

# REIDIN

## DUBAI PRIME RESIDENTIAL RENTAL VALUE (PRRV) GUIDE

REIDIN is the world's first online information company providing a range of intelligence products dedicated to meeting the unique requirements of real estate professionals interested in Emerging Markets.

REIDIN unique information services are powered by unrivalled depth of local knowledge and partnerships managed through teams, Istanbul and Dubai.

### REIDIN Differentiators

- Coverage
- Reach
- Experience
- Know How
- Technology

### CONCEPTS AND DEFINITIONS

- REIDIN Dubai Prime Residential Rental value is designed to be reliable and consistent benchmarks of prime residential rental values in Dubai. The main purpose of PRRV is to measure the average change in prime residential rental values in a particular geographic market during a particular time range. PRRV series are calculated monthly, and cover below specific counties and districts:

Apartments		Villas		Residential All	
County	District	Counties	Districts	Counties	Districts
City Wide	*	City Wide	*	City Wide	*
Business Bay	Downtown Dubai	Arabian Ranches	County Wide		
Palm Jumeirah	County Wide	Palm Jumeirah	County Wide		
Emirates Living	The Views	Emirates Living	Emirates Hills		
DIFC	County Wide	Emirates Living	Jumeirah Islands		
Emirates Living	The Views	Emirates Living	The Lakes		
		Emirates Living	Springs and Meadows		

REIDIN's proprietary platforms include vast searchable and customised databases of qualified listings, properties, transactions, news, analysis, malls, indices, indicators, projects and companies.

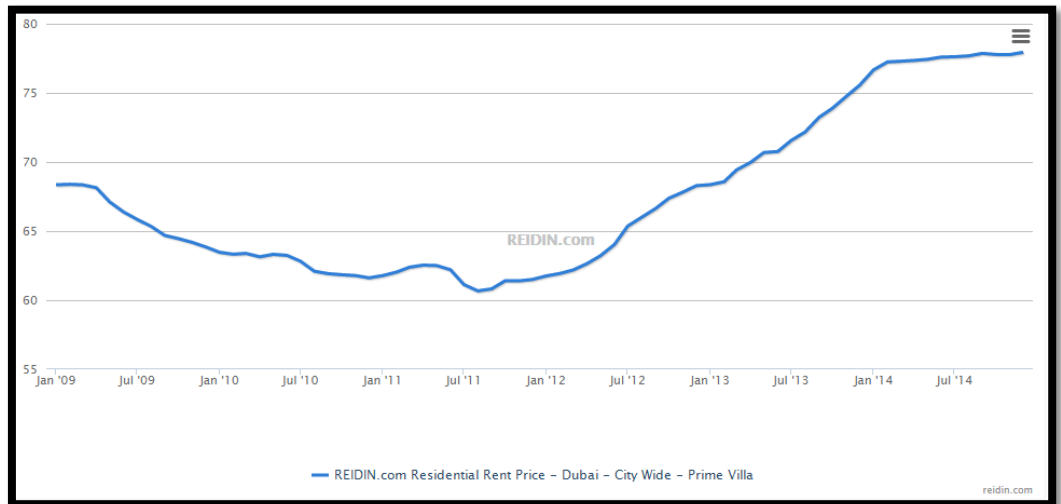
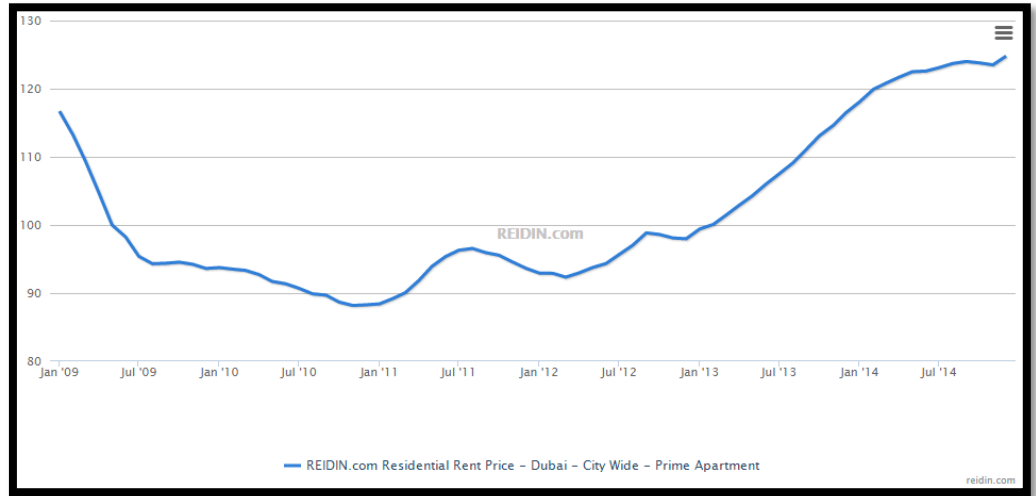
REIDIN also offers intelligent analytical tools designed to save time and money - a range of charting functions, price sensitive heat maps, comparative analysis of market indices, automated valuation tools.

**REIDIN Vision**

To be the primary source of real estate intelligence for global emerging markets

**DATA AVAILABILITY**

- REIDIN Dubai Prime Residential Rental value uses a monthly sample data set of **offered/asked listing and transacted properties** rental value data. Offered/asked listing properties rental value data is obtained mainly from real estate agents, newspapers, magazines, internet web sites and asset management companies and then processed and cleaned-up carefully each month.



## METHODOLOGY

- REIDIN Dubai Prime Residential Rental Value is calculated based on k-means clustering analysis which divide data set into sub two clusters by using rental value per sqm– an approach that is proposed by REIDIN Data & Research Team for indexing prime residential rental values–the top cluster in a corresponding region is being used to generate the median of prime residential rental values.
- REIDIN Dubai Prime Residential Rental Value employs “**weighted**” average of the median rental values of areas for the calculating median rental values of Dubai City Wide. The weights used in the methodology are the “existing supply” of each area which is derived from housing stock and will be updated semi-annually.
- **Outliers and extreme values** (as a result of incomplete, inconsistent or erroneous data) are excluded by the outlier detection procedure of the inter-quartile range (IQR) based on the calculated rental value per square meter of each property. This commonly used methodology considers any data that is more than 1.5 times the IQR from the upper or lower quartile to be an outlier.

## OUTPUTS AND DISSEMINATION

### Frequency & Reference Period:

- REIDIN Dubai Prime Residential Rental Value represents the changes for each geographical area throughout the month and data series are starting at the beginning of each data set.
- **Revisions:** REIDIN Dubai Prime Residential Rental Value is published as “final” and is not subject to revision unless an error or mistake is found. Major changes in methodology are announced in advance, while information on minor methodological changes is provided in methodological explanations in the monthly reports.
- **Publication of the PRSP:** REIDIN Dubai Prime Residential Rental Value updates are produced on a monthly basis, and are disseminated in between 10:00-11:00 AM on the 15th of each following reference month by a “News Bulletin”.

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Contact REIDIN Offices for access to the index, data history and other real estate data.

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