

REBI

REAL ESTATE
BRAND INDEX

UAE 2027

Investor, Partner
& Launch Strategy Deck

Real Estate Brand Index

Top Real Estate Brand Index | 2026
United Arab Emirates

An independent benchmark of real estate brand strength, reputation and market influence.



What Is REBI?

REBI UAE 2026 is the inaugural edition of the Real Estate Brand Index — a new annual platform measuring the strength of real estate developer brands across the United Arab Emirates. The Index evaluates leading developers not only by scale, but by the strength of their brand:

- Awareness
- Reputation
- Media Presence
- Visual Identity
- Product Quality
- Architecture
- Market Influence

The UAE is the natural starting point for REBI. Few markets demonstrate the power of real estate branding as clearly as Dubai and Abu Dhabi, where developers create not only buildings, but destinations, communities and global symbols of ambition.

What REBI Measures

METHODOLOGY SNAPSHOT

Scale

Market presence, development footprint and portfolio strength.

Brand Awareness

Recognition, visibility and familiarity within the market.

Visual Identity

Quality, consistency and distinctiveness of the brand's visual language.

Media Presence

Visibility across media, digital channels and public communication.

Reputation

Trust, credibility, customer perception and market confidence.

Product & Architecture

Design quality, architectural ambition, product experience and placemaking value.

Each company receives a final REBI score based on a weighted methodology. Advertising or partnership participation does not influence ranking positions, scores or award outcomes.

Partner opportunity

A New Platform for the UAE Real Estate Ecosystem

REBI UAE 2026 is currently selecting a limited number of founding partners from industries connected to real estate development, investment, design and urban growth.

Audience:

- Real Estate Developers
- Investors & Family Offices
- Architects & Designers
- Banks & Wealth Managers
- Legal & Advisory Firms
- Hospitality Operators
- PropTech Companies
- Construction Technology Providers
- Interior & Furniture Brands
- Industry Media & Opinion Leaders

Partnership with REBI is not positioned as standard advertising. It is an opportunity to align with a premium independent benchmark at the moment of its launch.

Partner Packages

Full Page Partner

USD 5,000

- Full-page placement in printed report
- Placement in PDF edition
- Logo in partner section
- Printed report copies

Premium Partner

USD 10,000

- Premium full-page placement
- PDF placement
- Website visibility
- Mention in launch communication
- Printed report copies

Category Partner

USD 20,000

- Double-page spread
- Category Partner status
- Logo in report and website
- Expert quote or commentary
- Launch communication mention
- Partner badge rights

Founding Partner

USD 30,000–50,000

- Founding Partner status
- Premium double-page spread
- Website visibility
- Expert commentary
- Launch PR participation
- Invitation to REBI Awards Presentation
- Right to use the Founding Partner badge

Become A Founding Partner

REBI UAE 2026 is the first edition of a new international benchmark for real estate brand leadership.

We are currently inviting a limited number of selected partners to join the inaugural launch.

Contact

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