



Company Profile

Table of Contents

3	Who We Are	16	Leasing
4	What We Do	17	Property Management
5	Mission	18	Commercial
6	Vision	21	Case Study: Emaar Square Acquisition
7	Values	22	Case Study: Burj Daman Investment
8	Awards	23	Recently Sold Out Exclusive Villa Projects
10	More Than a Brokerage	24	Recently Sold Exclusive Branded Portfolio
11	Forbes Global Properties	25	Driven in Media
13	Clients	26	UAE Branches
14	Marketing	27	International Offices
15	Sales		

WHO WE ARE



Founded in 2012, Driven Properties was established to address critical gaps in Dubai's real estate market. Leveraging the founder's investment banking expertise, we focus on organizational structure, advanced technology, and data-driven decision-making to ensure a seamless, efficient real estate experience for our clients.

Our team of international experts provides bespoke services across commercial, residential, retail, and off-plan properties. With deep market knowledge and a strong network of developers, investors, banks, family offices, and real estate funds, we secure exclusive mandates and off-market opportunities that deliver substantial value.

As a member of Forbes Global Properties, Driven Properties is part of a select group of elite brokerages, cementing our position as a leader in the industry. We also pioneered the Tier-1 City Index, a proprietary tool that highlights Dubai's status as a premier global real estate hub.

We are committed to the professional growth of our team, providing opportunities for career advancement and fostering a culture of innovation and excellence. Driven Properties is more than a real estate agency, we are a trusted partner dedicated to achieving long-term success for our clients.

WHAT WE DO

Driven | Forbes Global Properties offers a comprehensive suite of real estate services delivered by specialists who combine local expertise, data-driven insights, and a client-first mentality.

PROPERTY BROKERAGE

Our core strength: matching clients with their ideal properties

Highly trained professional brokers

Sales, leasing, and off-plan advisory

Targeted marketing & digital campaigns

PROPERTY MANAGEMENT

End-to-end management for a seamless ownership experience

Tenant sourcing, contracts & renewals

Full-service facilities and maintenance

Detailed inspections, reporting & tenant relations

COMMERCIAL REAL ESTATE

Market-leading advice for retail and office investments

In-depth market analysis & site selection

Transaction negotiation and due diligence

Lease structuring and portfolio optimization

INDUSTRIAL & LOGISTICS

Specialist support for warehousing, factories, and distribution hubs

Technical feasibility studies

Land acquisition and facility leasing

Regulatory guidance and operational oversight

DEVELOPMENT MANAGEMENT

Comprehensive oversight from design through hand-over

Consultant coordination & tender management

Budget, schedule, and quality control

Progress reporting & risk mitigation

REAL ESTATE DEVELOPMENT

Delivery of landmark residential and mixed-use projects

Master planning & concept design leadership

Capital structuring & stakeholder alignment

Sourcing and securing prime project sites

Mission

Our mission is simple: to set the standard for excellence in the real estate industry. We do this through an unwavering commitment to quality and innovation, always striving to exceed expectations at every turn. Whether it's providing unparalleled service, leveraging the latest technology, or consistently delivering outstanding results, we aim to lead by example and inspire trust in everything we do.

Our focus is on creating lasting relationships with our clients, built on transparency, reliability, and a shared vision for success. We believe in shaping the future of real estate with integrity, and we're passionate about pushing boundaries to make every experience with us exceptional.





Vision

At Driven | Forbes Global Properties, our vision is to be a guiding light for the future of real estate, where innovation, trust, and exceptional service come together to create a truly meaningful experience. We want to shape a world where buying, selling, and investing in property is more than just a transaction, but a journey that's seamless, transparent, and built on lasting relationships.

Our goal is to lead by example, setting a new standard of excellence that others can follow. With a deep commitment to quality, a forward-thinking approach, and a focus on understanding what truly matters to our clients, we aim to make a real difference in the way people experience real estate. Simply put, we're here to not only shape the future of the industry but to build trust, create value, and make a positive impact along the way.

Our Values

INNOVATION

We are committed to embracing cutting-edge technology, creative solutions, and data-driven strategies to stay ahead in a dynamic market. We continually seek out new ways to improve our services and deliver exceptional results.

INTEGRITY

We operate with the highest level of professionalism and honesty in every transaction. Trust and transparency are the foundations of our relationships with clients, partners, and colleagues. We always act with accountability, ensuring that we deliver on our promises.

EXCELLENCE

We strive for excellence in everything we do, from the quality of our service to the properties we represent. Our team is dedicated to exceeding expectations and setting the highest standards in the real estate industry.

SUSTAINABILITY

We are dedicated to creating sustainable solutions in real estate, ensuring that our actions today lead to positive impacts for future generations. Whether it's through energy-efficient properties or responsible development practices, we strive to make a difference.

COLLABORATION

We believe in the power of teamwork, both within our company and with our external partners. We collaborate to bring out the best ideas, foster a positive work environment, and provide holistic solutions for our clients.



100⁺

Awards

We are proud to have been awarded on several occasions for service excellence and good practices.

It is a true honour to be recognized as one of the top brokerage agencies by renowned property portals and esteemed developers.

1,000⁺

Local and International
Team Members

500⁺

Licensed R.E.
Agents

25⁺

Languages
Spoken

07

UAE Offices

06

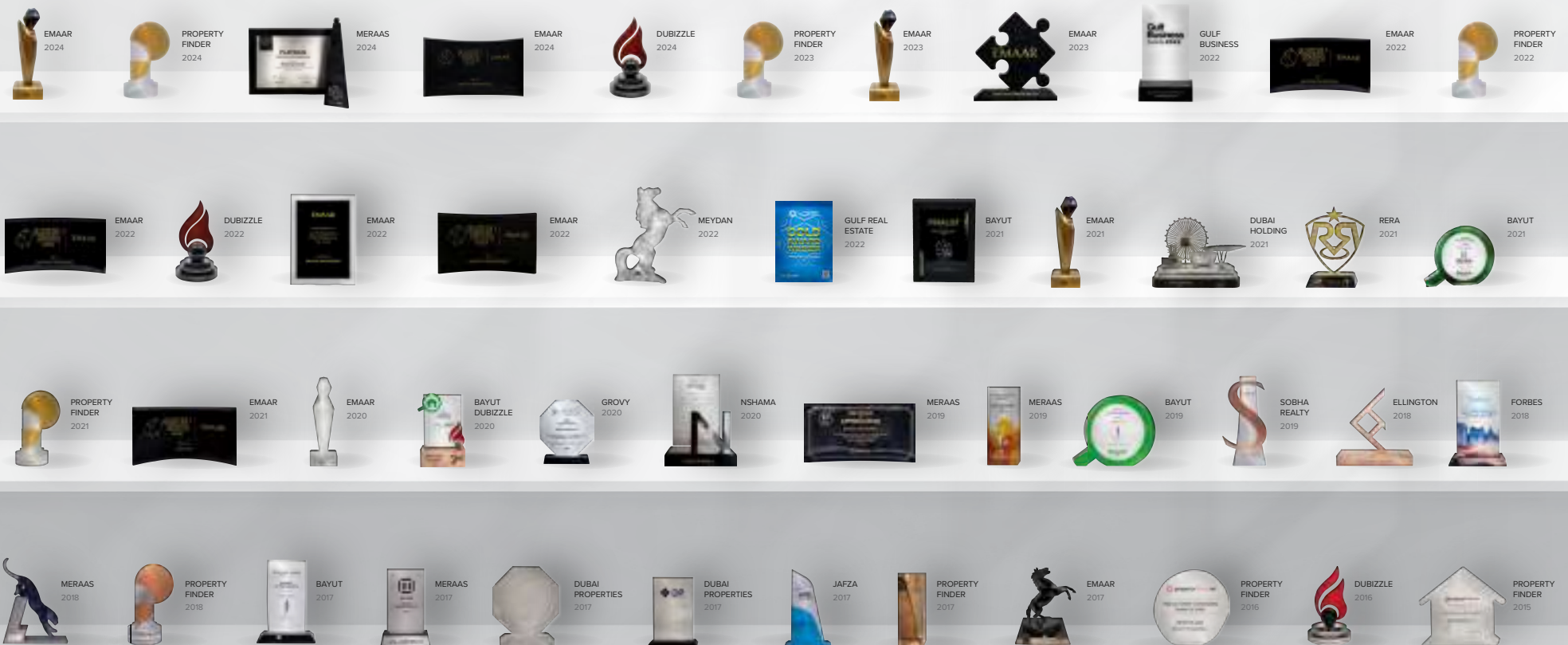
International
Offices

40⁺

Nationalities

Awards

We are proud to have been awarded on several occasions for service excellence and good practices. It is a true honour to be recognized as one of the top brokerage w by renowned property portals and esteemed developers.



More than a Brokerage

We built Driven Group on a simple observation: every stage of the real-estate journey presents a new, often unmet, client need. Rather than sending our buyers, landlords, developers, or investors elsewhere, we systematically transformed each gap into a standalone business, creating a 360° ecosystem that now stretches far beyond traditional brokerage.

LAMAR

LAMAR DEVELOPMENT
Real Estate Development



THE MARKETING DEPARTMENT
Full Spectrum Marketing Services

refine

REFINE
Development Management



CBB PROPERTIES
Commercial Sales & Leasing

UNBOX

UNBOX
Co-working Space

refresh

REFRESH
Renovations and Remodelling

unlock

UNLOCK
Holiday Homes

NOX

NOX HOLIDAY HOMES
Short-Term Leasing



ROC CITIZENSHIP
Citizenship by Investment



THE STUDIO BY DH
Interior Design Fitout Services



PROPERTY MATTERS
Complete Real Estate Softwares Solutions

relocateme

RELOCATEME
Turnkey Relocation Services



LIBERATE
Developing Elite Boutique Brokerages

Our Exclusive Forbes Global Properties Membership

As the only UAE member of the invitation-only Forbes Global Properties network, Driven Properties stands among the world's most elite brokerages. This partnership underlines our unwavering commitment to excellence and gives our clients an elevated platform for their properties.

Through our Forbes Global Properties membership, we deliver:

GLOBAL PRESTIGE

Our listings appear to Forbes' 140 million + affluent audience and in 26 premier markets, from Dubai to Milan, and Tokyo to LA.

INVITATION-ONLY

Membership is granted only to brokerages with proven expertise and distinguished service, an endorsement of our track record.

FORBES STORYTELLING

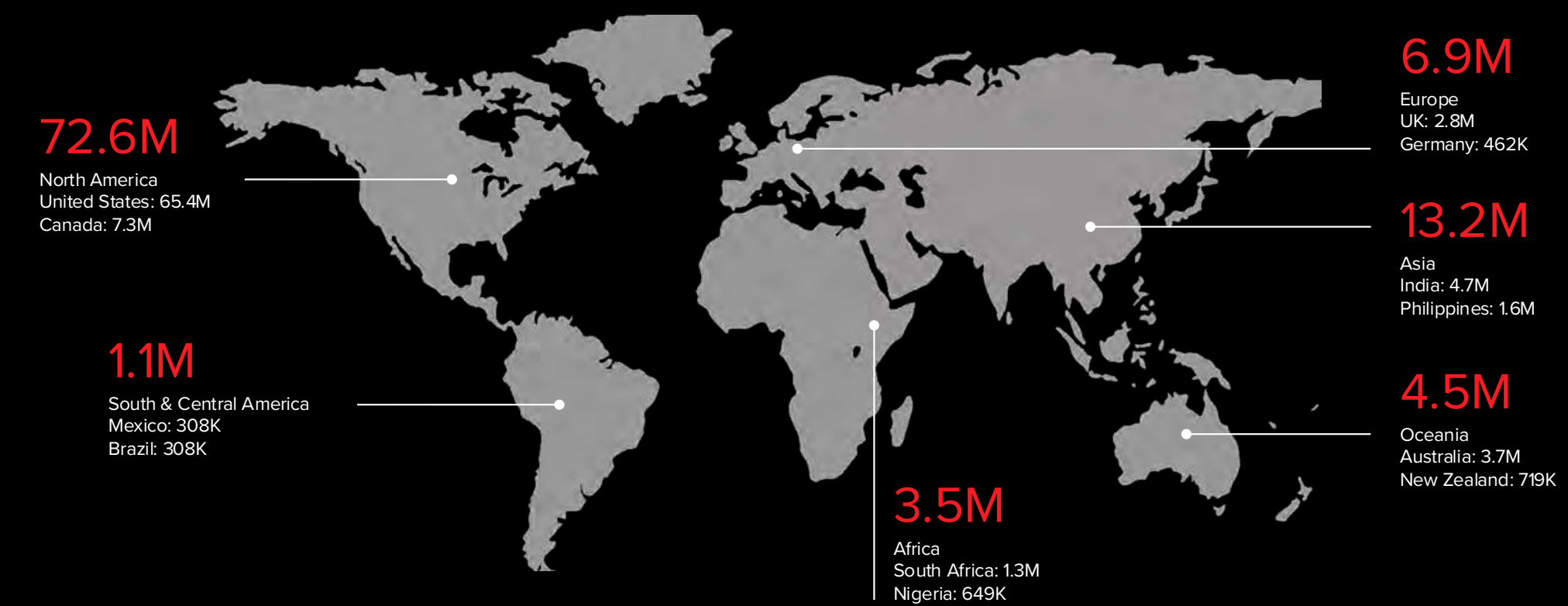
Every property is presented with the high-quality market insights and editorial flair that define Forbes luxury content.

ELITE AGENT NETWORK

We collaborate with hand-picked experts across the globe, ensuring integrity, discretion, and exceptional results for every client.

FORBES GLOBAL PROPERTIES REACH

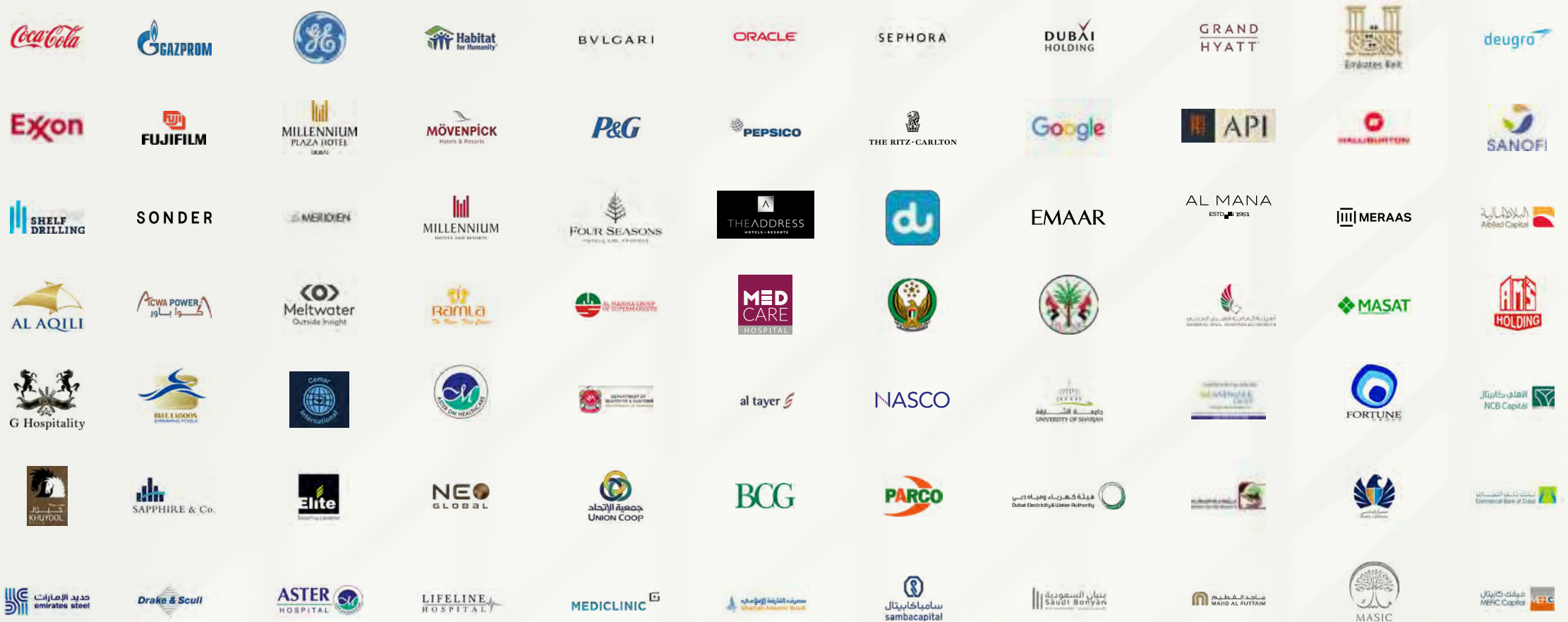
As the only UAE member of the invitation-only Forbes Global Properties network, Driven Properties stands among the world’s most elite brokerages. This partnership underlines our unwavering commitment to excellence and gives our clients an elevated platform for their properties.



Sources: Google Analytics October 2024

Our Clients

From global multinationals to regional family offices, brands across hospitality, tech, energy, healthcare, retail, and government trust Driven to unlock value from their real estate. Our consultative, end-to-end model delivers tailored solutions for every client, regardless of the size. Industries may differ, but the standard we hold ourselves to never does.





The Marketing Department

40⁺

Marketing Experts

Our marketing department is a fully integrated powerhouse, housing specialist teams in every discipline.

We handle every piece of the puzzle: digital and performance marketing, strategic PR and media relations, events, photography, videography, post-production, copywriting in English, Arabic and many more.

This 360° capability lets us manage everything in-house, from award-winning videos, to successful launch events.

When working with Driven, you'll tap into a full-scale marketing powerhouse that orchestrates every detail, delivering seamless campaigns and the market-leading results we're known for.

Sales

₪ **120B⁺**

Sales Value

Since 2012, Driven Properties has closed AED 120 billion in transactions, moving more than 20,000 properties and over 60 million square feet of real estate.

Our track record includes 3,000+ deals exceeding AED 10 million each, proving the scale, consistency, and expertise our clients rely on.





Leasing

₪ **1.5B⁺**

in Leasing Income to Landlords

Our leasing division has generated more than AED 1.5 billion in rental income for landlords, securing tenants for 17,000+ homes and offices.

With over 20 million square feet leased to date, we match assets to occupants at scale, keeping portfolios full and returns steady.

Property Management

8,000⁺

Units Under Property Management

Our property-management division oversees 8,000+ units, representing AED 100 billion in assets and more than 80 million sq ft. By keeping costs tight, renters happy, and buildings running at peak efficiency, we generate over AED 900 million in rental income for landlords each year, a clear sign that we can deliver hands-on care while managing assets at scale.



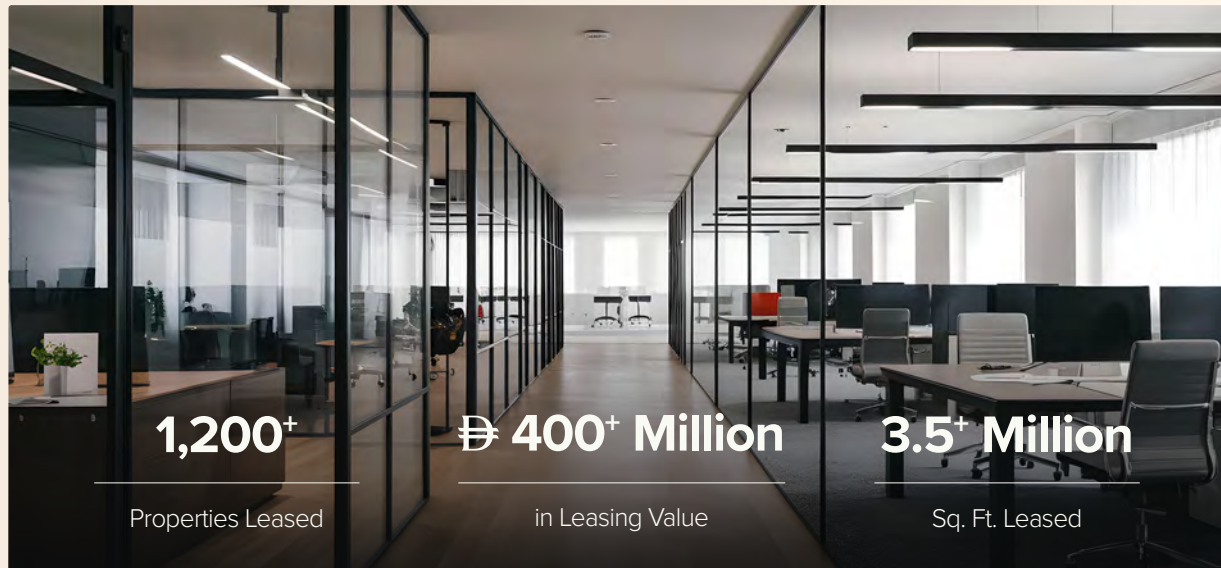
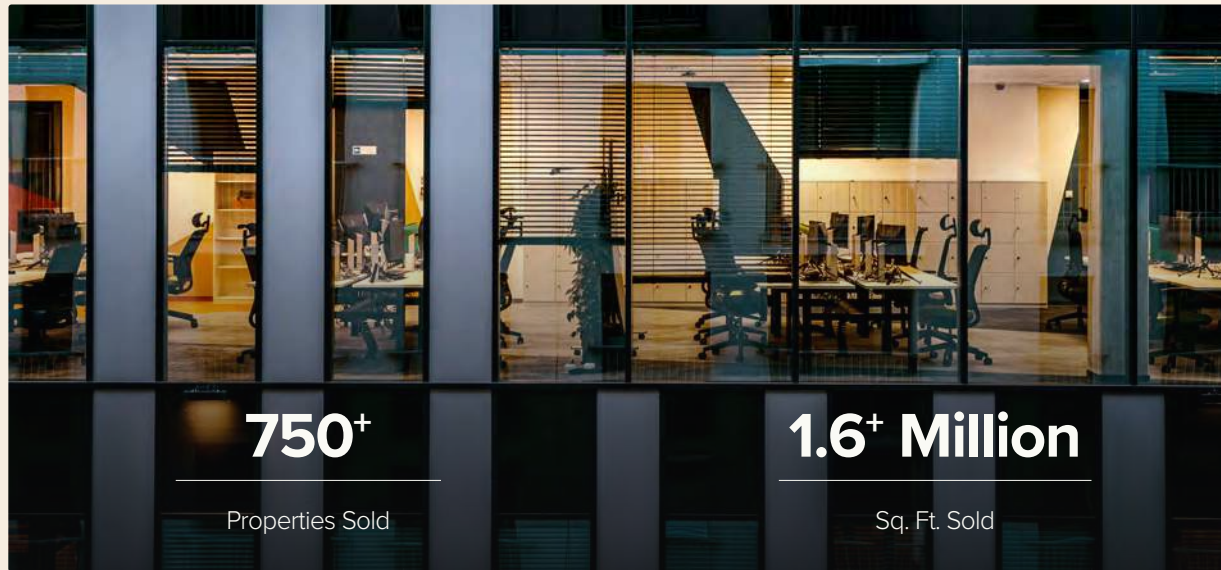
Commercial

₪ **3.4B⁺**

Sales Value

Our commercial team has delivered AED 3.4 billion in sales, closing more than 750 transactions and moving 1.6 million square feet of office, retail, and industrial space.

On the leasing front, we've arranged AED 400 million in rental value, securing tenants for 1,200+ units and filling over 3.5 million square feet.

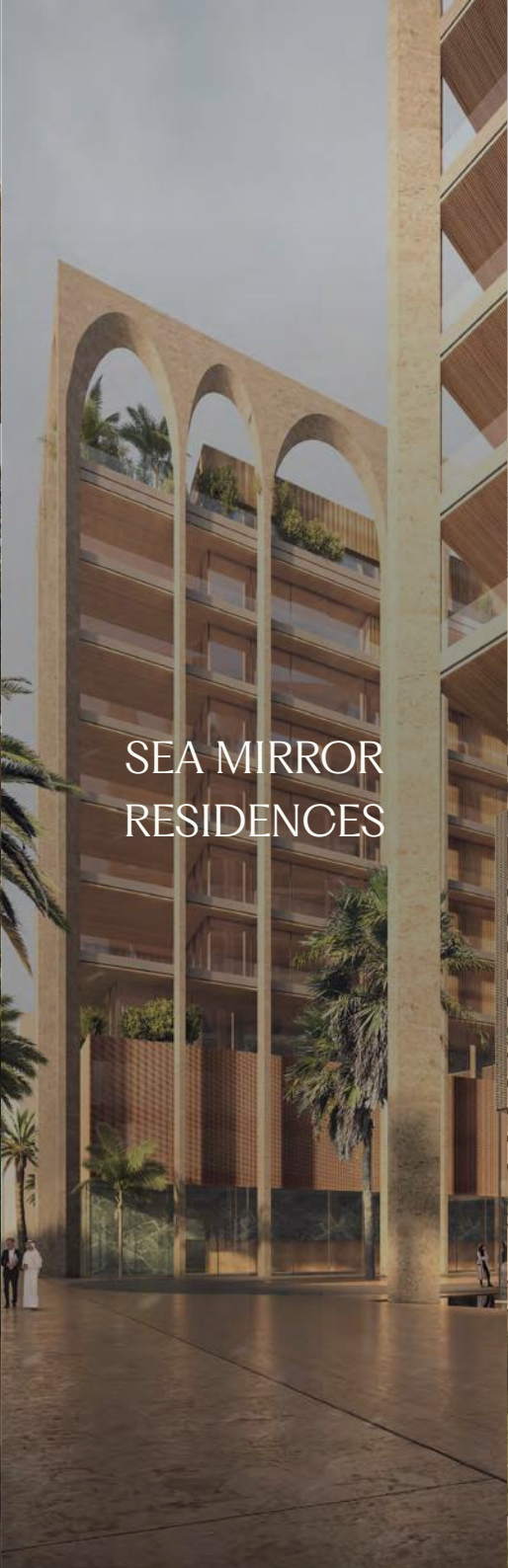




15BN
IN GROSS
DEVELOP
MENT
VALUE



SEA MIRROR
VILLAS



SEA MIRROR
RESIDENCES



PARK
LAMAR



VIAMAR
MARBELLA



BUREAU
LAMAR



Case Study: Emaar Square Acquisition

Driven Properties successfully acquired Emaar Square Building 3, a premium commercial asset in Downtown Dubai, through an off-market transaction valued at AED 505 million. Part of the renowned Emaar Square development, which spans over 240,000 sq. ft. of Grade A office space, Building 3 benefits from its strategic location near the Burj Khalifa, with anchor tenants including HSBC, PwC, Deloitte, ADIB, and Noor Bank.

Since acquisition, the asset has seen its value rise to an estimated AED 858 million. In parallel, Driven Properties has implemented lease optimization initiatives, increasing annual rental income from AED 50 million to AED 75 million. This acquisition highlights Driven Properties' expertise in identifying, acquiring, and enhancing high-value assets, delivering robust, risk-adjusted returns for its investors.

Case Study: Burj Daman Investment

Driven Properties partnered with a Swiss family office to form Astoria Shuttle Ltd, acquiring 58 units in Burj Daman, DIFC, for AED 158 million. With a market projection of AED 2,200 per square foot, Driven's insights were key to the investment strategy, especially with the addition of Waldorf Astoria as an anchor tenant.

As the largest landlord in Burj Daman, Astoria leveraged its position to negotiate upgrades to the building, enhancing its appeal. The result: units sold at an average of AED 2,380 per square foot, surpassing projections and achieving an IRR of over 35%. This successful project further exemplifies Driven Properties' expertise in delivering high returns.



Recently Sold Out Exclusive Villa Projects





Recently Sold Exclusive Branded Portfolio

We exclusively managed and successfully sold out several branded residences including St. Regis Residences, Financial Centre Road, as well as the first Rixos Residences in Dubai.

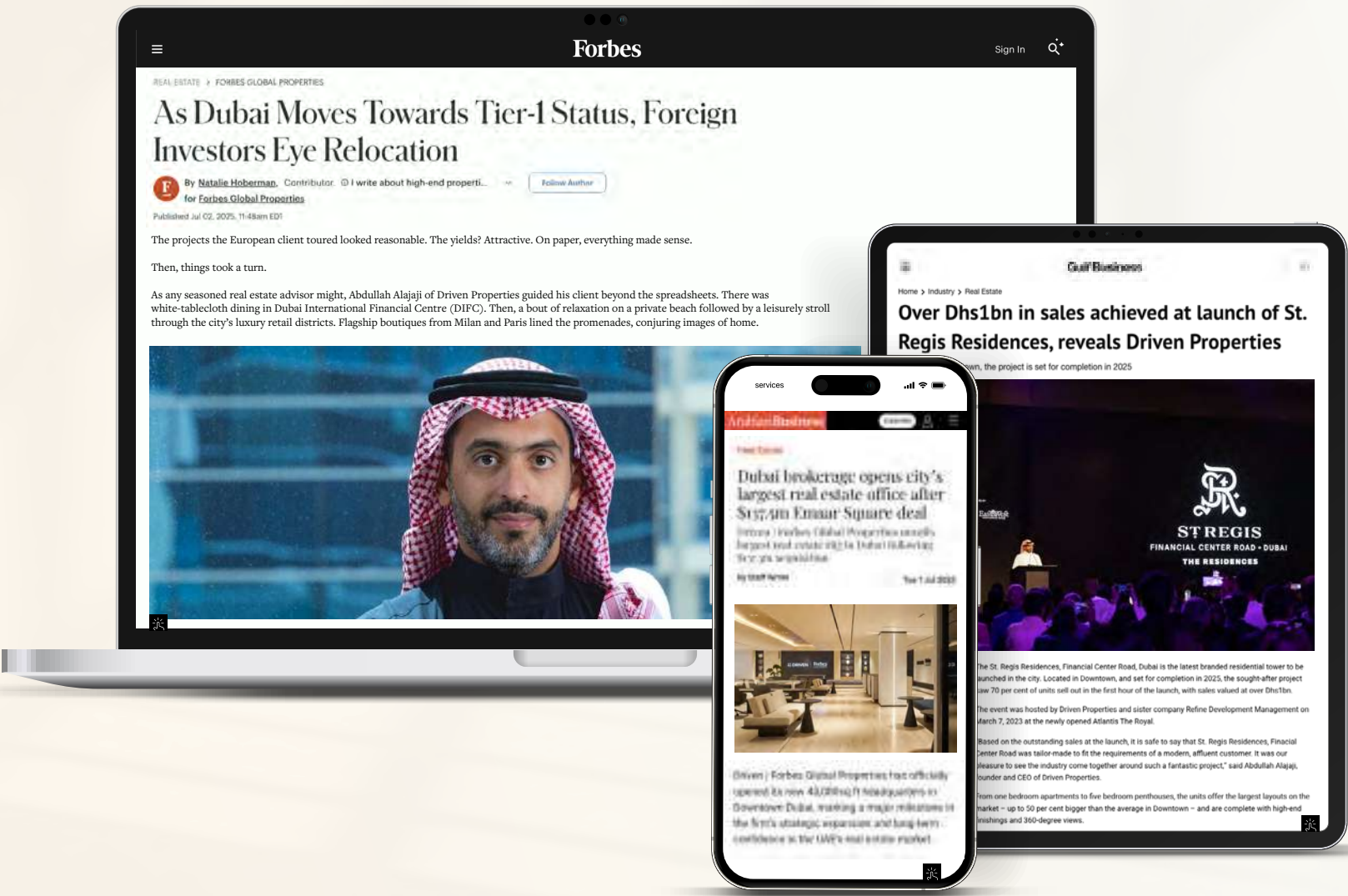
Driven | Forbes Global Properties continues to deliver amazing results for brands including Fairmont and Marriott, and we’re proud to count BVLGARI Resort and Residences in our track record. Grateful to work with the industry’s biggest names, as we bring their standards to market and move every key.



Driven in Media

Our expertise keeps Driven Properties in the news cycle. Proprietary research, led by our Tier-1 City Index, makes our team the first call for journalists covering Dubai and global real estate, resulting in regular features and quotes across Bloomberg, Forbes, Gulf News, and beyond.

On the ground, our agents back that reputation with record-setting performances, from the city’s highest-priced properties to swift sell-outs of flagship launches. Together, their market-moving insights and headline-grabbing deals position Driven as the benchmark the industry.





UAE Branches

EMAAR SQUARE 3

HEADQUARTERS

Po Box: 500030, Office 101 & 201, Bldg. 3, Emaar Square, Downtown

BAY SQUARE

2nd Floor, Building 13, Bay Square, Business Bay

JAFZA

LB09026, Building 09

CANAL FRONT

Shop 1 and 2 Building 7A, Canal Front Residences

DUBAI HILLS ESTATE

Unit R9C Ground Floor, Acacia 1, Tower C

DUBAI CREEK HARBOUR

Office GFR08, Dubai Creek Harbour Residences, South Tower 2

JUMEIRAH VILLAGE CIRCLE

Shop No. 4, Chaimaa Premiere, JVC, District 15

ABU DHABI

Coming Soon



International Offices

EGYPT

Office 1405, Building 1, Park St., Sheikh Zayed City

INDIA

9th Floor, Dallas Center, Dallas Centre Rd, Silpa Gram Craft Village, HITEC City, Hyderabad, Telangana 500081

CHINA

Office 2005B, Shenzhen ICC Tower, 168 Fuhua 3rd Road, Futian CBD, Shenzhen City, Guangdong Province

SAUDI ARABIA

Alabdulkader Bldg., Thaliya Street, Al Sulaimania Area, P.O.Box 2468, Riyadh

SPAIN

Calle Bárbara de Braganza, 2, 28004 Madrid

JAPAN

Coming Soon | (+971) 52 754 3827
