

Project Overview: Masaar 1 & 2

Arada Development

- **Established:** 2017
- **CEO:** Ahmed Alkhoshaibi
- **Projects Location:** Sharjah & Dubai (Aljada, Masaar, Jouri Hills, Armani Beach Residences)
- **Price Range:** From AED 1.3M (townhouses/villas)
- **Rental Yield:** Up to 7% in key projects
- **Capital Appreciation:** Up to 30% in early phases (e.g., Masaar 1–2)
- **Market Standing:** One of UAE's fastest-growing developers
- **Revenue Performance:** AED 7B in 2023, targeting AED 10B+ in 2024
- **Famous For:** Smart, sustainable communities with nature-driven design
- **Notable Awards:** Best Luxury Developer 2024 (Construction Innovation Awards)

Project Name: Masaar 1 – (Arada's Woodland Community in Al Suyoh, Sharjah)

- Masaar 1 is composed of **seven gated districts** (numbered/named), of which six are residential phases:
- **Location:** Located in **Al Suyoh** / near Tilal City, Sharjah, with quick access to Emirates Road, Mleiha Road, Sharjah Mosque, and just 15–20 minutes from Sharjah and Dubai airports
- **Masterplan:** Built over **19 million sq.ft.**, featuring a “green spine” of over **50,000 trees** connecting gated districts through trails and green zones
- **Project Type:** Gated Forested Community – Villas & Townhouses

1. Sendian (Phase 1)

- **Units:** ~430 homes (2–5 BR townhouses & Park Villas)
- **Status:** Completed; handovers began Jan 2024
- **Price Range:** Townhouses from ~AED 1.20M–1.25M at launch; resale now ~AED 1.65M–1.80M (approx. AED 1,000–1,100/ft²)
- **Features:** Smart-home systems standard, direct access to Masaar central precinct, abundant greenery

2. Kaya (Phase 2) & Robinia (Phase 3)

- **Units:** Combined ~986 townhouses & villas
- **Status:** Under construction; completion expected by end-2024

- **Price Range:** Examples from Musaaar 2 resale: 4-BR TH ~AED 2.4M–2.6M for ~3,100 sq ft; resale listings vary in Kaya/Robinia similar scale (~AED 1,000+ psf)
- **Features:** Continuation of forest-land design, smart homes, access to central amenities

3. Azalea (Phase 4)

- **Units:** ~566 (2- to 6-BR)
- **Status:** Launched; to be handed over by end-2024
- **Price Range:** From ~AED 1.55M (townhouses) to ~AED 4M+ (villas)
- **Features:** Smart features across homes, increased privacy in larger villas, walking distance to international school

4. Sarai (Phase 5)

- **Units:** Unspecified, part of remaining three phases
- **Status:** Construction contract awarded; expected completion Q1–Q2 2025
- **Pricing & Features:** Similar to Azalea with smart homes and access to Masaar green spine

5. Sequoia (Phase 6)

- **Units:** ~428 homes (townhouses & villas)
- **Status:** Construction contract (AED 650M) awarded mid-2024; due Q4 2025
- **Price Range:** Likely villas from ~AED 4.2M+

6. Saro (Phase 7)

- **Units:** ~597 (last phase)
- **Status:** Launched mid-2023; completion scheduled Q2–Q3 2026
- **Price Range:** 4-BR TH resales ~AED 2.1M; mixed resale pricing ~AED 1,000/ft² to AED 1,100/ft²
- **Features:** Premium Saro Forest Signature Villas with pools, expansive terraces, multiple lounges, all smart-enabled

Project Name: Masaar 2 – (Next-Gen Forested Community by Arada)

- Masaar 2 is planned across **5–7 residential clusters**, with Phase 1 (named **Melia**) already launched and sold out within **3 hours**. The total project includes **~2,000 units**, with strong early demand driving future phase pricing up by 5–8% each time
- **Location:** Both Masaar 1 and Masaar 2 are situated in Tilal City / Al Suyoh area in Sharjah, along Emirates Road (E611).
- **Masterplan:** spans **9–10.5 million sq.ft** and features a **green spine of over 50,000 trees**, preserving the signature forested environment of the Masaar brand
- **Project Type :** a luxury forest-themed residential community

- **Unit Types & Starting Pricing:**
- 2 BR Townhouse (≈ 1,789 sq ft) — From AED 1.52M
- 3 BR Townhouse (≈ 2,116–2,129 sq ft) — AED 2.02M–2.22M
- 4 BR Townhouse (≈ 2,634 sq ft) — AED 2.63M
- 4 BR Villa (≈ 3,183–3,772 sq ft) — AED 3.34M–4.07M
- 5 BR Villa (≈ 4,683–5,831 sq ft) — AED 4.44M–5.53M
- Handover is expected in December 2027 or Q1 2028 depending on cluster, with a 35% during construction and 65% on handover payment plan (5% down payment)

Investment Highlights

- Masaar 2 launched with **AED 5.6 billion** value and sold out immediately upon release, marking one of the fastest-selling off-plan developments in the UAE
- **Rental yield potential** is projected at ~7%+ net, given Sharjah's rental market and nature-driven appeal. Early resale comparable to Masaar 1 suggest **30%+ appreciation** possible
- Early buyers benefit from phased pricing: later phases typically rise **5–8% per launch**, which can significantly boost value for early investors

Community Features

- Nature & Outdoor Living
- Over 50,000 trees creating a lush woodland environment
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- Central forest spine with shaded walking and cycling paths
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- 5 km woodland cycling/jogging track
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- Forest lagoon with waterfall, seating areas, and scenic views
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- Zen gardens, green spaces, and picnic spots
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- Wellness & Recreation
- Fully equipped fitness center
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- Yoga and meditation zones
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- Padel, tennis, and basketball courts
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- Outdoor amphitheater and cinema space
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- Skate park and obstacle courses
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- Family & Community
- Children's adventure play area

- Water play zone
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 - Nursery and international school (planned)
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 - Community center and event plaza
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 - Mosque within the gated zone
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 - Retail & Dining
 - Retail village with shopping outlets and cafes
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 - F&B zones with forest-view terraces
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 - Masaar Discovery Center and show villas
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 - Supermarket and daily convenience stores
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 - Smart & Secure Living
 - Gated community with 24/7 security and surveillance
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 - Smart-home features in every unit (AC, lighting, appliances)
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 - Ample parking and EV charging zones
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 - Sustainable materials and green building practices
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