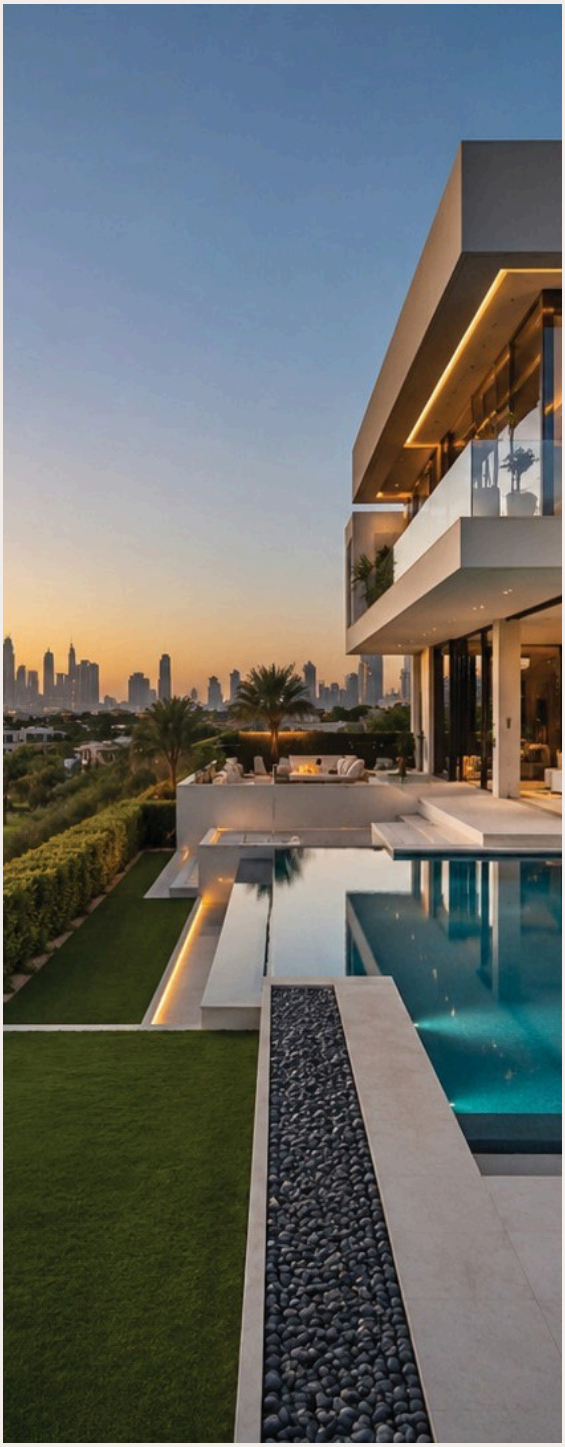


ELLOR

A Clearer View of Property



In Dubai, opportunity is rarely the problem.

The challenge is knowing which property deserves attention, which asset can sustain value, and which decision will still make sense beyond the first impression.

Ellor Vision was established for that purpose.

We are a Dubai-based premium real estate advisory, brokerage and property asset services company serving investors, owners and buyers who expect more than access to opportunities.

We help clients decide **what to acquire, what to hold, what to improve and when to move.** And when the better decision is to wait, we say so.

By combining market knowledge, disciplined evaluation and selective sourcing, we bring greater clarity to the decisions that shape property value over time.

Our Expertise

We assess property through the fundamentals serious decision-makers consider: **asset quality, entry value, demand, income potential, liquidity, resale positioning, risk and timing.**

Understand

We begin with the client's objectives, investment horizon, priorities and definition of value.

Evaluate

We compare selected assets against their market context, including potential upside, limitations and risk.

Advise & Execute

We recommend a clear course of action and manage the process through negotiation, transaction and completion.

The objective is simple: fewer distractions, stronger reasoning and better-informed decisions.

Built Around Better Decisions

Premium property decisions rarely depend on one discipline alone.

Ellor Vision works with a carefully selected network of developers, financial institutions, wealth advisors, legal and financial professionals, architects, designers, renovation specialists and property-management partners.

This creates greater continuity across acquisition, ownership and enhancement while giving clients access to relevant expertise when it matters.

For developers and professional partners, Ellor Vision offers a relationship-led platform focused on **thoughtful positioning, relevant audiences and long-term value.**

We serve international investors building or rebalancing UAE portfolios, owners seeking greater control over their properties, and buyers making significant residential decisions in Dubai.

Our Point of View

We believe premium real estate should be judged by more than its address, architecture or price.

Every recommendation begins with one question:

Does this asset make sense for the client?

That requires looking at opportunity and risk together.

We consider the asset's market position, ownership economics, demand, liquidity, future relevance and its place within the client's broader objectives.

Our role is not to create more choice.
It is to bring perspective to the choice that matters.



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What We Do

Across every service, the principle remains the same: understand the asset, understand the client, and make the reasoning clear.

Real Estate Advisory

Market interpretation and property evaluation aligned with the client's financial, lifestyle and ownership objectives.

Acquisition

Selective sourcing, comparative analysis, negotiation and transaction management for premium buyers and investors.

Sales & Representation

Strategic property positioning based on value, audience, competitive context and current market conditions.

Investment Advisory

Assessment of entry value, income potential, liquidity, resale dynamics, risk and timing to support informed capital decisions.

Asset Management & Ownership Oversight

Ongoing oversight designed to protect property quality, maintain owner visibility and reduce the friction of managing premium assets - particularly from abroad.

Property Enhancement & Renovation

Improvement strategies that combine design quality with functionality, desirability and a clear rationale for long-term property value.



The Ellor Standard

CLARITY
Every recommendation comes with its reasoning.

COMPOSURE
Important decisions should never be driven by pressure.

DISCIPLINE
Advice rests on evidence, comparables and market context.

DISCRETION
Client portfolios, budgets and plans remain confidential.

LONG-TERM VALUE
We consider what happens to the asset beyond the transaction.

SELECTIVITY
The right opportunity matters more than more opportunities.

Property Is Only Part of the Decision

A property may begin as an investment, a residence or an asset within a wider portfolio.

Its lasting value is shaped by the decisions around it -
what to acquire, when to hold, where to improve, how to position and when to move next.

Those decisions deserve more than access to property.
They deserve judgment, context and perspective.



That is the role Ellor Vision is built to play.

For investors. For owners. For developers. For partners.

Start a conversation with Ellor Vision

ELLOR
PROPERTY WITH PERSPECTIVE.



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