

New *Launch* Strategy

The best units in a hot launch are gone in hours, at the lowest price the project will ever offer. Here is how the serious buyers win them.

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CHAPTER ONE

The Reality of a Hot Launch

By the time a strong project is advertised to the public, its best units are often already gone.

The Best Units Never Reach the Public

Here is what most first-time off-plan buyers never realise: by the time a hot Dubai project is advertised to the public, the best units are often already gone.

The strongest launches sell their prime stock, the best floors, views, layouts and payment plans, in hours, to buyers who were ready before the doors opened. And launch pricing is usually the lowest the project will ever offer, because developers raise prices with each subsequent phase. Winning the right unit at a launch is not luck. It is preparation.

This guide explains how a Dubai launch actually works, why the front of the queue captures advantages the public never sees, and how to be ready to win, without letting the room's energy make your decisions for you.

♦ AT A GLANCE

- ♦ The best units go in hours, before most buyers ever see the project.
- ♦ Phase-one pricing is usually the lowest the project will offer.
- ♦ Priority is won by registering early, through the right channel.
- ♦ The launch itself is execution; the real work is the weeks before it.
- ♦ Speed only pays when you have decided what 'right' looks like beforehand.

♦ THE POINT

"A launch is not a shop you browse. It is a queue you have to join early, having already done your homework."

CHAPTER TWO

The Words First

A handful of terms carry every launch. Here they are in plain English, before the tactics.

The Language of a Launch

Launch conversations move fast and lean on jargon. Knowing these terms is what lets you act in seconds on the day rather than ask what something means while the unit sells.

♦ THE LAUNCH

The primary sale event where a developer first releases a project's units, usually in phases. Prime stock and the best terms concentrate in the opening phase.

♦ EOI, EXPRESSION OF INTEREST

A pre-registration, often with a small refundable token deposit, that puts you in the queue for allocation. It is how you secure priority before the sale opens.

♦ ALLOCATION & PRIORITY

The order in which buyers get to choose units, frequently set by who registered first and through which channel. Good allocation is the whole game.

♦ PHASES

Developers release stock in stages and typically raise prices with each one. Phase one is usually the price floor for the project.

♦ TOKEN DEPOSIT

A small, usually refundable, amount paid to register interest and hold your place. It is a placeholder, not the purchase.

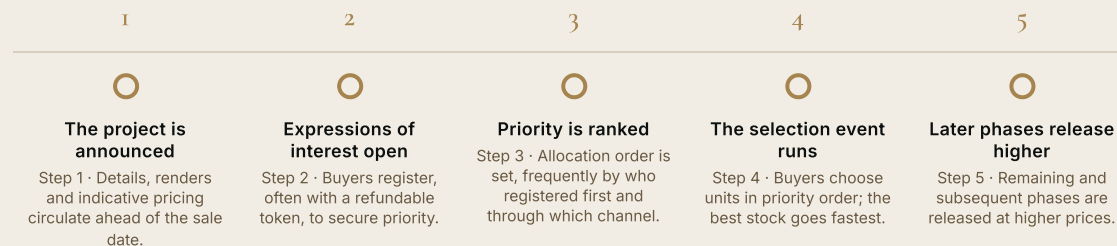
CHAPTER THREE

The Mechanics of a Launch

A major launch follows a consistent pattern. Knowing the sequence shows where the advantage is won.

How a Dubai Launch Actually Runs

Understanding the sequence is half the battle. A major launch follows a fairly consistent pattern, and knowing each step tells you exactly where the advantage is captured, well before selection day.



◆ WHERE IT IS WON

Notice that steps two and three, the EOI and the ranking, happen before selection day. The unit you end up with is largely decided in that pre-launch window, not in the room. That is why preparation beats presence.

CHAPTER FOUR

Why the Front of the Queue Wins

Being early is not about hype. It is three concrete advantages that vanish as the project sells through.

What the Earliest Buyers Actually Capture

Being early is not about hype. It is about capturing four concrete advantages that are only available at the start and disappear as the project sells through. None of them can be recovered later at any price.

ADVANTAGE	WHAT IT IS	WHY IT ONLY EXISTS EARLY
The lowest price	Phase-one pricing, before the phase rises	Developers step prices up as the project sells
The best units	The protected views, efficient layouts, best floors	Prime stock is chosen first; late buyers pick the remainder
The best payment plans	The most flexible terms and launch incentives	Opening-phase sweeteners build early momentum
The resale headstart	Built-in room as later phases reprice upward	Only the phase-one floor gives that headroom

♦ THE COMPOUNDING EFFECT

These advantages stack. The earliest buyer holds the best unit, at the lowest price, on the best terms, with the most resale headroom, all at once. That is why serious investors treat the weeks before a launch as the real work and launch day as mere execution.

CHAPTER FIVE

How to Win Allocation

Good allocation is a function of preparation and access. These are the moves that put you at the front.

How to Be Ready Before the Doors Open

Winning good allocation is a function of preparation and the right access, not luck on the day. These are the moves that put you at the front of the queue rather than the back of it.

- 1 **Register your EOI early.**
Priority often follows registration order, so get in before the crowd, through a channel with genuine allocation.
- 2 **Define your unit criteria in advance.**
Know your floors, views, sizes and budget so you can choose in seconds, not deliberate while units sell.
- 3 **Have your funds and documents ready.**
The token and your paperwork should be prepared before the day, never scrambled for on it.
- 4 **Verify the fundamentals up front.**
Developer record, escrow registration and location, all checked in advance on Dubai REST as you would any purchase.
- 5 **Work with real allocation access.**
A broker with a genuine allocation relationship gets you a materially better place in the queue.

♦ ACCESS IS HALF OF IT

Preparation gets you ready; allocation access gets you seen. The best units are distributed through channels the general public never joins. Being prepared through the wrong channel still leaves you behind those who are prepared through the right one.

CHAPTER SIX

Speed With Discipline

A launch rewards decisiveness, not recklessness. The best buyers hold both at once.

Decisive Is Not the Same as Reckless

A launch rewards decisiveness, but decisiveness is not the same as recklessness. The investors who do well combine the speed to grab the right unit with the discipline to have decided what right looks like beforehand. Hold both, and a launch is one of the best entry points Dubai offers. Lose the second, and speed just helps you make a mistake faster.

♦ **MOVE FAST ON**

- ♦ **The right unit.** When it matches your pre-set criteria, act without hesitation.
- ♦ **Early registration.** Priority is time-sensitive; the queue only lengthens.
- ♦ **Prepared paperwork.** Funds and documents ready means you never lose a unit to admin.

♦ **HOLD THE LINE ON**

- ♦ **Hype.** Verify the developer, escrow and location as with any purchase.
- ♦ **Fear of missing out.** There is always another launch; a bad unit bought fast is still bad.
- ♦ **Your walk-away.** Set your limits in advance so the room's energy cannot set them for you.

CHAPTER SEVEN

Straight Answers

The questions investors actually ask about launches, answered plainly, plus the points to keep.

The Questions Investors Actually Ask

Q. Why not just wait and buy once the project is public?

Because by then the best of it is usually gone and the price has moved up. Phase-one pricing is typically the project's floor, and the prime units, the protected views and efficient layouts, are chosen first. Waiting is not cautious here; it is paying more for what is left.

Q. What actually decides who gets the best units?

Allocation priority, which is largely set before selection day by who registered first and through which channel. The EOI and the ranking happen in the pre-launch window, so the unit you end up with is mostly decided before you ever walk into the room.

Q. Is the token deposit at risk?

The EOI token is usually a small, refundable placeholder to hold your priority, not the purchase itself. Confirm the terms before you pay, but its purpose is to secure your place in the queue, and the real commitment comes when you select and sign.

Q. Is buying at launch not just chasing hype?

It can be, if you skip the diligence. The discipline is to verify the developer, the escrow and the location in advance on Dubai REST, and to have decided your criteria and your walk-away beforehand. Done that way, a launch is a strategy; done on adrenaline, it is a gamble.

Q. Do I need a broker, or can I register myself?

You can register interest yourself, but the strongest allocations are distributed through channels with genuine developer relationships. A broker with real allocation access typically secures a materially better place in the queue than a cold public registration.

Q. How do I keep discipline when everyone is buying fast?

Decide everything you can before the day: your unit criteria, your budget, your walk-away price and your exit plan. When those are set in advance, the room's energy cannot move them, and you can act fast on the right unit precisely because you are not deciding under pressure.

The Five Points to Keep

If you take nothing else from this guide, take these five. They separate the buyers who win the launch from the ones who merely attend it.

- 1 **The best units go before the public sees them.**
Prime stock sells in hours to buyers who were ready first.
- 2 **Phase one is usually the price floor.**
Buying early holds the lowest entry cost and the most resale headroom.
- 3 **Priority is won before selection day.**
Register your EOI early, through a channel with genuine allocation.
- 4 **Decide 'right' before you walk in.**
Criteria, budget, walk-away and exit, all set in advance.
- 5 **Speed only pays with discipline.**
Verify the fundamentals; a bad unit bought fast is still a bad unit.

Every Figure, Sourced

Every statistic in this guide is attributed. Where sources differ, a range is used. Links are live and clickable.

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03 **Phased pricing and launch dynamics in the Dubai primary market.** Property Monitor. <https://www.propertymonitor.ae/>

04 **New launches and the primary-market supply pipeline.** DXB Interact. <https://www.dxbinteract.com/>

05 **Escrow protection of off-plan buyer payments (Dubai Law No. 8 of 2007).** Dubai Land Department. <https://dubailand.gov.ae/en/>

WORK WITH BRADLEY JAMES

Prepare to Win, Not to Chase.

◆ ABOUT BRADLEY

Not a broker, an advisor. I built a business in the UK and spent more than a decade advising people from all walks of life, before moving to Dubai and joining M&M Real Estate to work at a higher strategic level than the typical transactional broker. I specialise exclusively in off-plan investment for overseas and high-net-worth clients, I put my own capital into the projects I recommend, and my business is more than 80% referral-driven, because every client came through someone who trusted me first.

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