

ance

DealDeed Market Intelligence

# Tilal Al Ghaf

## Market & Community Report

Q2 2026 buyer and seller guide. Community fundamentals, visible transaction evidence, portal snapshot and discreet sale considerations.

**Prepared 6 July 2026**

Public review draft - verify image rights before wide distribution

scaped gardens seamlessly  
loved ones.

**DealDeed**  
ALAYA | تلال الغاف  
GARDENS | Tilal Al Ghaf



# Executive summary

Tilal Al Ghaf remains one of Dubai's most compelling family-villa communities, while buyers have become more evidence-led and selective.

**AED 2,053**

Q1 2026 average resale price per sq ft for TAG townhouses and villas.

**88**

Q1 2026 resale transactions recorded in the Metropolitan report.

**AED 826.6m**

Q1 2026 total resale value in the Metropolitan benchmark report.

**+3.27%**

June 2026 annual price growth referenced by Pangea / Property Monitor.

## What this means

- TAG combines a lagoon-led lifestyle, family infrastructure and scarcity of good villa stock.
- Buyers are checking DLD-derived transactions, competing stock, payment plans and unit positioning more carefully than before.
- Sellers can still achieve strong outcomes, but only when pricing is anchored to evidence and micro-location.
- Discreet sale routes may suit owners who do not want pricing expectations or personal circumstances circulating widely.

## How to read the Q2 section

The report separates published benchmark data from visible Q2 evidence. The Q1 benchmark comes from Metropolitan's community resale report. The Q2 pages use visible transaction rows from public portal transaction pages to illustrate pricing behaviour.

This is a practical guide, not a substitute for full unit-level due diligence or a complete Dubai Land Department export.

**Practical accuracy matters more than false precision.**

style offering



# Why Tlal Al Ghaf works

The investment case starts with the community, not the listing headline.

## Resort living with an end-user base

The official positioning is lagoon-led, low-density family living with beaches, trails, parks, school and daily amenities.

### Lagoon anchor

Lagoon Al Ghaf and white sandy beaches are central to the master community story.

### Family infrastructure

International school, daycare, town centre, healthcare, cafes, mosques and retail are shown in the masterplan materials.

### Active lifestyle

The brochure lists 18km walking and cycling trails, outdoor gym, basketball, tennis, skate park, splash park and swimming pools.

### Scarcity premium

Good villa stock with strong plot, privacy, park/lagoon position or genuine upgrades trades differently from generic stock.

Sources: S1, S2

# Masterplan: what drives value

The most important point for buyers and sellers: Tilal Al Ghaf is not one price point. Product, phase and micro-position matter.

## Tilal Al Ghaf Masterplan



Recreational Lagoon	Parks		Amenities
Sandy Beaches	Central Park	Indoor & Outdoor Gym	International School
Beach Cabanas	18km Walking & Cycling Trails	Basketball Court	Beach Restaurants & Cafés
Beach Volleyball	Table Tennis	Outdoor Cinema	Community Town Centre
Water Sports	Tennis Court	Skate Park	BBQ Stations
		Children's Play Areas	Daycare
		Water Splash Park	Holistic Healthcare Facility
		Swimming Pools	Mosques
		Trampoline Parks	Retail Hub

## Value logic

- Inland family belt: Elan, Aura, Harmony, Amara.
- Lagoon and premium ring: Alaya, Alaya Beach, Elysian, Lanai and Serenity.
- Amenity nodes: school, town centre, parks, beach, trails and sports.
- Exact value must be checked against keyplan, plot, orientation, backing and payment plan.

## Do not compare blindly

A Harmony villa, an Aura townhouse, an Alaya Haven, an Elysian Mansion and a Lanai waterfront plot can all sit under the same community name but respond to different buyer pools. The correct comparable set is narrow, not broad.

Masterplan source: Alaya Gardens brochure. Exact phase boundaries and unit positions should be verified against developer records and the owner keyplan.

# TAG product ladder

A useful report should explain the community hierarchy before giving pricing opinions.

## Elan

### Entry family townhouse / villa buyer

More affordable completed stock; watch exact size and backing.

## Harmony

### Larger family villa buyer

Completed family villa stock; garden suites, plot size and upgrades matter.

## Alaya / Alaya Gardens

### Premium family villa buyer

Grand Villas, private beach access, landscaped product and larger plots.

## Aura / Aura Gardens

### Mid-market family buyer

Townhouse and twin-villa demand; location and upgrades create large spread.

## Amara

### Newer family villa buyer

Positioned above entry segments; payment plan and handover timing matter.

## Alaya Beach / Elysian / Lanai / Serenity

### HNW / trophy buyer

Scarcity, privacy, waterfront/park position, size and brand premium dominate.

**Market discipline: the buyer who pays a premium for the correct micro-position will still challenge weak evidence. Sellers need comparables that match product and plot, not just the community name.**



**Immerse yourself in blissful living**

DealDeed Market & Community Report - Tilal Al Ghaf - Q2 2026

## Alaya Gardens

The brochure positions Alaya Gardens as a limited Grand Villa collection with a nature-led, private and resort-style living proposition.

### Product features highlighted in the brochure

- Private beach access, gated community, parks and green open spaces.
- Clubhouse, fitness area, padel tennis courts, spa pool, kids pool and kids play areas.
- Double-height entry, premium marble flooring, wood flooring in bedrooms and floor-to-ceiling sliding windows.
- European manufactured kitchens with integrated appliances, internal home elevators and garage-door parking.
- Landscape upgrade options including private pool or lawns, subject to unit and developer documentation.

Sources: S2

# Alaya Gardens: plan and product language

The brochure reinforces why Alaya / Alaya Gardens should not be benchmarked directly against entry TAG stock.



## Facade logic

The brochure sets out two statement facade styles. Urban is positioned as contemporary, using metal/timber panels, porcelain tiles and stonework. Serene uses lighter neutral tones, natural stonework/textured tiles and beige/white porcelain.

Sources: S2

# Q1 2026 resale benchmark

The latest complete public quarterly benchmark located for TAG townhouses and villas is Q1 2026.

**AED 2,053**

Average resale price per sq ft

Metropolitan Q1 2026

**+9.6%**

Movement versus Q1 2025

Metropolitan Q1 2026

**88**

Resale transactions

Metropolitan Q1 2026

**AED 826.6m**

Total resale value

Metropolitan Q1 2026

## How to read this benchmark

The Q1 report is useful because it gives a full-quarter benchmark. It does not replace a unit-specific valuation. The right comparable set still depends on sub-community, product, plot, backing, upgrades, handover status and payment plan. Treat the AED per sq ft figure as a market anchor, not a valuation shortcut.

## Market interpretation

The Q1 benchmark supports the idea that TAG remained strong year-on-year. The more important commercial point is that buyers are now using this evidence to challenge inflated asking prices and weak comparables.

Source: Metropolitan Premium Properties, Tilal Al Ghaf Townhouses & Villas 2026 Q1 Resale Report.

# Q2 2026 evidence framework

The Q2 pages are intentionally conservative. They use visible transaction rows and June market commentary to show direction, not to claim a full community-wide average.

## June market direction

Pangea / Property Monitor reported renewed price growth in June 2026 and annual price growth of 3.27%, describing sustained demand for high-quality family homes.

## Why no full Q2 average?

A proper Q2 community average would require a complete DLD export across all TAG sub-communities. Public portal transaction pages are useful directional evidence, but not a full dataset.

## Use visible rows only

Rows shown in this report are taken from publicly visible transaction pages and portal snippets available at review time.

## Avoid false precision

No weighted Q2 community-wide average is published unless a complete dataset is available.

## Explain outliers

Very high or very low AED/psf outcomes may reflect plot size, payment terms, condition, orientation or other unit-specific factors.

## Separate asking from sold

Portal asking figures are not sale evidence. They are useful for competition and seller-expectation analysis only.

# Visible Q2 sold evidence

Sample rows only. These are not presented as a complete Q2 dataset.

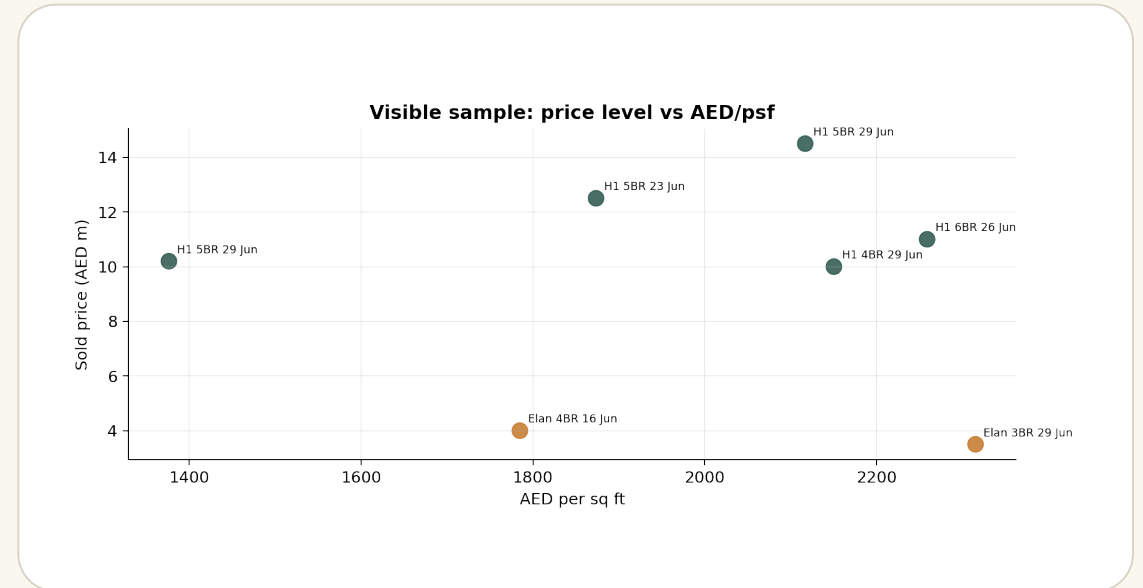
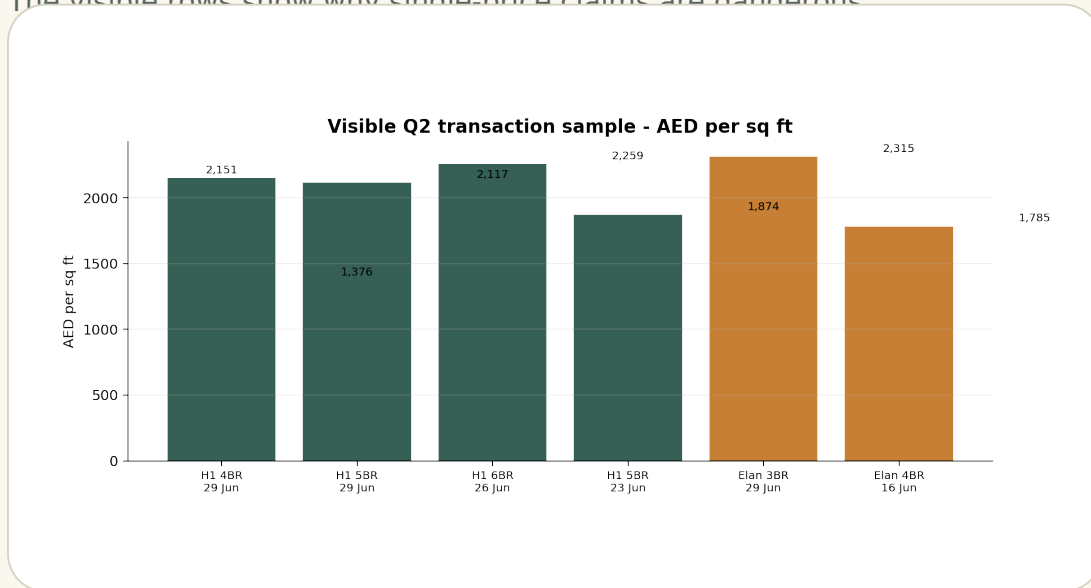
Date	Area	Beds	Size	Price	AED/psf	Status	Note
29 Jun 2026	Harmony 1	4	4,650	10.00m	2,151	Ready	PF visible row
29 Jun 2026	Harmony 1	5	7,411.59	10.20m	1,376	Ready	PF visible row
29 Jun 2026	Harmony 1	5	6,848.96	14.50m	2,117	Ready	PF visible row
26 Jun 2026	Harmony 1	6	4,869.27	11.00m	2,259	Ready	PF visible row
23 Jun 2026	Harmony 1	5	6,671.68	12.50m	1,874	Ready	PF visible row
29 Jun 2026	Elan	3	1,511.57	3.50m	2,315	Ready	PF visible row
16 Jun 2026	Elan	4	-	4.00m	1,785	Ready	PF visible row

**Interpretation: the visible sample reinforces a wide range of pricing even inside one community. The spread is the point - type, size, plot, position and transaction structure drive value.**

Sources: S5

# Visible Q2 evidence: spread matters

The visible rows show why single-price claims are dangerous



## What the chart is telling us

The visible evidence does not support a simplistic price-per-square-foot narrative. A 5-bed Harmony 1 row at AED 1,376/psf sits alongside another 5-bed Harmony 1 row at AED 2,117/psf on the same date. This is why DealDeed analysis should always test the exact unit, plot, backing, condition, payment plan and motivation before calling anything a deal.

# Current portal snapshot

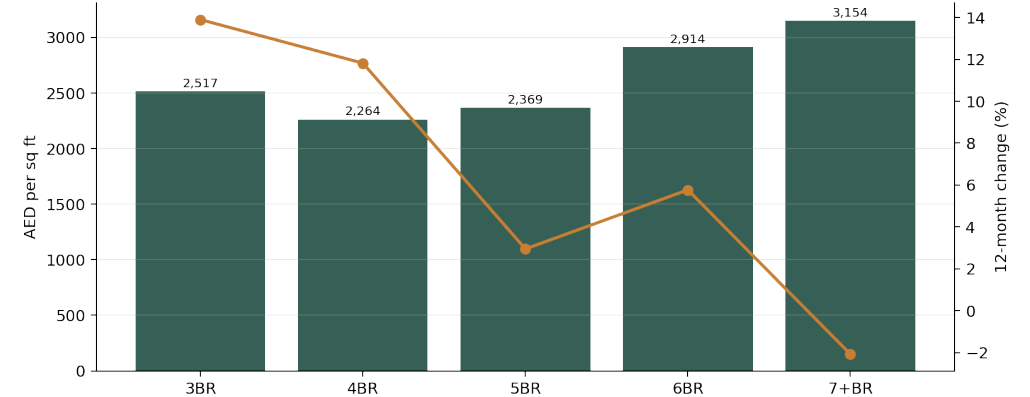
Asking prices help show seller expectations and competing stock. They are not sold-price evidence.

## Property Finder average listed prices

Displayed as last-12-month listing data by community.

Community	Average listed price
Lanai Island	84.46m
Serenity Mansions	32.58m
Elysian Mansions	32.27m
Alaya	15.23m
Harmony 1	11.44m
Amara	8.41m
Aura	5.31m
Elan	4.11m

### Bayut villa price index by bedroom type



## Bayut asking / index evidence

Bayut showed an Alaya Gardens villa average asking price of about AED 14.95m, with 4-bed and 5-bed averages around AED 12.90m and AED 15.12m respectively. It also showed an Alaya villa average asking price around AED 17.16m. Bayut listed 369 TAG villas for sale in its TAG villa page at review time.

Sources: S6, S7, S8

# Buyer guidance: how to test a TAG deal

The right buyer process prevents overpaying for a headline.

## Comparable set

Use only the closest sub-community / product / plot / size / status evidence.

## Payment plan

Check paid-to-date, remaining payments, handover timing and transfer mechanics.

## Unit position

Verify single row, road backing, park, lagoon, orientation, privacy and walkability.

## Product condition

Separate standard product from upgraded, extended, landscaped or pool-equipped stock.

## Source hierarchy

DLD-derived sales > verified transaction pages > current portal asking prices > agent claims.

## Liquidity test

Ask who the next buyer is: end-user, investor, HNW trophy buyer or rental investor.

## Cost to complete

Include DLD, agency, NOC, service charge, fit-out, landscaping and handover costs.

## Confidential stock

Be prepared for NDA/POF where the seller genuinely requires discretion.

**DealDeed buyer standard: no unit is described as below-market until original price, paid-to-date, remaining payments, comparable evidence and seller motivation have been checked.**

# Seller guidance: protect value and privacy

TAG owners may not need more exposure. They need the right exposure.

## For public sellers

- Price against narrow evidence, not the highest portal advert.
- Prepare a clean pack: SPA, payment schedule, floorplan, keyplan, receipts, NOC position, upgrades and handover notes.
- Expect serious buyers to challenge exaggerated comparables.

## For discreet sellers

- Do not circulate unit number, seller position or price widely.
- Use a controlled introduction process with buyer qualification.
- Release full details only after fit, confidentiality and proof of ability are established.

## The seller mistake to avoid

Wide WhatsApp circulation can make a genuine seller look distressed even when they are not. In a community such as TAG, this can undermine negotiating position, create duplicate agent noise and make buyers question whether the stock is genuinely controlled. A discreet sale route is not about hiding information from a serious buyer - it is about releasing information in the right order.

# DealDeed discreet route

A private introduction process for owners, serious buyers and approved / RERA-licensed agents.



**Positioning: DealDeed is not a public listing portal and does not replace a licensed broker. It is a private matching and introduction layer for serious situations where confidentiality and structure matter.**

# Sources and methodology

DealDeed combines official community material, published market reports and public transaction / listing evidence to frame the market as accurately as possible.

## Selected source register

- S1 Tilal Al Ghaf official website
- S2 Alaya Gardens brochure (client supplied)
- S3 Metropolitan Premium Properties - TAG Townhouses & Villas Q1 2026
- S4 Pangea / Property Monitor - Tilal Al Ghaf June 2026 market preview
- S5 Property Finder - TAG transaction pages
- S6 Property Finder - TAG listings and average-price pages
- S7 Bayut - Alaya / Alaya Gardens listing averages
- S8 Bayut - Tilal Al Ghaf villa price index

For public publication, every quoted figure should remain tied to its underlying source. Where portal listings are referenced, they should be treated as asking evidence rather than sale evidence.

## Important reading

- Q2 rows are visible sample evidence, not a full market average.
- Portal asking prices are not sold prices and may include duplicates, stale listings or aspirational pricing.
- Unit-level valuation still requires DLD extract, floorplan, keyplan, plot, orientation, handover status and seller motivation.
- Brochure imagery and masterplan extracts should be credited appropriately if published widely.
- This report is market commentary, not financial, legal or valuation advice.

## Private TAG opportunities

For owners considering a confidential sale, or serious buyers seeking properly reviewed TAG opportunities, DealDeed can register the brief privately and structure the next step through the correct process.

**Register privately**

[www.dealdeed.ae/register](http://www.dealdeed.ae/register)

**DealDeed**

The Urban style is superbly finished throughout with marble flooring. A stunning sense of space is created by a vast master suite, spacious ensuite bedrooms, expansive landscaped gardens and parking for 4 cars.