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This Metric

# Matters More Than Property Price

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Here are some key numbers  
driving this growth.





GCC ESTATE  
— LEADERS —

SLIDE 6 — SMART INVESTOR INSIGHT

# SMART INVESTOR *Insight*

BEFORE BUYING A PROPERTY, ALWAYS EVALUATE:

- ✓ Rental Yield Potential
- ✓ Tenant Demand
- ✓ Location Growth
- ✓ Long-Term Development

Because the right metric can make  
the difference between an  
average investment and a **great one.**



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SLIDE 3 — THE METRIC THAT MATTERS

# RENTAL YIELD

Rental yield shows how much income a property generates relative to its price.

It's one of the most important metrics used by professional investors.

Higher yield = stronger cash flow.



SLIDE 4 — WHY RENTAL YIELD IS POWERFUL

# WHY RENTAL YIELD IS POWERFUL

Rental yield helps investors understand:

- ✓ income potential
- ✓ return on investment
- ✓ long-term profitability.



Two properties may have similar prices. —

SLIDE 2 — THE COMMON MISTAKE

# THE COMMON MISTAKE

Many property buyers think:

✓ **Lower price = better investment**

But that's not always true,



# GCC MARKET EXAMPLE

Across GCC markets, rental yields vary by city.

Cities like Dubai, Riyadh, and Doha attract investors because of:

- ✓ strong rental demand
- ✓ population growth
- ✓ business expansion

These factors help support healthy rental returns.

