AREA INTELLIGENCE · JUNE 2026

Jumeirah Village Circle
The Yield King

Dubai's most consistent income engine. Affordable entry, 7 to 8 per cent gross yields and deep tenant demand, traded against a large supply pipeline.

Why JVC tops the yield tables, what it costs to enter, and how to buy quality in a high-supply area. Every figure sourced and linked.

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THE DISTRICT

Affordable, Central-ish, High-Yield

Jumeirah Village Circle (JVC) is a dense, master-planned community of apartments, townhouses and villas roughly between Dubai Marina and Downtown via Al Khail Road. It has become the city's default income play: low entry prices, a deep pool of mid-income tenants and consistently strong gross yields. It is also one of the highest-supply areas in Dubai, which is the central tension for any buyer.

7-8%
TYPICAL GROSS YIELD

~750
AED ENTRY, PER SQFT

High
SUPPLY PIPELINE

Strong
TENANT DEMAND & ABSORPTION

> *JVC is where cash flow is manufactured. The yield is real, but so is the supply, so you win or lose on the building you pick.*
>
> BRADLEY JAMES · M&M REAL ESTATE

THE NUMBERS

Why the Yield Is So Strong

THE ENTRY

Low price, high rent-to-price

Entry prices around AED 750 per square foot, roughly 60% below prime districts, mean rents capture a far higher percentage of the purchase price. That rent-to-price ratio is the entire reason JVC out-yields Marina or Downtown.

THE TENANT

Deep mid-income demand

Families and professionals priced out of Marina and Downtown fill JVC, giving studios and one-beds short voids and reliable renewals, the foundation of a 7 to 8 per cent gross.

THE CATCH

Supply and selection

JVC has a very large delivery pipeline, so generic units compete on price. Quality buildings with good management still let fast and hold value; weak ones sit. Selection is everything here.

INVESTOR TAKEAWAY

JVC delivers the strongest mainstream gross yields in Dubai, but in a high-supply market the building, developer and unit type decide whether you capture it. Buy quality, judge on net, not gross.

HOW TO BUY WELL

Winning in a High-Supply Area

WHAT WORKS

Studios and one-beds
Smaller units lead on yield and let fastest to JVC's core tenant base.

Strong developer and management
A well-run building lets quickly and holds value while generic stock discounts.

Low service charge
Charges vary widely in JVC; a low one protects the yield that drew you in.

WHAT TO AVOID

The cheapest generic tower
Buying the same unit as thousands of others is how you compete on price and rent.

Ignoring absorption
In a high-supply pocket, price on realistic occupancy, not best-case.

Chasing gross over net
An 8% gross with a heavy service charge can net less than a leaner building.

INVESTOR TAKEAWAY

JVC rewards disciplined selection. The right small unit in a well-run building captures the headline yield; the wrong one becomes a slow, cheap sale in a crowded market.

VERIFY EVERY FIGURE

Sources & References

Every figure is drawn from the sources below. Links are live: tap any URL to open the original.

01 **Which communities offer the best rental yield in Dubai 2026 (JVC 7–8%)** LUXHABITAT · 2026
https://www.luxhabitat.ae/the-journal/which-communities-offer-the-best-rental-yield-in-dubai/

02 **Dubai rental market: JVC entry ~AED 750/sqft, ~60% below prime** ARABIAN ESTATES (LINKEDIN) · 2026
https://www.linkedin.com/posts/arabian-estates_dubais-rental-market-continues-to-be-driven-activity-7397520788796497920-Rocj

03 **High ROI areas in Dubai for apartments** BAYUT
https://www.bayut.com/mybayut/best-roi-villas-apartments-dubai/

04 **What is a good rental ROI in Dubai 2026 (gross vs net)** REAL ESTATE CLUB DUBAI · 2026
https://realestateclubdubai.com/blog/market-analysis/good-rental-roi-dubai-2026-yields-by-property-type-area

WORK WITH BRADLEY JAMES

The Yield Is Real. So Is the Selection.

JVC is the most reliable mainstream income play in Dubai: affordable, tenant-rich and high-yielding. In a high-supply market the discipline is to buy quality and judge on net, not gross, which is exactly where most buyers go wrong.

I can shortlist the specific JVC buildings with the developer quality, service charge and unit mix that actually capture the headline yield.

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