travellers can find all kinds of holiday homes, from the average studio to an ultra-luxury mansion. There are offers in the market with private chefs, butler services and high-end toiletries. Prices vary between 150 USD and 20,000 USD per night. According to market finding published by the international real estate agency Knight Frank, in 2019 in Dubai’s holiday home market there were 10,766 active listings out of a total of 20,395 properties which have been registered on the Airbnb platform. Of the 10,766 active listings in 2018, 61 percent were entire homes or apartments, 31 percent were private rooms and the remaining 8 percent were shared rooms. At that time Dubai’s holiday home market accounted for 2 percent of Dubai’s total households, the highest proportion of all other key global hub cities. The current market situation in Dubai doesn’t suggest that the numbers decreased over the past two years. Rather they must have improved further due to the restrictive COVID-19 measures in many of the world’s main cities and the current war in Eastern Europe. For many Dubai has become a safe halfway house for businesses to operate. From our own research I know that a lot of high-net-worth individuals are moving their business and bringing staff members to operate out of a villa in Dubai, besides the influx of Russian businessmen holidaying in Dubai and investing there. With Qatar’s ambitious plans to become a global city soon, landlords in Qatar must understand that they have to offer an international standard to an international clientele. Therefore, they should consider appointing a professional management company to operate the unit on their behalf and will have to frequently upgrade their holiday home. That way they will be able to operate successfully in this segment in the long run. From my personal experience I know that an upgrade of the bathrooms and attractive furniture (not necessarily branded furniture) can do wonders!

We at The Loft Bureau Real Estate are prepared to support our clients all the way if they opt to rent their property in this promising high-yield market. A team of a dedicated property manager, interior designer, accountant, and marketing executive is available to help every landlord to maximise the return from his or her property.

## PREDICTIONS FOR THE UPCOMING YEAR IN THE REAL ESTATE MARKET

The real estate sector is one of the fastest growing economies in Qatar, and a safe roadstead for many investors, this is all plausible only because of the development policy pursued by the government and the solutions it proposes, which has led to an increase in the number of real estate companies operating in the market. Even though, the COVID-19 pandemic has led to the across industries both globally and regionally, and Qatar being no exception to it, the real estate market has demonstrated remarkable persistence to the economic turbulence caused by the pandemic.

The 2022 FIFA World Cup™ is fast approaching and this has been at the heart of Qatar’s economic plans, it has served as a source of great inspiration during the recent turnaround. Whether the crisis took the form of a raging pandemic or political tensions, the event remained and still remains as a source of hope for the public as well as the economic decision makers of Qatar.

Overall, with an expected Influx of tourists into the country, hotel occupancy rates and RevPAR are expected to increase, boosting the hospitality sector. The World Cup™ is expected to support Qatar in achieving its long-term urban development and economic diversification goals, as well as to strengthen the country’s position as an appealing investment destination. The country finds this opportunity as a gateway for foreigners to come and explore the country to bring to their attention that Qatar is a great place for business, investment opportunity and migration.

With regards to the future outlook, the real estate market looks quite positive. Currently there is a boom, due to the upcoming major event, where the country is witnessing great cash flow and great demand from investors and business owners to establish hotels and hotel apartments throughout the country. The marketing is witnessing a standard of two year contract requested by the landlords. After the World Cup™, both rental prices and unit values of the real estate market could decline for a year or so. This will be because many people and expats working on projects related to the tournament would begin to leave the country once the event concludes, thereby leading to a decline in demand for both residential and commercial units. This trend was observed in the countries that hosted FIFA in the previous years.



**Khouloud Dakhlaoui**

CEO & CO  
Zawayya Real Estate

**« The medium-term outlook for the Qatar real estate market looks bright, indicating that Qatar could even be an exception or rebound back much quicker. »**

However, the medium-term outlook for the Qatar real estate market looks bright, indicating that Qatar could even be an exception or rebound back much quicker. This is due to the supportive government that Qatar has, which allows for a number of freehold areas in the country, open to foreign real estate ownership. The freehold law for Qatar real estate would allow foreigners to come and own properties in the country. While this would take some time to become effective, it would open the sector to foreign investors. This would further develop the market in Qatar self-sufficient like in the developed nations, reducing the sector’s dependency on the government alone for financial injection.

Let’s not forget that Qatar has won the hosting bid for the 2030 Asian Games, and it has also submitted a bid to host the 2027 AFC Asian Cup. The future for real estate seems brighter than ever before!



# CONSUMER SEARCHES EXPLAINED

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# TOP 20 SEARCHED AREAS FOR APARTMENT AND VILLA RENTALS IN QATAR

The Pearl firmly remains the top searched area on [www.propertyfinder.qa](http://www.propertyfinder.qa), recording almost 24 percent of all searches in H1 of 2022 for apartment rentals. In fact, the subsequent areas in the top five searched areas equal to that search percentage. However, the top five areas, which include West Bay, Al Sadd, Fereej Bin Mahmoud and Old Airport Road have remained unchanged when comparing H1 of 2022 to H2 2021.

## APARTMENTS

### LOCATION

- |                                     |                                   |
|-------------------------------------|-----------------------------------|
| <b><u>1. The Pearl</u></b>          | <b><u>11. Umm Ghuwailina</u></b>  |
| <b><u>2. West Bay</u></b>           | <b><u>12. Najma</u></b>           |
| <b><u>3. Al Sadd</u></b>            | <b><u>13. Al Wakair</u></b>       |
| <b><u>4. Fereej Bin Mahmoud</u></b> | <b><u>14. Ain Khaled</u></b>      |
| <b><u>5. Old Airport Road</u></b>   | <b><u>15. Al Duhail</u></b>       |
| <b><u>6. Al Mansoura</u></b>        | <b><u>16. Lusail City</u></b>     |
| <b><u>7. Musheireb</u></b>          | <b><u>17. Al Muntazah</u></b>     |
| <b><u>8. Fox Hills</u></b>          | <b><u>18. Al Gharrafa</u></b>     |
| <b><u>9. Marina District</u></b>    | <b><u>19. Abu Hamour</u></b>      |
| <b><u>10. Fereej Bin Omran</u></b>  | <b><u>20. Madinat Khalifa</u></b> |



The same trends were recorded for H1 2022 as H2 2021, with Al Waab commanding the top spot when it comes to villa rentals. In fact, the area is so popular that it has recorded just over 14 percent of all villa searches on [www.propertyfinder.qa](http://www.propertyfinder.qa) between January and June 2022. This comes as no surprise, as Al Waab is known for being a central, family friendly location. Ain Khaled and Abu Hamour are the second and third top searched areas for the same time frame, which are also neighbourhoods known to offer villas in a variety of sizes and prices.

## VILLAS

### LOCATION

- |                                  |                                    |
|----------------------------------|------------------------------------|
| <b><u>1. Al Waab</u></b>         | <b><u>11. Old Airport Road</u></b> |
| <b><u>2. Ain Khaled</u></b>      | <b><u>12. Al Kheesa</u></b>        |
| <b><u>3. Abu Hamour</u></b>      | <b><u>13. West Bay</u></b>         |
| <b><u>4. The Pearl</u></b>       | <b><u>14. Al Messila</u></b>       |
| <b><u>5. Al Gharrafa</u></b>     | <b><u>15. Al Dafna</u></b>         |
| <b><u>6. Al Thumama</u></b>      | <b><u>16. Al Maamoura</u></b>      |
| <b><u>7. West Bay Lagoon</u></b> | <b><u>17. AlMuraikh</u></b>        |
| <b><u>8. Al Duhail</u></b>       | <b><u>18. Al Markhiya</u></b>      |
| <b><u>9. Al Rayyan</u></b>       | <b><u>19. Al Wakair</u></b>        |
| <b><u>10. Al Hilal</u></b>       | <b><u>20. Al Sadd</u></b>          |

Based on the number of searches on [propertyfinder.qa](http://propertyfinder.qa) from January - June 2022.



# TOP 10 SEARCHED AREAS FOR APARTMENTS AND VILLAS FOR SALE IN QATAR

Once again, The Pearl takes the number one position on this list, however, five out of the 10 top searched areas for apartments for sale are located in Lusail, which has cemented its status as the top-choice area for those looking to invest in real estate.

The Pearl and Al Thumama remain in the top two spots for the top searched areas for villas for sale on the website between January and June 2022, however, we can also see that West Bay Lagoon has once again gained popularity in that segment. Lusail City is also a new addition to the list, most likely due to new stock and units being handed over in that area.

## APARTMENTS

### LOCATION

- |                           |                                    |
|---------------------------|------------------------------------|
| <u>1. The Pearl</u>       | <u>6. The Waterfront</u>           |
| <u>2. Fox Hills</u>       | <u>7. Al Sadd</u>                  |
| <u>3. West Bay</u>        | <u>8. Qatar Entertainment City</u> |
| <u>4. Lusail City</u>     | <u>9. West Bay Lagoon</u>          |
| <u>5. Marina District</u> | <u>10. Umm Ghuwailina</u>          |

## VILLAS

### LOCATION

- |                           |                       |
|---------------------------|-----------------------|
| <u>1. The Pearl</u>       | <u>6. Al Waab</u>     |
| <u>2. Al Thumama</u>      | <u>7. West Bay</u>    |
| <u>3. West Bay Lagoon</u> | <u>8. Al Wakair</u>   |
| <u>4. Al Dafna</u>        | <u>9. Lusail City</u> |
| <u>5. Ain Khaled</u>      | <u>10. Al Kheesa</u>  |

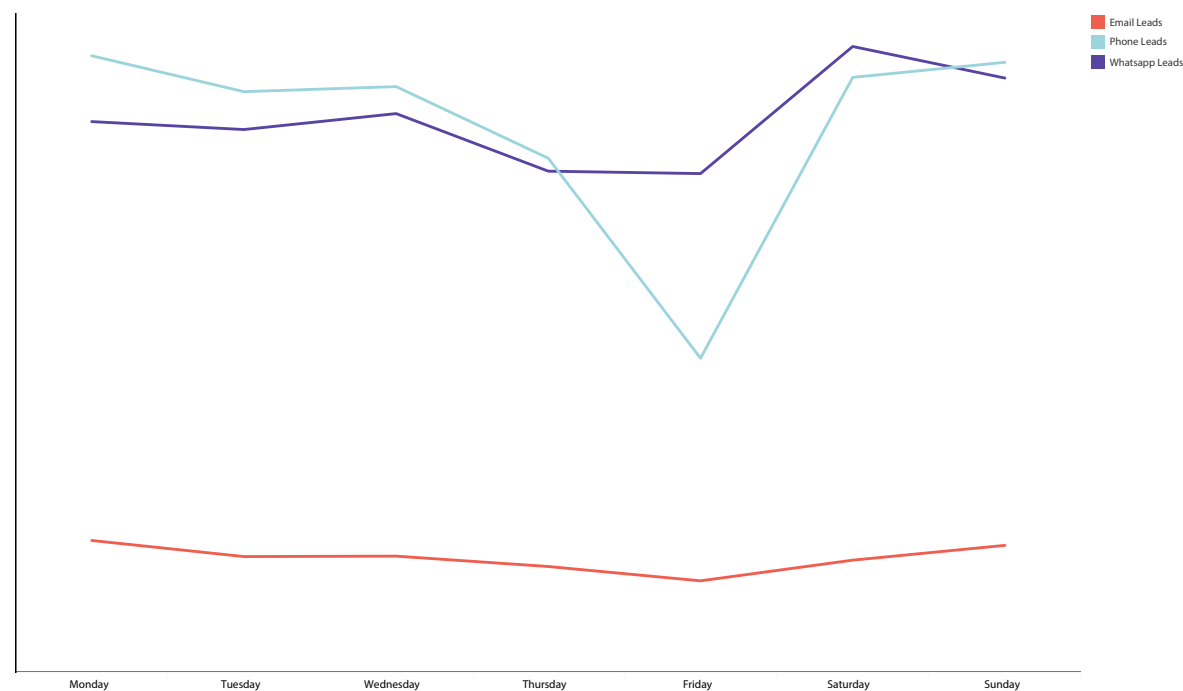
Based on the number of searches on propertyfinder.qa from January - June 2022.



# USER BEHAVIOUR

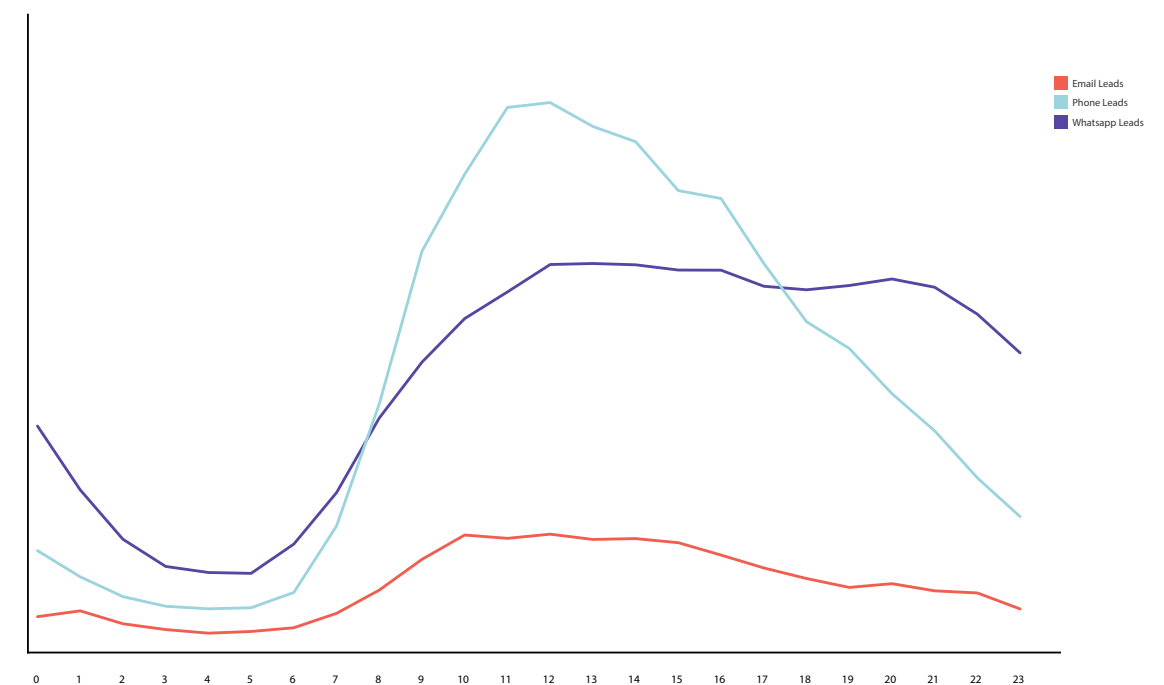
**When and how are consumers using our portal?**  
**Here's what you should know to optimise your performance**

## LEADS PER DAY OF THE WEEK



Since the introduction of WhatsApp leads on [www.propertyfinder.qa](http://www.propertyfinder.qa), we have started noticing different patterns recorded in terms of lead type vs day of the week. For example, we can clearly see that WhatsApp leads are at their highest on Saturdays, which is mainly due to the ease of using WhatsApp to contact companies. When it comes to phone leads, we can clearly see that they start to increase on Saturday, reaching their peak on Sundays and Mondays.

## LEADS PER TIME OF DAY



The majority of leads for both phone calls and WhatsApp are being recorded between 11 am and to 1 pm, which is when most end users are on their midday break, making it easy to begin their search and contact companies. Our data shows another peak for WhatsApp leads between 7 pm and 8 pm, which is when most end users have some free time, and is once again most likely due to the ease of using WhatsApp to get in touch with agents.

Based on leads recorded on [propertyfinder.qa](http://propertyfinder.qa) from January - June 2022.

# TOP SEARCHED KEYWORDS

Adding these keywords to your titles will help your properties appear more frequently, and help you reach property hunters who are searching specifically for these amenities and facilities.

Here are the top searched keywords used between January and June 2022 on our site, ranked by highest demand.

## APARTMENTS FOR RENT



- |              |                 |                 |
|--------------|-----------------|-----------------|
| 1. Balcony   | 4. Beach        | 7. Sea view     |
| 2. Pool      | 5. Maid's room  | 8. Garden       |
| 3. Brand new | 6. Pets allowed | 9. Private pool |

## VILLAS FOR RENT



- |                 |            |                 |
|-----------------|------------|-----------------|
| 1. Pool         | 4. Beach   | 7. Pets allowed |
| 2. Private pool | 5. New     | 8. Maid's room  |
| 3. Garden       | 6. Balcony | 9. Sea view     |

## APARTMENTS FOR SALE



- |             |                |                 |
|-------------|----------------|-----------------|
| 1. Balcony  | 4. Maid's room | 7. Garden       |
| 2. Sea view | 5. Pool        | 8. Private pool |
| 3. Beach    | 6. New         | 9. Pets allowed |

## VILLAS FOR SALE



- |          |                 |                |
|----------|-----------------|----------------|
| 1. Pool  | 4. Private pool | 7. Sea view    |
| 2. Beach | 5. Garden       | 8. Maid's room |
| 3. New   | 6. Balcony      |                |

Based on the keyword searches conducted through Property Finder in the period of January to June 2022.





# COMMERCIAL

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# COMMERCIAL OFFICES FOR RENT IN QATAR

## Areas with the highest number of leads for office rentals in Qatar



Data from [www.propertyfinder.qa](http://www.propertyfinder.qa) shows that Al Sadd has recorded the highest number of leads in H1 of 2022, with West Bay recording the second highest number of leads. These two areas continue to be the most in demand areas when it comes to office rentals; in fact, they account for 28 percent of leads for all office rentals for that time frame.

Based on the number of enquiries and listings (properties listed) on [propertyfinder.qa](http://propertyfinder.qa) between January to June 2022.

## Average monthly asking price for office rentals in Qatar

Location	Total contract asking price (QAR)
West Bay	19,526
Lusail City	18,227
Old Airport Road	17,849
Marina District	16,233
C-Ring	14,847
Najma	13,271
Al Sadd	13,076
Fox Hills	13,005
The Pearl	12,936
Al Muntazah	10,326
Fereej Bin Mahmoud	9,669
Al Hilal	7,861
Musheireb	7,023
Salwa Road	6,894
Al Ghanim	5,202

West Bay is still commanding some of the most highly priced office units for rent, and due to the offices on offer, that is not surprising. The area is known for offering office rental units in high rise towers and and fully serviced buildings, which come with a higher price tag. In addition, a 28 percent increase in the number of listings in the area has also played a role in increasing the average asking price.

It is interesting to see that Lusail City has recorded an increase of 10 percent in average price for office rentals when comparing H1-2021 and H1-2022, but has also almost doubled the number of listings, which is the main driver behind the increased price tags.

Rental prices are based on the average monthly rental prices displayed on Property Finder between January and June 2022.

The data is based on the advertised prices on [propertyfinder.qa](http://propertyfinder.qa) and may not reflect the actual transacted price.

## Top searched areas for office rentals in Qatar

1. West Bay
2. Al Sadd
3. Marina District
4. Lusail City
5. Salwa Road
6. The Pearl
7. Musheireb
8. Al Muntazah
9. Fereej Bin Mahmoud
10. Al Aziziyah
11. Al Mirqab Al Jadeed
12. C-Ring

As the business hubs of the country, and accounting for over 35 percent of searches for office rental in H1 of 2022, West Bay and Al Sadd remain the top choice for those looking for office units. Different areas in Lusail, such as Lusail City and Marina District are also seeing increased demand, as they offer new and modern units with different specifications.

Based on the number of searches on propertyfinder.qa from January - June 2022.

# COMMERCIAL MARKET ANALYSIS

## Average monthly price for warehouse rentals in Qatar

Location	Average Monthly Price (QAR)
Umm Salal Mohammad	162,522
Industrial Area	80,428
Birkat Al Awamer	50,296
Al Wakrah	50,000
Al Rayyan	38,273
Logistics Village Qatar	33,385
Umm Salal Ali	31,752

Rental prices are based on the average monthly rental prices displayed on Property Finder between January and June 2022.

The data is based on the advertised prices on propertyfinder.qa and may not reflect the actual transacted price.



# TOP SEARCHED AREAS FOR WAREHOUSES

RENTALS

## LOCATION

- |                                   |                         |
|-----------------------------------|-------------------------|
| <u>1. Industrial Area</u>         | <u>5. Al Rayyan</u>     |
| <u>2. Umm Salal Ali</u>           | <u>6. Al Wakrah</u>     |
| <u>3. Logistics Village Qatar</u> | <u>7. Ras Abu Aboud</u> |
| <u>4. Umm Salal Mohammad</u>      | <u>8. Al Sadd</u>       |

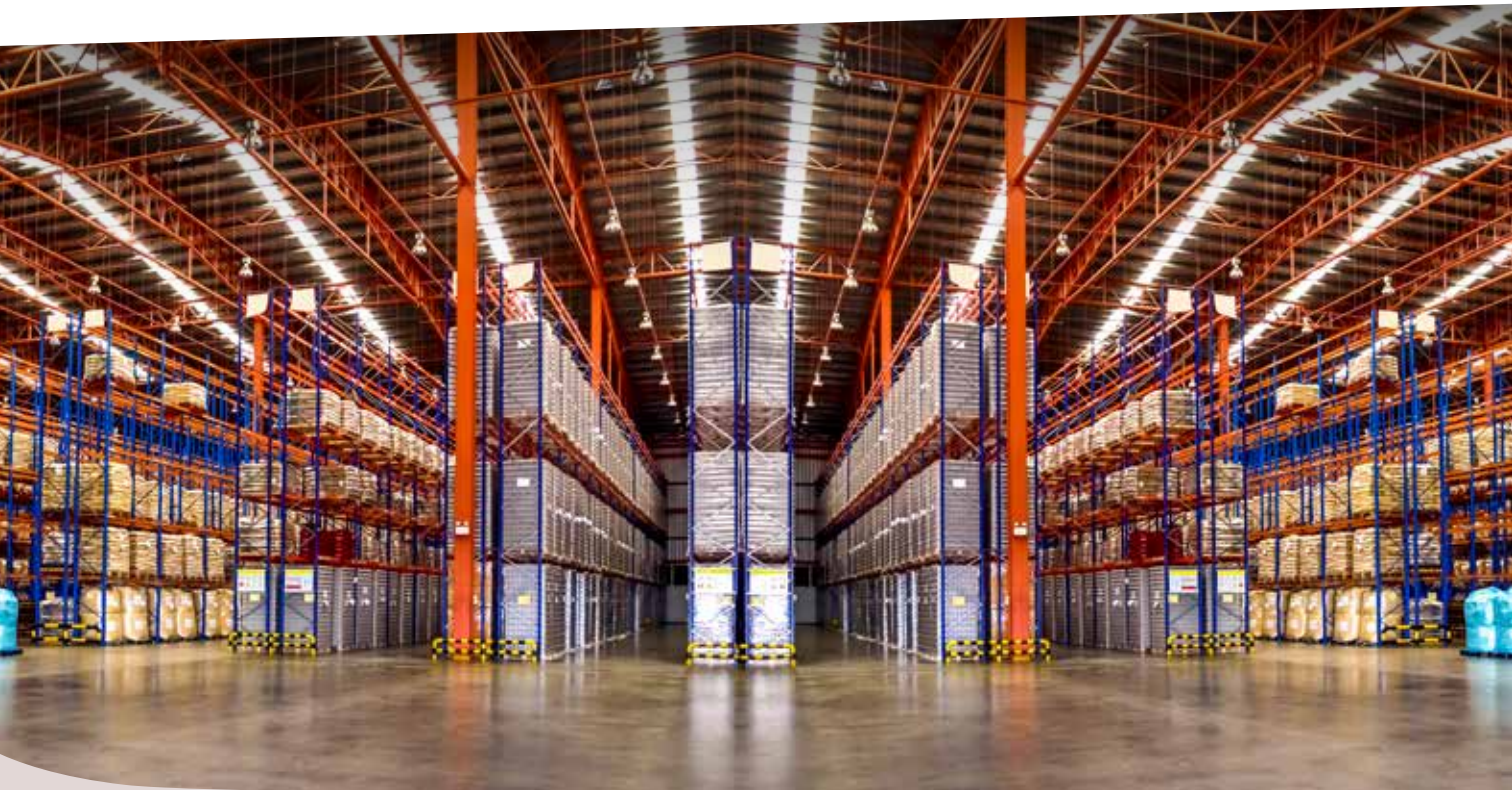
Based on the number of searches on propertyfinder.qa from January to June 2022

# LAND FOR SALE IN QATAR

## Top searched areas for land for sale

- |                       |                           |
|-----------------------|---------------------------|
| <u>1. Energy City</u> | <u>5. Lusail City</u>     |
| <u>2. Al Wakair</u>   | <u>6. Al Gharrafa</u>     |
| <u>3. Al Rayyan</u>   | <u>7. Industrial Area</u> |
| <u>4. The Pearl</u>   |                           |

Based on the number of searches on propertyfinder.qa from January to June 2022



# WE ARE PROPERTY FINDER

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# 2022 PROPERTY FINDER QATAR REAL ESTATE AWARDS

## IN THE NEWS

The 2022 Property Finder Awards will celebrate top brokers, developers and real estate agencies in Qatar, and highlight the pinnacle of real estate success in the country.

The awards are open to all Property Finder Qatar clients and cover seven categories across different segments including Best Property Video, Most Leads Generated, Rising Star, Best Agent, Best Brokerage and Best Developer.

The winners will be chosen after thorough deliberation by a panel of judges and will be selected based on specific criteria with a heavy focus on companies that have invested in market best practices and customer service.

Stay tuned for the grand reveal of all our winners.

<https://awards.propertyfinder.qa/>

As a leader in real estate market intelligence, Property Finder Qatar is regularly outspoken on emerging trends, consumer behaviour analysis, and news. Here is a selection of our media presence in the first half of 2022.





# OUR PERFORMANCE – PROPERTY FINDER

Our mission remains the same: to be the fastest and easiest-to-use portal for property hunters, as well as the best marketing channel for agents. We continue to have the largest market share in Qatar, as well as the lowest bounce rate, highest number of pages per visit, and the most visits per person than any other portal.

## ORGANIC SEARCHES:

When searching for “apartment rentals in The Pearl” for example, search results from propertyfinder.qa will almost always be at the very top. We continue to work tirelessly to ensure that our clients’ properties are seen first and that users get the most accurate results according to what they’re searching for.

## LEADS AND SESSIONS:

We continue to generate the highest number of leads for our clients than any other portal in Qatar, which is one of the metrics we use to measure our success. We have recorded 600,000 leads from our website between January and June 2022. Almost 3,000,000 sessions have also been recorded in the same time frame.

**600,000 LEADS** | PROPERTY  
FINDER

**3,000,000 SESSIONS** | PROPERTY  
FINDER

**Source:**  
propertyfinder.qa internal statistics tracking data.  
Sessions, Users & PVs: Google Analytics January - June 2022.



**propertyfinder.qa**

