

ELLINGTON VILLAS & TOWNHOUSES

A design-led developer, a delivered portfolio across Dubai, and the villa and townhouse market it builds for.

NO. 2

DUBAI DEVELOPER BY
SALES VALUE · Q2 2026

59

PROJECTS UNDER
CONSTRUCTION

18

COMMUNITIES IN THE
PIPELINE

2016

DELIVERING IN
DUBAI SINCE

WHAT IS INSIDE

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01

PART ONE

THE DEVELOPER BEHIND THE HOMES

Ellington built its name on design rather than volume. Before the price list, before the brochure, there is a floor plan somebody argued over.

THE PROPOSITION

A DESIGN-LED DEVELOPER

Ellington Properties is one of Dubai's best-known design-first developers. The reputation rests on a simple habit: layout, light and finish are settled long before anything goes on sale, and the amenity spaces are built to be used rather than photographed.

That approach has produced a delivered portfolio across the city — Hill Gates in Dubailand, Oasis, High Grove, Middle Horizon, and Mercer House in Uptown Dubai — along with an international presence that includes projects in Basel and a European experience centre.

It has also produced something less common in this market: a developer whose homes are measurably larger than its peers', selling at a rising rate rather than a falling one. The next four pages set out the evidence.

NO. 2

BY SALES VALUE
DUBAI BIG FIVE, Q2 2026

10,974

UNITS UNDER
CONSTRUCTION
59 PROJECTS, TO 2030

2

CONTINENTS
DELIVERED



THE RECORD

FROM OUTSIDER TO NUMBER TWO

Between the second quarter of 2025 and the second quarter of 2026, Ellington went from 2.1% to 25.2% of primary sales value among Dubai's five benchmark developers – Emaar, Damac, Sobha, Danube and Ellington. Six months of 2026 out-sold the whole of 2025.

25.2%

SHARE OF BIG-FIVE VALUE
Q2 2026, up from 2.1% a year earlier

7.27 BN

AED PRIMARY SALES
Six months, Feb–Jul 2026

4.1×

Q2 VOLUME GROWTH
Year on year, without discounting

16,905

DELIVERED UNITS BY 2030
From 3,160 in 2025

WHAT THE NUMBERS SAY

- ◆ **Growth came from price, not discounts.** Quarterly volume rose 4.1 times year on year while the average achieved rate rose too. In this market most volume surges come with price compression. This one did not.
- ◆ **Six months beat twelve.** February to July 2026 produced more primary sales value than all of 2025, and January is missing from the source data entirely – so the figure understates the year.
- ◆ **The book is widening.** The pipeline spans 18 communities against seven in the delivered portfolio, including Dubai Islands, Jumeirah Islands and Falcon City.

Position among the big five

MEASURE	Q2 2025	Q2 2026
Share of primary value	2.1%	25.2%
Rank by value	5th	2nd
Rank by achieved rate	4th	2nd

Benchmark set: Emaar, Damac, Sobha, Danube, Ellington. Ellington was the only one of the five to grow in absolute terms over the comparison; the peer group contracted, so treat the share figure as directional and the absolute growth as solid

THE PORTFOLIO

DELIVERED PROJECTS

Apartments, townhouses and villa communities across Dubai, plus projects in Europe. Ask us to walk you through any of them in person — it is the fastest way to judge a developer.

PROJECT	WHERE
Hill Gates	Dubailand · residential
Oasis · High Grove	Design-led apartment communities
Middle Horizon	Residential community
Mercer House	Uptown Dubai · apartments
The Watercrest	Mohammed Bin Rashid City · villas & townhouses
Basel	Switzerland · international portfolio



24

COMPLETED PROJECTS

3,607 units delivered

59

UNDER CONSTRUCTION

10,974 units, 2026–2030

18

COMMUNITIES IN THE PIPELINE

Against seven delivered

DESIGN PRINCIPLES

WHAT MAKES A HOME AN ELLINGTON

Four decisions separate these homes from the rest of the segment, and none of them are visible in a rendering.

- ◆ **More space than the peer group.** Across units under construction, Ellington's one-bedroom homes average 949 sq ft — the largest of the five benchmark developers and 19% above the peer average. The same instinct scales up into the villas and townhouses.
- ◆ **A staff room and a private lift in every home.** At The Watercrest that holds across all three home types, including the three-bedroom townhouses. At this size band that is unusual.
- ◆ **More than one layout per home type,** so the plan can suit how your family actually lives.
- ◆ **Amenities spread across the community** rather than one distant central hub, so you are not driving to reach the pool.

The point

Liveability is what holds occupancy and resale value in the villa belt. It is decided at plan stage, and it is the reason Ellington buyers tend to come back.

02

PART TWO

THE WATERCREST

Ellington's villa and townhouse community in Mohammed Bin Rashid City. A walled garden with a river running through it, ten minutes from Downtown Dubai. The clearest answer to what an Ellington family home actually is.

THE COMMUNITY

A WALLED GARDEN, TEN MINUTES OUT

Within a ten-minute drive of Downtown Dubai, a private community sits inside a lush walled garden. The Watercrest is built around a bespoke river oasis that runs through its centre, and it is secluded without being cut off – schools, hospitals and the rest of the city are close.

It is vehicle-free and safe for all ages to roam, with shaded walkways, secluded seating, family cabanas, dog walking areas and pristine lawns growing outwards from the centre. Water features and landscaped sculptures do the rest.

Q2 2027

HANDOVER

FREEHOLD

OWNERSHIP

DESTINATION

DRIVE

Academic City

11 min

Dubai Design District

12 min

Dubai International Airport

16 min

Business Bay · Dubai Hills Mall

18 min

Burj Khalifa · Dubai Mall

20 min

Jumeirah Beach · Dubai Hills Golf Club

22 min



THE AMENITIES

BUILT TO BE USED

The community takes its name from a man-made river at its heart. Everything else is arranged around it.



THE RIVER

A man-made oasis running through the community, from a shaded plunge pool to splash play areas and a gently flowing waterway.

THE LAKE HOUSE

Three floors beside the water, opening onto a deck. Communal dining and entertaining, seating for large and small parties, and a private outdoor cinema.

FITNESS & SPA

A fitness area and dedicated yoga studio on the first floor with panoramic garden views, and calming spa facilities on the lower level.

KIDS' CLUB

A soft play area on the ground level with interactive learning stations, built from environmentally friendly materials.

Also within the walls: open and shaded walkways, secluded seating areas, family cabanas, dog walking areas, pristine lawns, water features and landscaped sculptures — all of it vehicle-free.

HOME TYPE ONE

THE RIVERINE VILLAS

Four-bedroom villas, each with a private pool. Residents come into a double-height living and dining room with an accentuated staircase as its centrepiece, and large windows that flood the interior with light.

MEASURE	FIGURE
Total area	4,885 sq ft
Plot area range	4,030 – 4,152 sq ft
Bedrooms	Four
Arrangement	Ground, first and roof deck

- ◆ Private pool and terrace
- ◆ Staff room, private lift and internal garage
- ◆ Walk-in closets to the primary and guest bedrooms
- ◆ Show kitchen with pantry, powder room and laundry

Areas as published for The Watercrest. Specification is subject to change.



HOME TYPE TWO

THE ALCOVE & THE ARCADIA

Two three-bedroom townhouse collections, designed as different homes rather than the same plan mirrored. The Alcove sits mid-terrace; The Arcadia takes the corner and is lit by a natural skylight running down through the house.

COLLECTION	TOTAL AREA	PLOT AREA RANGE
The Alcove · mid unit	3,829 sq ft	2,007 – 2,414 sq ft
The Arcadia · corner unit	3,900 sq ft	2,416 – 2,979 sq ft

- ◆ A choice between an open or closed kitchen, decided at the point of purchase
- ◆ Engineered for superior sound insulation
- ◆ Staff room, private lift, study room and roof deck
- ◆ Spacious balconies and a private garden

Areas as published for The Watercrest. The kitchen choice must be finalised before completion of the sale

03

PART THREE

THE MARKET, AND HOW WE WORK

Why the villa and townhouse segment behaves the way it does, and what we actually do for you once you decide to look properly.

THE MARKET

WHY VILLAS AND TOWNHOUSES

The villa and townhouse segment has been the tightest part of the Dubai market for several years, and the first half of 2026 did nothing to loosen it.

+17%

Villa & townhouse prices
Year on year, H1 2026

71%

Of transactions off-plan
H1 2026

2040

Master plan constrains villa
land

Demand

Villa and townhouse prices rose around 17% year on year across the first half of 2026, even as the wider market moved into a more balanced phase and transaction volumes came off their 2025 peak. Villas have continued to outperform apartments, and off-plan accounted for roughly 71% of all transaction volume.

Supply

The constraint is structural rather than cyclical. The Dubai 2040 Urban Master Plan prioritises green space, which tightens the land-to-villa ratio, and new villa communities remain limited in established districts. Family buyers keep moving out of apartments and finding very little to move into.

A reference point

The nearest ready comparison in the same belt is an Emaar three-bedroom townhouse at roughly AED 3.6 million, with four-bedroom stock around AED 4.2 to 4.3 million.

Figures of this kind are market reference points drawn from the ready market. They are not developer pricing, and they move. Ask your consultant for the current position on any home type you are considering.

What we will not do

Quote you a number we cannot stand behind. Where pricing on a specific home is not settled or not ours to publish, we say so and give you the figure on the call rather than printing one that moves before you can act on it.

THE PROCESS

HOW WE WORK WITH YOU

No obligation at any point below, and no payment until you have chosen a specific home.

01**Tell us how you will use it**

Family size, whether it is to live in or to let, your budget and your timeline. This is the conversation that decides everything after it.

02**We build a shortlist**

We narrow it to the home types that actually fit, with sizes, layouts and running costs on paper. You get a shortlist, not a sales pitch.

03**See the quality**

We walk you through a completed Ellington project so you are judging real finish rather than a photograph.

04**Compare it honestly**

We put the shortlist against what else is on the market and tell you where each one is strong and where it is not.

05**You decide**

Nothing moves until you have approved a specific home. We then handle the paperwork, the developer relationship and the handover.

06**We stay in touch**

Villa and townhouse stock moves quickly. Clients on our list hear from us when something that matches their brief becomes available.

What you get from us

Two consultants who work Ellington villas and townhouses every day, a shortlist built around your brief rather than our inventory, and a straight answer when the answer is no.

60 min

TYPICAL CALLBACK TIME

0

COST TO YOU

NEXT STEP

TALK TO ONE OF US

Message either of us directly, or call the office and we will call you back the same day.

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