OCTA
PROPERTIES

# *Development Commercialization Platform*

An OCTA company



# *We don’t take projects to market. We make them ready to outperform in it.*

Between a developer’s vision and its market performance sits one accountable platform. Intelligence, product, positioning, brand partnerships, distribution, sales, operations and performance, run from one system, on one set of data under one commercial strategy.

## Position better

Define the product and the proposition before the market defines them for you.

## Launch smarter

Build qualified demand through pricing discipline, release strategy and targeted commercialization.

## Sell with control

Run distribution, inventory, data and operations through one connected system.

# *One real-estate ecosystem. Five specialist businesses.*

OCTA Properties is OCTA's development commercialization platform. Its sister companies carry capital, development, brand communication and interior design, each with its own mandate, leadership and accountability.

## OCTA

### OCTA Invest

Capital, joint ventures, land acquisition.

SEE **MORE**

### OCTA Properties

Development commercialzation.

THIS PROFILE

### OCTA Development

Own development, co-development and development management.

SEE **MORE**

### House of OCTA Marketing

Brand, creative and real-estate marketing. Independent studio.

SEE **MORE**

### House of OCTA Design

Interior design, technical design and FF&E. Independent studio.

SEE **MORE**

Each operating company carries its own leadership, profile and domain. The two studios present as independent brands and serve OCTA Properties mandates only where the developer chooses to integrate them.

*The OCTA companies*

# *Scale that can be measured.*

Activation is only credible when reach, execution and results can be counted. The figures from five years of full operation in Dubai.

**AED 20bn+**
residential and commercial sales value across mandates

**9,500+**
residential and commercial sales value across mandates

**AED 4.6bn**
collected on behalf of projects, deposit and installment

**AED 1bn+**
commission paid into the broker market over five years

**21**
developers who trusted OCTA for Sales & Marketing

**30+**
repeat mandates from developers

**2,800+**
units in active pipeline

**20+**
global brands partnered

**140+**
nationalities bought via OCTA with in the project launched

**4,300+**
agencies partnered

**9,000+**
distinctive buyers

**100+**
specialists, 14 languages

Figures as at 30 August 2026. Definitions and sources are held in the OCTA Corporate Facts Sheet.

life²

# *Value is created when places work harder for life.*

Life2 is our philosophy. It's everyday living elevated through thoughtful design, purposeful spaces and experiences that connect function with meaning. It's about multiplying the comfort and quality of life for everyone who steps into these spaces.

The essence of our mission is to transform the ordinary into something extraordinary, something uncommon; we create that which is revolutionary in the real estate industry.



# *More supply. More brands. More choice. Less room for generic.*

Branded residences were once rare in Dubai. Now they compete on the same street. Four pressures decide which developments sell through, and OCTA was built to answer each of them.

## Product parity

Strong architecture is no longer enough. OCTA enters before design is frozen, so product, price and proposition are decided together, not reconciled later.

## Attention scarcity

Launch noise is abundant; qualified demand is not. OCTA commercializes a segmented network of 32,000+ brokers by product and micro-market, so demand is qualified before it is counted.

## Price sensitivity

Buyers compare faster and deeper than ever. OCTA builds price architecture and release strategy from transaction evidence, and reprices as velocity moves.

## Execution complexity

Sales, brokers, inventory, marketing and operations no longer forgive gaps. OCTA runs them as one operation on one system, from launch to handover.



# *The discipline between a good development and a strong market outcome.*

Development commercialization aligns product, proposition, price, route to market and operating system before and throughout the sales cycle. Founded in 2021 by Fawaz Sous after two decades at Emaar and DAMAC.

## Development

OCTA enters before sales: intelligence, product, unit mix, pricing, amenities, positioning.

## Commercialization

OCTA turns the development into demand: positioning, pricing, distribution, broker and investor strategy, inventory, velocity.

## Platform

Not a consultancy. People, systems, distribution, operations, data and execution capability, in-house.



# *One accountable platform between development vision and market execution.*

## Developer-side thinking

Advice begins with the asset, not the commission. Product, unit mix, pricing and release strategy are set to the developer's objectives.

## Controlled distribution

A large broker universe is segmented and activated by product, geography, buyer profile and performance, not mass-messaged.

## Connected operations

CRM, inventory, customer service, collections, DLD and MIS sit inside one operating framework, from reservation to handover.

## Performance management

Commercial decisions are reviewed continuously against absorption, pricing, inventory, broker activity and customer response.

# *Not an agency with an exclusive.*

An agency that holds an exclusive still sells from the outside: one channel, one commission, no accountability for product, price, collections or performance. OCTA holds the developer's commercial programme from the inside, and exclusivity follows from the mandate, not the other way round.

# *The earlier OCTA enters, the more value it protects.*

OCTA can be appointed at any stage. Full-lifecycle mandates carry the fewest handoffs and the least value leakage.

## 01/ Pre-development

Market scan
Product strategy
Unit mix
Amenities
Commercial assumptions

## 02/ Pre-launch

Positioning
Pricing
Release strategy
Broker segmentation
Training

## 03/ Launch

Activation
Inventory control
Sales management
Investor briefings
MIS

## 04/ Post-launch

Repricing
Re-release
Collections to handover
CRM and customer operations
DLD and handover

## HOW TO WORK WITH OCTA

### DEVELOPMENT MANAGEMENT

OCTA enters before sales: intelligence, product, unit mix, pricing, amenities, positioning.

### EXCLUSIVE SALES & DISTRIBUTION

OCTA leads sales, broker activation and investor reach across all channels.

### CO-SALES

OCTA operates alongside the developer's own team under one commercial strategy.

### ADVISORY

Single-point entry: intelligence, product or pricing, ahead of a wider mandate.

## Commercialization is not a launch event. It is an operating discipline across the full sales curve.

Co-development, where OCTA shares risk and equity with the developer, is offered through OCTA Development.

*Where OCTA enters*

# *Eleven thousand square feet built for the close.*

OCTA's headquarters at Dubai Hills Business Park is the OCTA Sales Pavilion: a fully designed, state-of-the-art sales and launch centre with the OCTA Café experience, where developers launch, brokers are trained, investors are briefed and buyers sign. Available to every mandate.

11,000 SQFT

OCTA SALES PAVILION, DUBAI HILLS BUSINESS PARK

### LAUNCH FLOOR

Launch events and broker briefings for guests, with the project model and live inventory on screen.

### CLOSING ROOMS

Private rooms for buyer meetings, investor briefings and signing.

### SHOW APARTMENTS

Flexible areas to construct show apartments for the mandate's product, fitted and dressed to the brand's standard.

### OCTA CAFÉ

The OCTA Café experience: hospitality for buyers, brokers and partners that turns a visit into a stay.

### BROKER ACADEMY

Training floor for narrative, pricing, inventory and objections before every launch.

### VALET AND ARRIVAL

Valet parking and reception in a premium business district, ten minutes from Downtown.

### COMMAND CENTRE ON SITE

The operating environment runs from the same floor: inventory, bookings, collections and reporting in real time.

### AVAILABLE UNDER MANDATE

Every developer OCTA represents launches and sells from here, without building a sales gallery of its own.




*The OCTA Sales Pavilion and OCTA Café experience*




*The OCTA Eight*

# *Eight disciplines. One operating partner.*

OCTA takes its name seriously. Eight disciplines run every mandate from the same platform, on the same data, under one commercial strategy. A developer can enter at one, or hand over all eight.

**01 / Intelligence**

Read the market before the market reads the product.

**02 / Product**

Shape what gets built.

**03 / Positioning**

Decide what it means and what it is worth.

**04 / Partnerships**

Bring the brand to the building.

**05 / Marketing**

Launch the entire network.

**06 / Sales**

Convert with control.

**07 / Operations**

Deliver after the yes.

**08 / Performance**

Close the loop.

**01 / Intelligence , discipline 1 of 8**

# *Decisions before design becomes cost.*

Market and project intelligence pressure-tests the commercial logic before the development reaches the market, while changing it is still cheap.

- Competition and micro-market analysis
- Buyer segmentation and demand mapping
- Pricing architecture and price bands
- Unit mix and size advisory
- Amenity relevance and market appeal
- Inventory release strategy



## 02 / Product, discipline 2 of 8

# *Shape what gets built, for the buyer who will actually transact.*

Product advice sized to demand evidence rather than habit: what to build, how big, at what specification, released in what order.

- Unit mix and sizing by buyer segment
- Amenity programme by relevance and cost
- Specification level matched to price band
- Phasing and release sequence
- Commercial assumptions into the feasibility
- Product changes costed before they are locked

| | ORIGINAL PLAN | OCTA RECOMMENDATION | CHANGE |
|---|---|---|---|
| **Studio** | 38% | 22% | **-16 pts** |
| **1BR** | 34% | 40% | **+6 pts** |
| **2BR** | 20% | 28% | **+8 pts** |
| **3BR+** | 8% | 10% | **+2 pts** |

Illustrative: unit-mix recommendation against the developer's original plan, and the absorption it produced. Real mandate data replaces this.

**03 / Positioning, discipline 3 of 8**

# *Turn market intelligence into a commercial operating plan.*

Positioning is not a tagline. It is the set of decisions that tells the market who the product is for, what it costs and when it is available.

## Positioning

Who the product is for, why it matters, how it is understood in one sentence.

## Pricing

Price architecture that protects value while preserving absorption and room to move.

## Inventory

What reaches the market, when it is released and which segments receive access.

## Offer Design

Payment plans, bundles and buyer propositions built around demand, not habit.

## Bulk and Investor

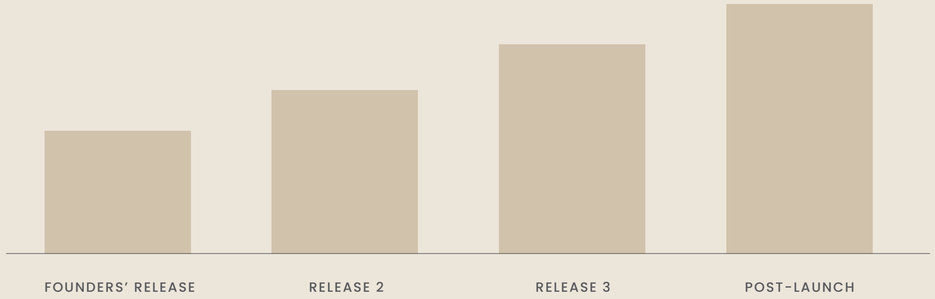
Where structured bulk transactions create liquidity without distorting retail positioning.

## Launch Plan

Pre-launch, launch and post-launch sequenced around specific conversion objectives.

## Price architecture across releases

Each release protects the value of the one before it.




Illustrative bands are set per mandate from transaction evidence.

## 04 / Partnerships, discipline 4 of 8

# *Firsts, and the brands that trusted OCTA to deliver them.*

OCTA Properties sources, negotiates and manages brand partnerships for developers: the right brand, on the right terms, for the right product, with the brand's standards carried through to sell-through.

- First Missoni residences in the region, Ras Al Khaimah
- First Pagani residences in the region

For brands and operators: one partner responsible for standards, story and sell-through.

**BRAND PARTNERS - IN ORDER OF FIRST MANDATE**

MISSONI

MARRIOTT

W

ELIE SAAB

ROVE HOME

FRANCK MULLER GENEVE

PAGANI

MOUAWAD

WESTIN

RENAISSANCE

05 / Distribution, discipline 5 of 8

# *Reach is scale. Activation is the advantage.*

More than 32,000 brokers are registered in the OCTA network. OCTA does not treat them as one audience: the network is segmented, trained, activated and measured according to the product and its micro-market.

**32,000+**
brokers in the OCTA network

**2400**
firms enrolled in OCTA Bond

**4**
structured activation

## OCTA Bond

The network's loyalty programme: enrolment, tiers, rewards and priority access to launches, run inside the OCTA operating environment.

| | | | |
|---|---|---|---|
| BETTERHOMES | ENGEL & VÖLKERS | CHRISTIE'S | BERKSHIRE HATHWAY |
| METROPOLITAN | HAUS & HAUS | PROVIDENT | DRIVEN PROPERTIES |
| ALLEGIANCE | HAMPTONS | KAYE & CO | UNION SQUARE HOUSE |
| D&B PROPERTIES | ONE BROKER GROUP | PSI | EXCLUSIVE LINKS |
| UNIQUE PROPERTIES | SPRINGFIELD | SIGNATURE | AX CAPITAL |
| COLDWELL BANKER | ANAROCK | HARBOR REAL ESTATE | PHOENIX HOMES |
| ASTRO PROPERTIES | INSPIRE | DEJAVU | HOMES4LIFE |
| RANGE | VARTUR | INDUS REAL ESTATE | EMINENCE |

Selected firms in the OCTA network, as shown in the current profile. MIS refreshes the list from the 2026 register and confirms each firm's consent to appear.

### 01/ Segment
By micro-market, product fit and past performance

### 02/ Train
Narrative, pricing, inventory and objections, at the OCTA sales centre

### 03/ Activate
Briefings, investor access and targeted outreach

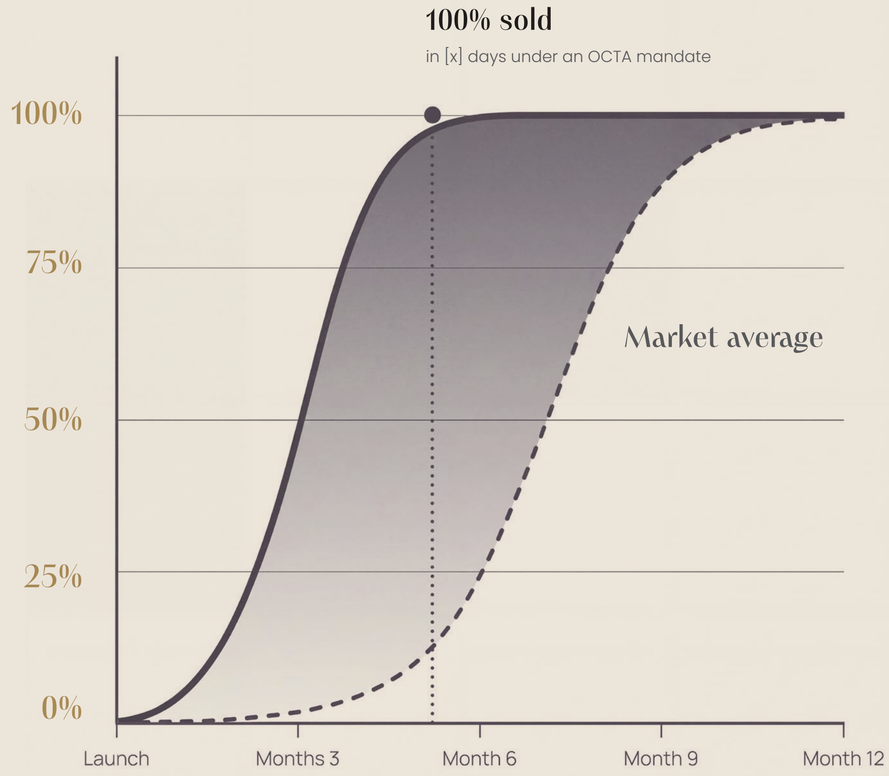
### 04/ Measure
Activity, conversion, sales and commercialization

## 06 / Sales, discipline 6 of 8

# *Launch with control. Convert with discipline.*

Launch is the most expensive day in a development's life. OCTA runs it as a controlled release from its own sales centre, not as an event, and manages conversion through the whole sales curve.

- Launch sequencing and release control
- Inventory access by segment and channel
- Pricing and offer execution
- Sales centre, closing rooms and investor briefings
- Conversion management and pipeline discipline
- Repricing and re-release when velocity changes




Illustrative: absorption over the first twelve months under an OCTA mandate against market average, with the sell-out point marked. Real data from the four 100% mandates replaces this.

**07 / Operations, discipline 7 of 8**

# *Sales performance depends on what happens after the buyer says yes.*

Post-sales is not a by-product of selling. From the first deposit to the title deed, eight functions inside OCTA keep the developer's commercial programme running to handover and beyond.




## Collections to handover

Deposit, instalment and milestone collection on the developer's behalf, tracked per unit, from reservation to final settlement.

## Customer service

Client interaction through construction: updates, queries, changes and issue resolution in the developer's name.

## CRM

One record per client from lead to keys: bookings, payments, correspondence and every interaction, kept current inside the OCTA operating environment.

## Sales centre operations

Availability, closing rooms and briefings at the OCTA centre for the life of the mandate.

## DLD services

Project registration, unit registration and Oqood, escrow account support, trustee coordination and title transfer. Essential to the mandate, not an afterthought.

## Administration and legal

Timelines, templates, collateral release, documentation, exceptional cases and access to legal advice.

## Bookings and SPA

OTP and unit bookings, SPA preparation, coordination and sign-off handling.

## Handover and after

Handover coordination, final settlement, title deed and owner support after keys.

**08 / Performance, discipline 8 of 8**

# *The OCTA command centre.*

One operating environment holds broker activity, clients, inventory, bookings, pipeline, collections and reporting, so that a pricing, release or broker decision is taken in days, not quarters.

Performance is measured to handover, not to reservation. Collections, CRM and post-handover service feed the same loop as sales.

## Data → Decision → Action

| | |
|---|---|
| **01 / INTELLIGENCE** | Read the market before the market reads the product. |
| **02 / BROKER ACTIVITY** | Engagement and performance by firm |
| **03 / CLIENTS AND CRM** | Leads, bookings, instalments and interactions to handover |
| **04 / SALES DASHBOARD** | Velocity, transactions and highlights |
| **05 / COLLECTIONS** | Receivables, milestones and outstanding accounts |
| **06 / MIS** | Weekly reporting and decision support |

WEEKLY MIS - MANDATE VIEW

VELOCITY

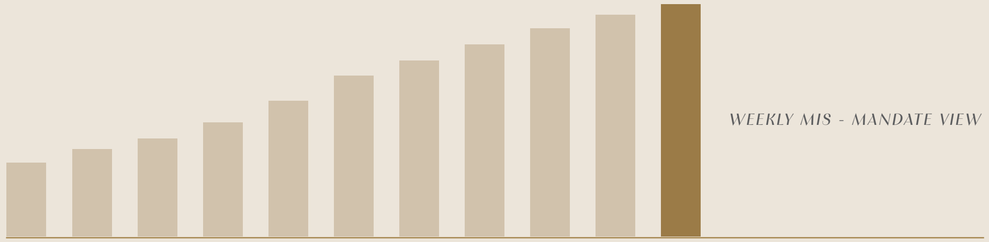
[x] UNITS/ WK

COLLECTED TO DATE

AED[x]

ACTIVE BROKERS

[x] FIRMS




Illustrative view of the mandate dashboard. Live data replaces this.

# *Proof over promises.*

The following pages present selected mandates from the OCTA track record. Performance is shown only where the project register provides a clear unit count and a verified sell-through figure.

BRANDED RESIDENCES / URBAN LIVING VILLAS AND TOWNHOUSES / BEACHFRONT / COMMERCIAL




***Selected activation credentials***

# *A portfolio built across different demand curves.*



Urban Oasis by Missoni

465 units **100% SOLD**



W Residences Dubai, Downtown

383 units **100% SOLD**



Elie Saab VIE at The Fields

638 units **100% SOLD**



Sky Hills Residences

1135 units **100% SOLD**

*Selected credentials*

# *Urban Oasis by Missoni*

Urban Oasis by Missoni is a luxury residential tower on Dubai Canal, featuring Missoni interiors inspired by Miami, with sweeping city and canal views in the heart of Dubai.

465
**units**

100%
**sold**




***Credential, branded residence***

# *W Residences Dubai, Downtown*

A branded residential tower in Downtown Dubai developed by Dar Al Arkan, positioned around the W lifestyle proposition and uninterrupted Downtown views.

383
**units**

100%
**sold**



***Credential, branded residence***

# *Elie Saab VIE at The Fields*

Elie Saab-branded townhouses in Meydan, developed by G&Co and Fortune 5. Proof that OCTA commercializes branded lifestyle propositions beyond the tower.

638
**units**

100%
**sold**



***Credential, branded townhouses***

# *Sky Hills Residences*

A large residential development on Umm Suqeim Road developed by HRE Real Estate Development. Scale as well as positioning: large inventory makes release strategy, broker activation and operational discipline decisive.

1,135
**units**

100%
**sold**



***Credential, large-scale residential***

# *Built, occupied, and still served.*

Buyers in 2026 price delivery risk. OCTA's commercial programme runs to handover: collections, documentation, customer service and post-sales, on projects now built and occupied.

**J One**

Business Bay, completion **12/2021**

**Vie**

Location, developer, completion **05/2023**

**Urban Oasis by Missoni**

Business Bay, completion **06/2024**

**Fortimo project**

Project name, location, completion **12/2026**

**Socio**

Dubai Hills, completion **01/2023**

**Sky Hills Residences**

Umm Suqeim Road, completion **10/2026**




***Delivered***

# *Partners who came back.*

Repeat mandates are the strongest credential a commercialization partner can hold. Each name below has appointed OCTA at least once; those marked have appointed OCTA again.

| | | |
|---|---|---|
| IRTH — 2 projects | HRE — 2 projects | ASAK — 2 projects |
| Centurion — 6 projects | Dar Al Arkan — 5 projects | Durar — 4 projects |
| London Gate — 4 projects | | |

**SINGLE MANDATE TO DATE**

# *The platform is built for what comes next.*

## *2,200+*

**UNITS IN ACTIVE PIPELINE**

Pipeline is not simply future inventory. It is where the commercialization system compounds: early intelligence improves the product, launch planning sharpens the pricing, and data from previous mandates informs the next one.

**PIPELINE PRINCIPLE**

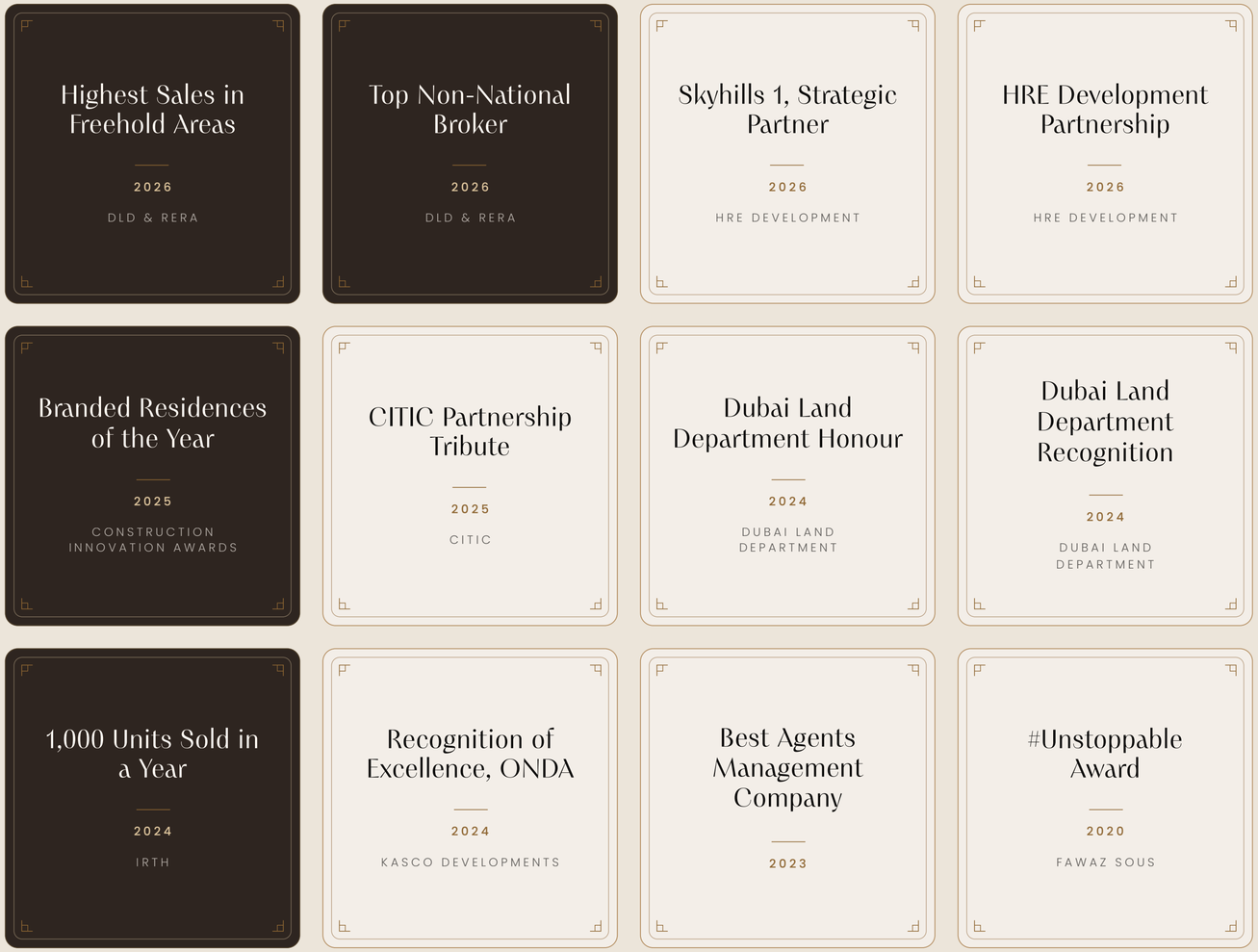
Learn faster. Price smarter. Launch stronger.



***Current pipeline***

# *Certificates & Trophies*

OCTA's awards and certificates of appreciation celebrate its achievements, valued partnerships, and contributions to the real estate sector. Presented by government bodies and industry leaders, these honors reflect the company's commitment to excellence, the dedication of its team, and the trust earned through exceptional performance.



# Experience on the developer side of the table. Commercialization is multidisciplinary by design.



## *Fawaz Sous*

*Chief Executive Officer*

More than two decades in real estate, including senior roles at DAMAC and Emaar, across large-scale developments and master-planned communities in the UAE and the wider region.



## *Donna Lee Elliott*

*Chief Sales Officer*

A senior UAE property-market leader with deep developer relationships, market positioning experience and a career spanning Great Britain and the UAE.



## *Gopinath Rao*

*Head of Design*

More than twenty years across interior design management, fit-out and FF&E delivery; formerly Director of Interior Design at DAMAC Properties, with experience across the UAE, UK, KSA, Oman, Qatar, Jordan and India.



## *Farid Matta*

*Executive Creative Director*

More than twenty years across advertising, branding, content and real-estate marketing, leading integrated campaigns, brand development and launch communication across Dubai and the region.

OCTA
PROPERTIES

# *Commercialize the next landmark with us.*

From development intelligence to market performance, OCTA Properties partners with developers to shape, position and commercialize real estate for long-term value.

START A CONVERSATION

**OCTA Properties**

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Dubai Hills Business Park, Dubai, UAE
+971 4 562 8300

EXPLORE THE DIGITAL EDITION

