RESEARCH BRIEF · 4 SEPTEMBER 2026

Golden Visa's AED 2 Million Threshold Is Becoming a Structural Floor Under Dubai...

Industry executives say Dubai's AED 2 million Golden Visa investment threshold is now shaping where overseas buyers set their budgets, with one brokerage reporting that 85% of buyers above that price point pursue the visa. ...

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INVESTOR IMPACT	SIGNIFICANCE SCORE	EVENT DATE	SOURCE RELIABILITY

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EXECUTIVE SUMMARY

01

Golden Visa's AED 2 Million Threshold Is Becoming a Structural Floor Under Dubai Property

Dubai's AED 2 million Golden Visa property investment threshold has moved from a background eligibility rule to an active input in how overseas buyers choose a budget, a unit, and even a community. According to reporting from Reuters via Zawya on 2026-09-03, La Capitale Real Estate says nearly 85% of its buyers purchasing above AED 2 million now pursue the Golden Visa alongside the property itself. Betterhomes and USH Real Estate describe the same pattern from different angles, buyers stretching from the AED 1.6 million to AED 1.8 million range up to AED 2 million to qualify, and a meaningful share of overseas transactions now including a Golden Visa conversation as standard practice. At the same time, ValuStrat's transaction data shows the AED 2 million to AED 4 million bracket fell 26% between the first half of 2025 and the first half of 2026, and its own analyst cautions against treating that bracket as a clean proxy for visa driven demand, since joint ownership and combined property values can qualify buyers outside that band. For capital allocators, the honest read is that the AED 2 million mark has become a genuine gravitational point in pricing and product design, but the demand behind it is more nuanced than a single headline percentage suggests.

- La Capitale Real Estate reports nearly 85% of its buyers above AED 2 million now pursue the Golden Visa, though executives across the industry describe residency as an added benefit rather than the sole motivation for most buyers.
- Betterhomes says the AED 2 million threshold has created a gravitational pull, with some buyers raising budgets from the AED 1.6 million to AED 1.8 million range to clear the mark, and developers adjusting pricing accordingly.

- ValuStrat data shows transactions in the AED 2 million to AED 4 million bracket fell 26% between H1 2025 and H1 2026, accounting for 25% of off-plan and 22% of ready transactions in H1 2026, though ValuStrat cautions this bracket only partially reflects Golden Visa eligible demand.
- Joint ownership and combined property values can meet the AED 2 million threshold, USH Real Estate's example shows a 70:30 split on a AED 3 million property qualifies the 70% owner, whose share is worth AED 2.1 million, but not the 30% owner, whose share is worth AED 900,000.
- Buyer motivation has shifted over time according to USH Real Estate, from Golden Visa as the primary driver in 2021 to 2022, to yields and capital appreciation gaining equal weight in 2023 to 2024, to the visa becoming a value added benefit after the investment decision in 2025 to 2026.
- Dubai recorded AED 34.9 billion in sales transaction value across 13,930 transactions in July 2026, with off-plan sales representing 69.1% of transaction count, according to Dubai Land Department data.

THE EVENT

02 What happened, and why it matters

WHAT HAPPENED

Reuters reporting carried by Zawya and published via TradingView on 2026-09-03 gathered views from multiple Dubai real estate executives on how the AED 2 million Golden Visa property investment threshold is influencing buyer behaviour. Kunal Puri, Founder and CEO of La Capitale Real Estate, said nearly 85% of its buyers purchasing above AED 2 million now pursue the Golden Visa, and described how buyer motivations have changed over the past five years, from end users choosing a country with property as the means, to investors for whom the visa now complements rather than replaces returns. Harry Martin, Director of Off-Plan and Capital Markets at Betterhomes, said buyers initially considering properties priced between AED 1.6 million and AED 1.8 million sometimes increase their budgets after learning of the threshold, and that the majority of transactions in the AED 2 million plus segment now involve at least a conversation about the Golden Visa. ValuStrat's Anchal Rajpal presented transaction data showing the AED 2 million to AED 4 million bracket fell 26% between H1 2025 and H1 2026, while cautioning that eligibility can be achieved through combined property values or joint ownership shares, meaning the bracket captures only part of the potential Golden Visa eligible market. Hitesh Babani of USH Real Estate detailed how 30.5% of the company's overseas transactions over the past 12 months involved Golden Visa discussions, with 15.3% leading to applications, and explained how joint ownership shares are calculated for eligibility. Lynnette Sacchetto, Founder and CEO of escrow solution provider RealTrust, said every client her company assisted this year who bought with relocation intent also applied for the Golden Visa, drawing mainly from North America, Europe and the UK.

WHY IT MATTERS

The reporting suggests the AED 2 million threshold now functions as more than an eligibility line, it is shaping where developers price units and where buyers set their budgets. Betterhomes describes this as a gravitational pull that has widened the demand pool just above the threshold and prompted developers to adjust pricing accordingly. That matters for anyone thinking about Dubai property as a long term capital preservation vehicle rather than a short term trade, because it points to a segment of demand that is tied to a stable, government set policy rather than to short term sentiment, even as the executives quoted are careful to say the visa is now a complement to investment logic rather than a substitute for it.

WHO IT AFFECTS

Overseas buyers from the UK, Europe, North America and India considering relocation or long term residency, high net worth individuals and entrepreneurs moving wealth for stability and tax reasons, joint owners and buyers structuring shared ownership to meet the threshold, and developers pricing units just above and below the AED 2 million mark.

INVESTOR READ

03 Implications, risks and opportunities

IMPLICATIONS

If you are weighing a purchase near the AED 2 million mark, the reporting points to a few practical considerations. First, the threshold applies to the qualifying property investment value, and that value can be met through a single property, a jointly owned property where your registered share reaches AED 2 million, or the combined value of multiple properties, so the eligibility calculation needs to be done on your actual ownership structure rather than the headline price. Second, the executives interviewed consistently frame the visa as a complementary benefit rather than the reason to invest, which means the underlying investment case, yield, capital appreciation, developer track record, and market fundamentals, still needs to stand on its own. Third, Betterhomes' observation that developers are adjusting pricing around the threshold suggests buyers should look closely at whether a unit priced just above AED 2 million reflects genuine value or simply positioning to capture visa linked demand.

RISKS

Be straight about what this data does and does not show. ValuStrat's own analyst, Anchal Rajpal, flagged that transactions in the AED 2 million to AED 4 million bracket fell 26% between the first half of 2025 and the first half of 2026, and warned against treating that bracket as a direct measure of Golden Visa driven demand, because eligibility can be met through combined property values or a jointly owned unit rather than a single AED 2 million purchase. That cuts both ways, it means the true visa linked demand pool could be wider than the bracket suggests, but it also means a single brokerage's 85% figure cannot be generalised across the market. Executives across La Capitale, Betterhomes, USH Real Estate and RealTrust each describe the Golden Visa as a complementary benefit rather than the primary reason most buyers commit capital today, which means the structural floor under the AED 2 million segment depends on more than residency alone, rental yield, capital appreciation, developer track record and Dubai's broader economic growth still carry equal or greater weight in the decision according to USH Real Estate. Joint ownership structuring also adds complexity, unequal ownership splits mean the property price alone does not guarantee eligibility, and buyers who assume the headline value qualifies them could be wrong. Separately, the 3 month EIBOR stood at 4.1% in September 2026, a reminder that financing costs remain part of the calculation for any leveraged buyer positioning near the threshold.

OPPORTUNITIES

For buyers who qualify comfortably, the reporting points to a segment with policy backed underpinning. Betterhomes describes developers adjusting pricing to reflect demand clustering just above AED 2 million, and RealTrust says every client it assisted this year with relocation intent also applied for the Golden Visa, drawing mainly from

North America, Europe and the UK. For those closer to the threshold, joint ownership offers a legitimate route to eligibility, USH Real Estate's example shows two jointly owned apartments valued at AED 1.5 million and AED 1 million combining to clear the AED 2 million mark. Dubai Land Department data for July 2026 shows a market still generating AED 34.9 billion in sales value across 13,930 transactions, with off-plan sales making up 69.1% of transaction count, the segment where much of this Golden Visa linked buying activity concentrates.

WHAT TO WATCH

Watch whether ValuStrat and Dubai Land Department publish further transaction data for the AED 2 million to AED 4 million bracket over the coming quarters to clarify whether the 26% year on year decline is a genuine slowdown in that segment or a shift toward joint ownership and combined value structures that fall outside the bracket's counting method. Any change to the AED 2 million threshold itself, or to the processing procedures for Dubai's property investor residency route, would also warrant close attention given how directly it is now shaping buyer budgets.

THE BOTTOM LINE

04 What this means for Dubai investors

THE MEANING

For an investor thinking in terms of capital preservation rather than short term flipping, the Golden Visa's AED 2 million threshold matters less as a residency perk and more as evidence of who is actually buying at that price point. Kunal Puri of La Capitale Real Estate describes these buyers, entrepreneurs, high net worth individuals moving wealth for stability and tax benefits, and end users relocating from India, the UK and Europe, as being in the market for the long term, not flipping. That is a different buyer profile to a purely yield chasing investor, and it is the kind of demand that tends to hold through a cycle rather than exit at the first sign of a slowdown.

> *"Here's the thing about the AED 2 million mark. I've watched it turn from a footnote into an actual line in the sand for how people set their budget. And the industry data backs up what I see, buyers who were comfortable at AED 1.6 million or AED 1.8 million start asking what it takes to get to AED 2 million once they understand what's on the other side of that number. But I want to be straight with you about what this isn't. It isn't proof that everyone buying at AED 2 million plus is doing it for the visa. Every executive quoted in this piece says the same thing in different words, residency has become the added benefit, not the reason people write the cheque. The people I speak to who are serious about Dubai are asking about yield, about the developer's track record, about what happens to their capital if they need to exit. The visa comes up. It's rarely the whole conversation. The part that deserves more attention is the ValuStrat*

number, transactions in that AED 2 million to AED 4 million bracket actually fell 26% year on year. That's not a contradiction of the demand floor story, it's a reason to be precise about it. Joint ownership and combined property values mean plenty of Golden Visa eligible buying never shows up cleanly in that bracket at all. If you're weighing up a purchase near that threshold, don't assume the sticker price alone tells you whether you qualify, especially if you're buying with a partner or structuring ownership shares. Get that checked properly before you commit capital, not after.

BRADLEY JAMES, DUBAI REAL ESTATE INVESTMENT ADVISOR

SOURCES AND VERIFICATION

TradingView via Reuters and Zawya, 'Dubai's AED2mln Golden Visa threshold reshapes property buying decisions,' by Hina Navin, published 2026-09-03. Dubai Land Department, sales transaction data, July 2026. Central Bank of the UAE, 3 month EIBOR, September 2026.

Begin the conversation.

Every allocation starts with a candid, numbers-first discussion shaped around your mandate, risk profile and timeline.

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Bradley James is an Associate Director and Senior Investment Advisor based in Dubai, specialising in Dubai real estate, off-plan investment, strategic wealth allocation, portfolio diversification, and relocation and residency planning. He advises private investors and family offices on entering the Dubai market with the same rigour he applies to his own capital.

SPECIALISMS

- Dubai Real Estate
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SOURCES
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