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

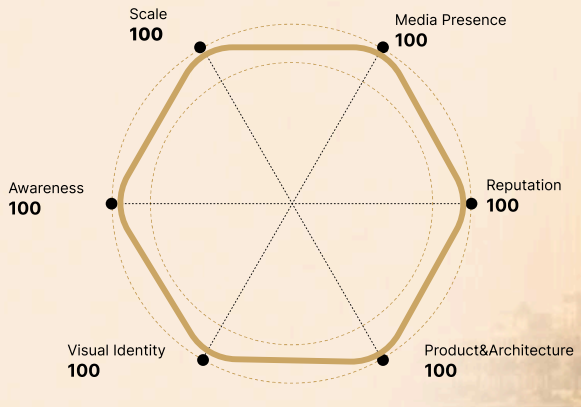
The public ranking shows the overall score. Detailed brand profiles can also present the component scores behind the overall result.

SAMPLE PROFILE
EMAAR

OVERALL SCORE

97.1/100

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.

Website rankings
Sortable public rankings by region, year and category.

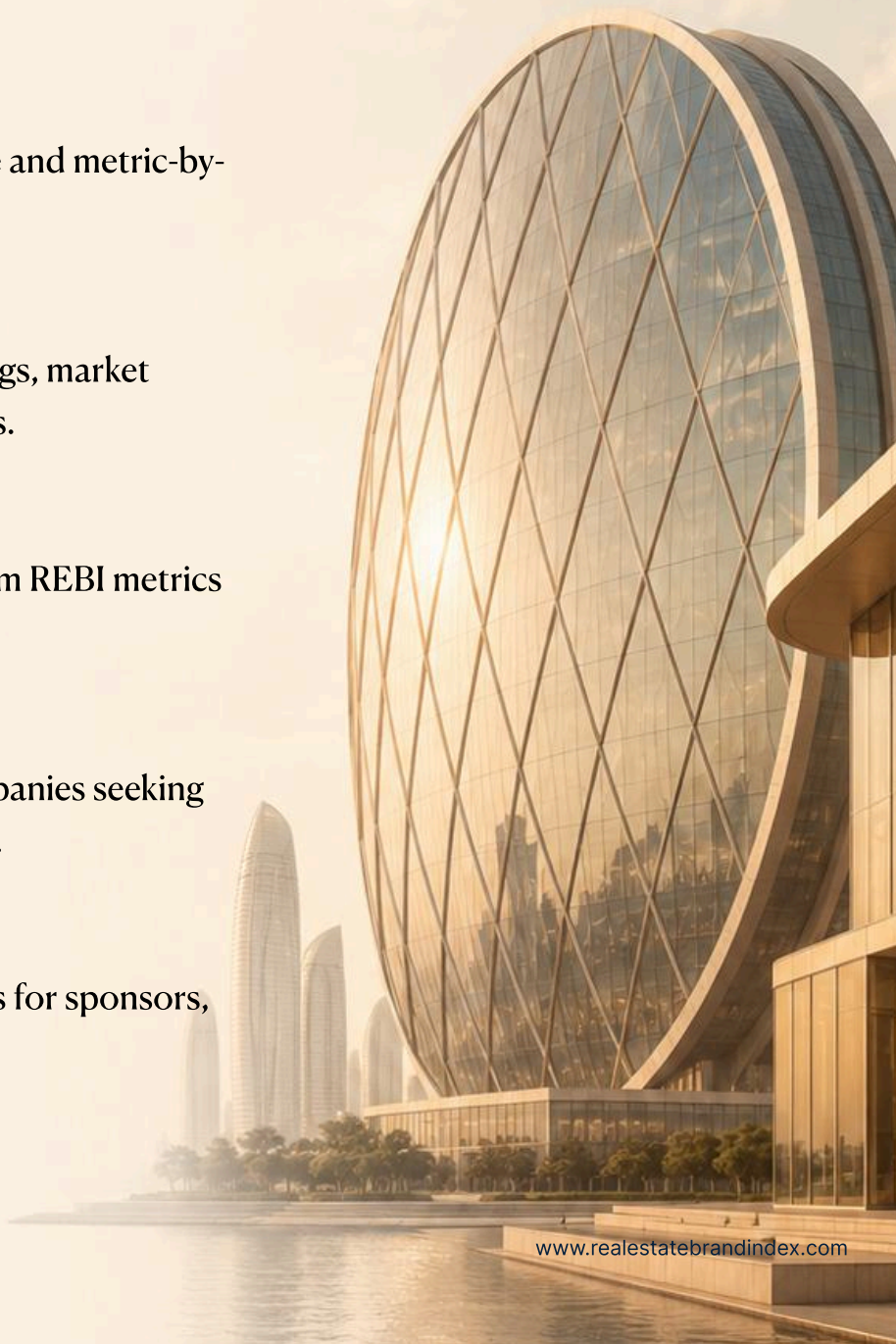
Company profiles
Full profile pages with overall score and metric-by-metric breakdown.

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

Awards
Recognition categories derived from REBI metrics and special editorial assessment.

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

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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