

REBI

REAL ESTATE  
BRAND INDEX

UAE 2027

# Six Pillars. One Score.

## REBI Methodology Overview

An independent methodology for measuring the strength, reputation and market influence of real estate developer brands. Designed for regional and global comparability.



# Methodology Principles

REBI is built as a transparent brand-performance benchmark. The Index evaluates real estate developers through a consistent model that balances market evidence, brand perception and product quality.

## **01 Independent**

Ranking positions are not sold and cannot be purchased through sponsorship or partnership.

## **02 Comparable**

Companies are evaluated through the same metric structure within each regional edition.

## **03 Evidence-based**

Scores are based on observable data, market signals, brand assets, media visibility and reputation indicators.

## **04 Editorially curated**

Quantitative signals are combined with expert review to assess brand quality and consistency.

## **05 Future-ready**

The methodology is designed to support UAE, KSA, GCC, Europe and Global editions.



# Six Metrics. Weighted Score.

Each developer receives a score from 0 to 100 for six metrics. The final REBI Score is calculated as a weighted average, reflecting both brand visibility and long-term trust.

## **15% Scale**

Market presence, development footprint and portfolio strength.

## **15% Brand Awareness**

Recognition, visibility and familiarity among target audiences.

## **15% Visual Identity**

Quality, consistency and distinctiveness of the brand language.

## **15% Media Presence**

Visibility across media, digital channels and public communication.

## **20% Reputation**

Trust, credibility, customer perception and market confidence.

## **20% Product & Architecture**

Design quality, architectural ambition and product experience.

## **OVERALL SCORE**

REBI Score = weighted average of the six metric scores. Each metric is scored from 0 to 100 and normalized within the regional edition.

# Score Breakdown

The public ranking shows the overall score. Detailed brand profiles can also present the component scores behind the overall result.

## SAMPLE PROFILE

EMAAR

## OVERALL SCORE

97.1<sub>/100</sub>

Scale: 100

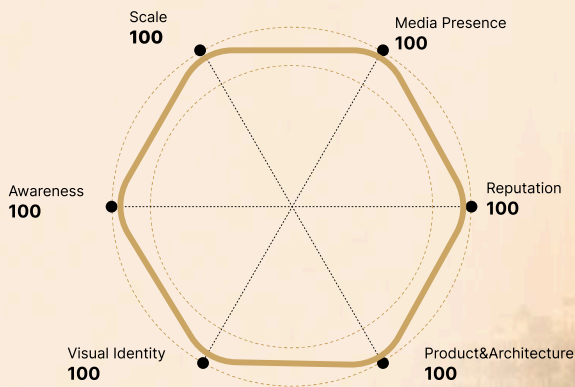
Media: 98

Awareness: 100

Reputation: 95

Visual: 94

Product: 98



## Radar visualization labels:

Awareness, Scale, Product, Reputation,  
Media, Visual.

# Data Sources & Research

REBI combines desk research, market visibility analysis, digital presence review, brand asset evaluation and expert assessment. The methodology is designed to be repeatable and auditable.

- Company websites, annual reports, public presentations and official project information.
- Media visibility, press coverage, search visibility and digital/social presence.
- Brand identity systems, visual consistency, naming, tone of voice and communication quality.
- Project portfolio, architectural ambition, placemaking value and product experience.
- Customer trust signals, public sentiment, reputation indicators and market confidence.
- Expert review by brand, real estate, design and communication specialists.

# What REBI Is Not

REBI is not a sales-volume ranking, not a financial league table and not an awards programme based on paid submissions. It is a brand-performance index focused on how developer brands are perceived, communicated and trusted.

## **Not pay-to-rank**

Sponsorship, advertising or partnership does not influence ranking positions.

## **Not only scale**

Large developers can score highly, but scale alone does not define brand strength.

## **Not a design beauty contest**

Visual identity is one component, balanced with reputation, media presence, product quality and scale.

## **Not static**

The model supports year-over-year tracking and regional comparability.



# How the Methodology Is Used

The same core methodology supports website rankings, PDF reports, company profile pages, award categories and partner-facing research products.

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## **Website rankings**

Sortable public rankings by region, year and category.

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## **Company profiles**

Full profile pages with overall score and metric-by-metric breakdown.

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## **PDF reports**

Editorial reports combining rankings, market context, insights and brand profiles.

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## **Awards**

Recognition categories derived from REBI metrics and special editorial assessment.

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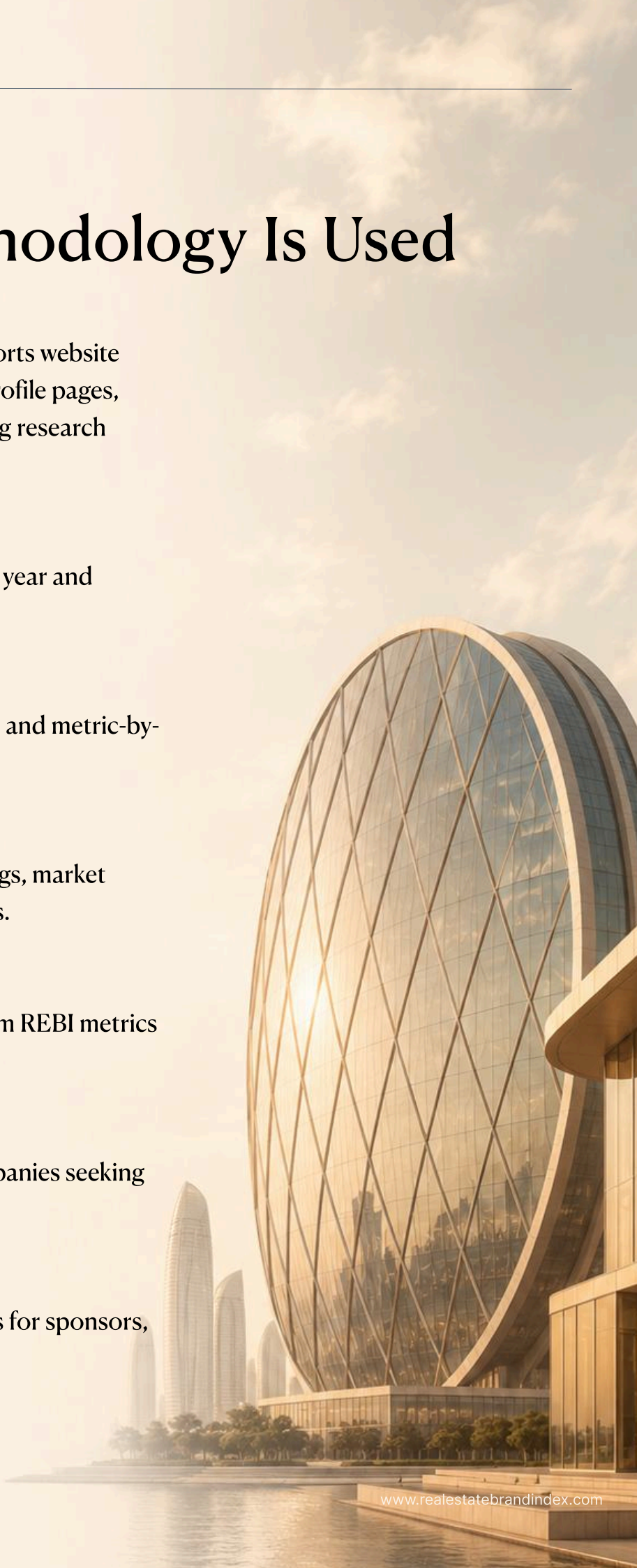
## **Brand audits**

Private diagnostic reports for companies seeking deeper brand-performance insight.

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## **Partner materials**

High-level methodology summaries for sponsors, media and institutional partners.



# Methodology for a new real estate brand era

For methodology questions, partnerships  
or brand-audit requests, contact REBI.

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