







ALJURF



## THE GREAT PAST OF TOMORROW

Decades ago, AlJurf was a hidden getaway. An oasis of sorts, to escape from the busy pace of city life, just for a little while. Over the years this unique location became an adored sanctuary, and more than a million trees were planted to make AlJurf even more enchanting.

Bridging the traditional with the contemporary, this haven is now home to a thriving community of people, fauna and flora; where nature peacefully coexists with modern life. And those who reside here, live blissfully fulfilled.

Conveniently located between Abu Dhabi and Dubai and stretching across 1.6 km of breathtaking turquoise waters, AlJurf invites you to live life to its fullest. With unique residential communities that include private marinas, beach clubs, boutique hotels, shopping, restaurants and a world-renowned wellness resort and retreat centre – SHA. All in all, a one-of-a-kind destination that you can call home.

NASEEM  
ALJURF

إمكان  
IMKAN



# إمكان I M K A N





# AN AFFLUENT COMMUNITY LIFESTYLE IMBUED WITH A RICH HERITAGE.

Naseem AlJurf is an idyllic retreat that feels exactly like home. A quiet haven of calm, surrounded by nature and infused with tranquility, yet seamlessly connected to every other component of your world.

An intimate, secluded corner of the UAE that nurtures a sense of belonging. A private paradise, enriched with flowing water, verdant greenery and natural light. An oasis of relaxation for all those who set foot on its grounds.







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I M K A N

*A Legacy of Inspiration*

This place feels different. Nature flows and grows all around, history hangs in the air, and tranquility has lived here for centuries. There's a sense of grandeur that comes from making a home in such an exceptional sanctuary. A new way of living in a vibrant coastal oasis that raises the bar for modern luxury.



30 mins to Zayed International Airport



30 mins to Al Maktoum International Airport



45 mins to Dubai International Airport



45 mins to Saadiyat Island



30 mins to Atlantis the Palm





Retail (Total GFA 1420 m<sup>2</sup>)

Townhouses (Total GFA 8335 m<sup>2</sup>): 60 Units

Somer Villas (277 m<sup>2</sup>/unit): 21 Units

Tala Villas (293 m<sup>2</sup>/unit): 17 Units

Acacia Villas (363 m<sup>2</sup>/unit): 44 Units

Canal Villas (534 m<sup>2</sup>/unit): 29 Units

Apartments (Total GFA 38,283 m<sup>2</sup>): 8 Blocks

Mosque (GFA: 500 m<sup>2</sup>)

## Executive Area Summary

Assets	Total Number	GFA Total	BUA Total
Villas	111	42,582 m <sup>2</sup>	48,767 m <sup>2</sup>
Apartment Buildings	8	38,243 m <sup>2</sup>	43,371 m <sup>2</sup>
Townhouses	60	8,335 m <sup>2</sup>	9,170 m <sup>2</sup>
<b>Residential Asset</b>		<b>89,160 m<sup>2</sup></b>	<b>101,308 m<sup>2</sup></b>
Retail		1,420 m <sup>2</sup>	1,671 m <sup>2</sup>
<b>GRAND TOTAL</b>		<b>90,580 m<sup>2</sup></b>	<b>102,979 m<sup>2</sup></b>



## THE AMENITIES

Exclusively tailored around your every need





## PRIVATE BEACH

Unwind along the pristine shores of Sahel Al Emarat at AlJurf 's private beach, where crystal-clear waters and untouched beauty offer a daily retreat to reconnect with nature.



## PRIVATE MARINA

Embark on new adventures at AlJurf 's private marina, where the legacy of Sahel Al Emarat meets modern coastal living, just steps from home.





## GHAZAL PARK

Discover serenity at Ghazal Park, where light, greenery, and water create vibrant spaces with community pools, biking trails, and meditative spots, all leading to the beach promenade. Plus, enjoy close proximity to the renowned SHA Wellness Resort, nestled within SHA Residences Emirates.



## NASEEM PLAZA

From shopping to dining and everything in between, the Naseem plaza offers the best of all worlds. With world-class shops, restaurants and cafes, you would never want to leave.





THE VILLAS

Modern Luxury Elevated





# CANAL VILLAS

5 Bedrooms | Average plot size 960 m<sup>2</sup>







## CANAL VILLAS

Sitting alongside the banks of the canal, this collection of 5- bedroom villas is the jewel of the Naseem AlJurf community.

Each villa boasts stunning scenery and is engulfed in an atmosphere where tranquility and serenity blend with sophistication and elegance to redefine modern luxury.





CANAL VILLAS  
*Design Typology: Frame*



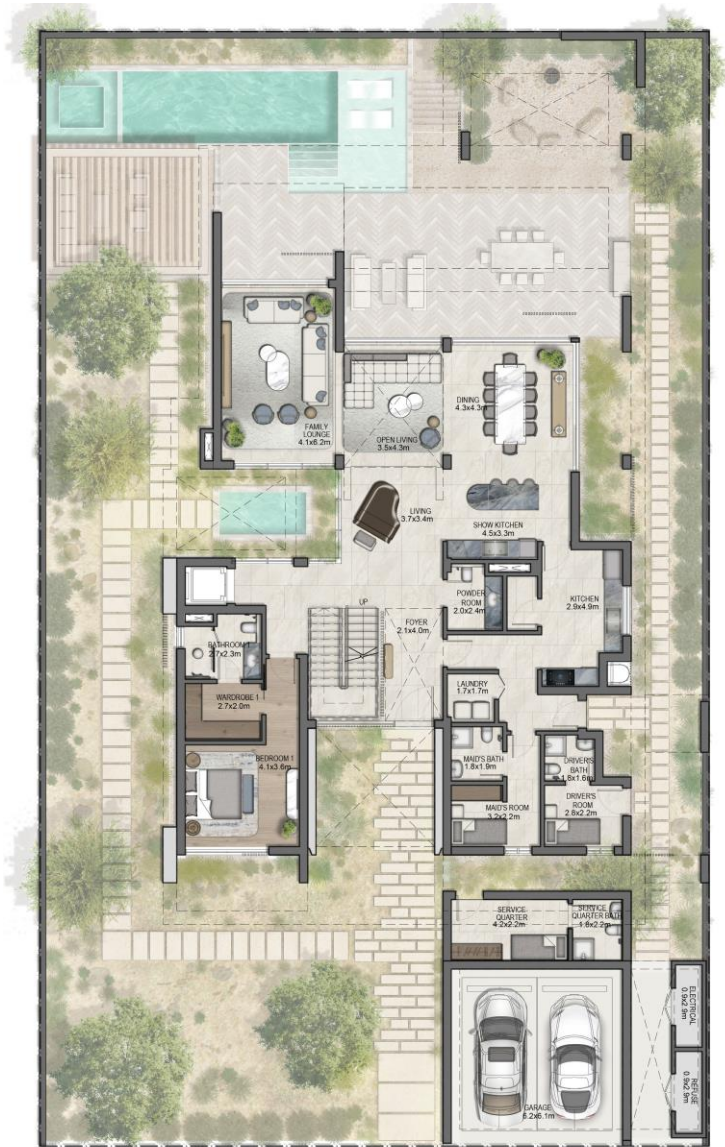






Ground Floor Plan: 261 m<sup>2</sup>  
Beds: 5

Levels:  
G+1



First Floor Plan: 273 m<sup>2</sup>







CANAL VILLAS  
*Design Typology: Strata*







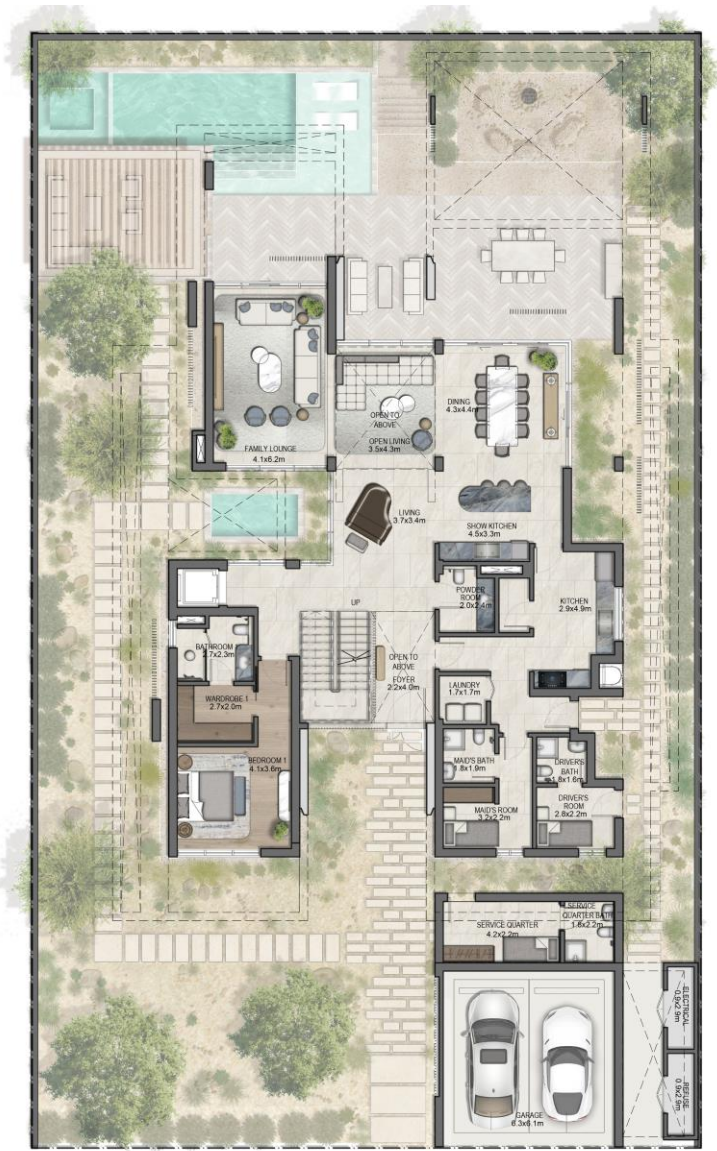




Ground Floor Plan: 333 m<sup>2</sup>

Beds: 5

Levels: G+1



First Floor Plan: 273 m<sup>2</sup>







## Canal Villa

<b>PLOT AREA</b>	<b>960 m<sup>2</sup></b>	<b>10,333 ft<sup>2</sup></b>
Ground Floor Area	261 m <sup>2</sup>	2,809 ft <sup>2</sup>
First Floor Area	273 m <sup>2</sup>	2,939 ft <sup>2</sup>
Total Sellable Area	534 m <sup>2</sup>	5,748 ft <sup>2</sup>
Balconies	49 m <sup>2</sup>	527 ft <sup>2</sup>
Driver & Service	23 m <sup>2</sup>	248 ft <sup>2</sup>
Total Built Up Area	601 m <sup>2</sup>	6,469 ft <sup>2</sup>















# MATERIALS

1. Textured paint to walls & ceiling
2. General metal
3. General floor tile
4. General timber to millwork
5. Rattan inspired wallcovering to TV walls
6. Timber flooring to bed rooms
7. Wall tile to bathrooms
8. Accent tile to counter tops & backsplash
9. Laminated glass to wardrobe doors
10. Laminate to wardrobes
11. Laminates to kitchen cabinets
12. Fluting pattern to textured walls



SOMER VILLAS

4 Bedrooms



# SOMER VILLAS

4 Bedrooms | Average plot size 350 m<sup>2</sup>









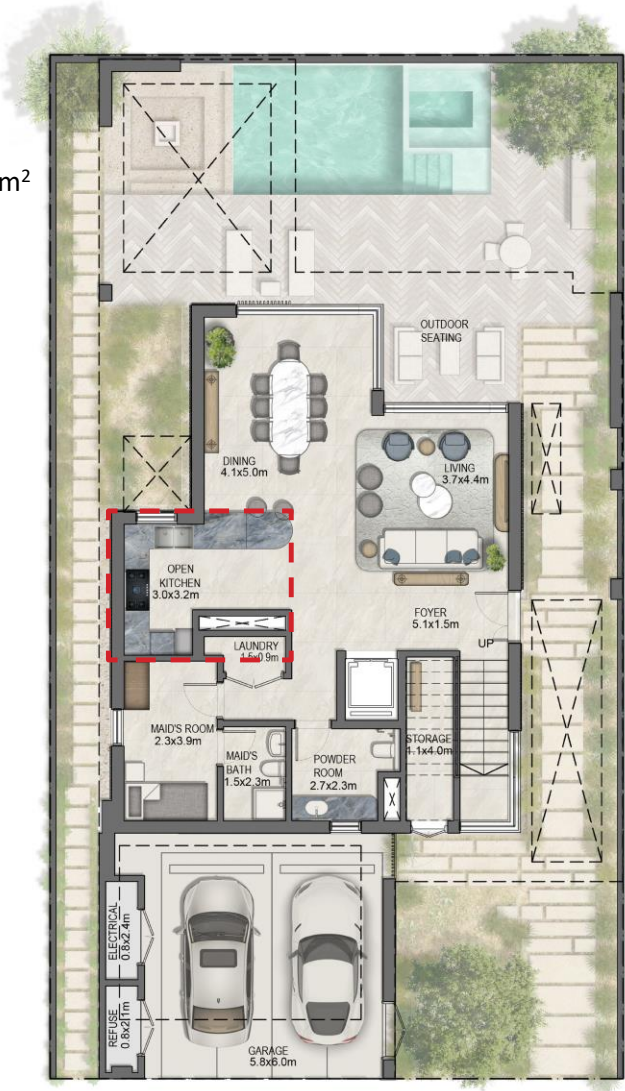


## Somer Villa

<b>PLOT AREA</b>	<b>350 m<sup>2</sup></b>	<b>3,767 ft<sup>2</sup></b>
Ground Floor Area	98 m <sup>2</sup>	1,055 ft <sup>2</sup>
First Floor Area	105 m <sup>2</sup>	1,130 ft <sup>2</sup>
Second Floor Area	74 m <sup>2</sup>	797 ft <sup>2</sup>
Total Sellable Area	277 m <sup>2</sup>	2,982 ft <sup>2</sup>
Balconies	38 m <sup>2</sup>	409 ft <sup>2</sup>
Service	13 m <sup>2</sup>	140 ft <sup>2</sup>
Total Built Up Area	325 m <sup>2</sup>	3,498 ft <sup>2</sup>

Ground Floor Plan: 98 m<sup>2</sup>

Beds: 4  
Levels: G+2



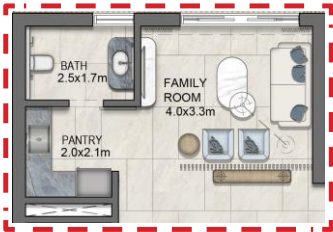
Closed Kitchen Variation

First Floor Plan: 105 m<sup>2</sup>





Second Floor Plan: 74  
m<sup>2</sup>



Family Room  
Variation









TALA VILLAS

4 Bedrooms



# TALA VILLAS

4 Bedrooms | Average plot size 450 m<sup>2</sup>







TALA VILLAS  
*Design Typology: Frame*













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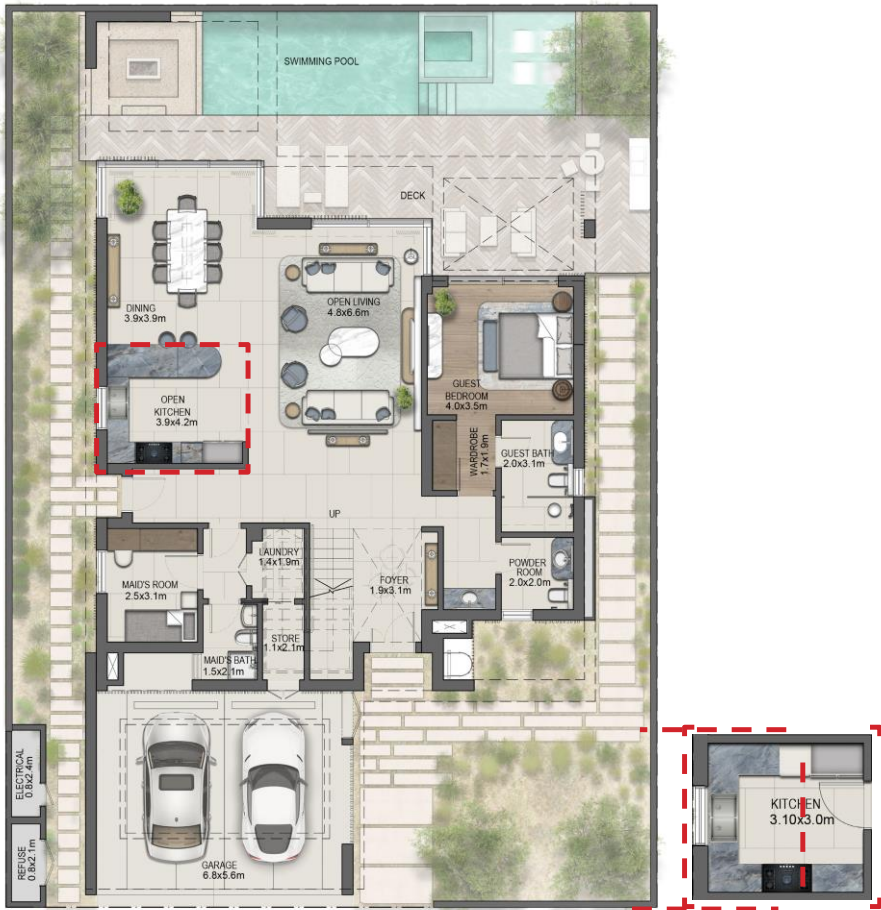
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Ground Floor Plan: 150 m<sup>2</sup>

Beds: 4

Levels:  
G+1



Closed kitchen  
Variation

First Floor Plan: 143 m<sup>2</sup>







TALA VILLAS  
*Design Typology: Strata*













## Tala Villa

<b>PLOT AREA</b>	<b>450 m<sup>2</sup></b>	<b>4,844 ft<sup>2</sup></b>
Ground Floor Area	150 m <sup>2</sup>	1,615 ft <sup>2</sup>
First Floor Area	143 m <sup>2</sup>	1,539 ft <sup>2</sup>
Total Sellable Area	293 m <sup>2</sup>	3,154 ft <sup>2</sup>
Balconies	31 m <sup>2</sup>	334 ft <sup>2</sup>
Service	11 m <sup>2</sup>	118 ft <sup>2</sup>
Total Built Up Area	329 m <sup>2</sup>	3,541 ft <sup>2</sup>



Ground Floor Plan: 150 m<sup>2</sup>

Beds: 4

Levels:  
G+1



Closed Kitchen  
Variation

First Floor Plan: 143 m<sup>2</sup>













ACACIA VILLAS

5 Bedrooms



# ACACIA VILLAS

5 Bedrooms | Average plot size 450 m<sup>2</sup>



















## Acacia Villa

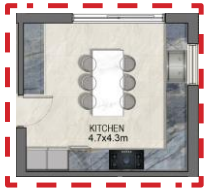
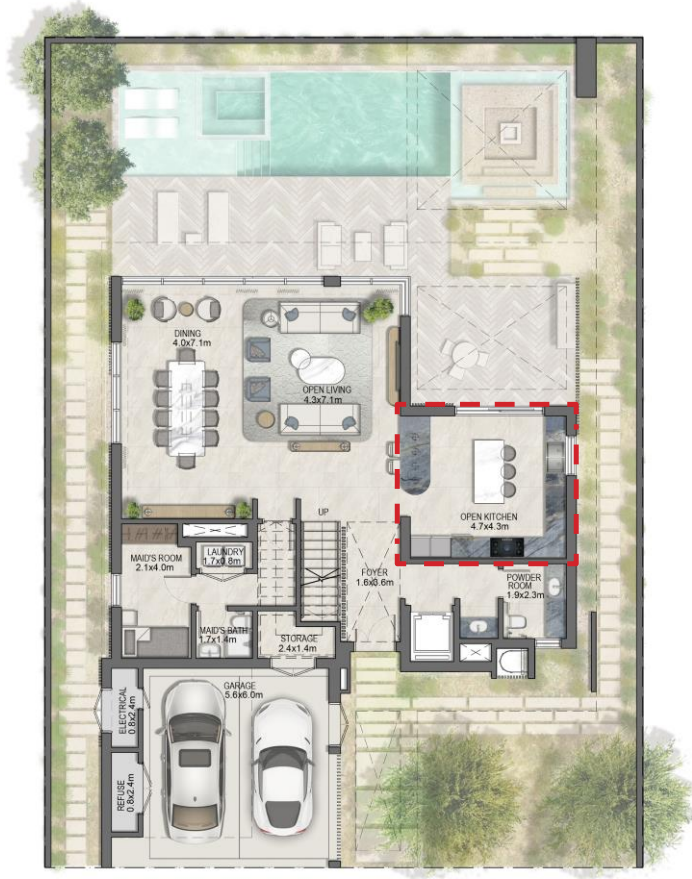
<b>PLOT AREA</b>	<b>450 m<sup>2</sup></b>	<b>4,844 ft<sup>2</sup></b>
Ground Floor Area	129 m <sup>2</sup>	1,389 ft <sup>2</sup>
First Floor Area	123 m <sup>2</sup>	1,324 ft <sup>2</sup>
Second Floor Area	111 m <sup>2</sup>	1,195 ft <sup>2</sup>
Total Sellable Area	363 m <sup>2</sup>	3,907 ft <sup>2</sup>
Balconies	40 m <sup>2</sup>	431 ft <sup>2</sup>
Service	12 m <sup>2</sup>	129 ft <sup>2</sup>
Total Built Up Area	430 m <sup>2</sup>	4,629 ft <sup>2</sup>



Ground Floor Plan: 129 m<sup>2</sup>

Beds: 5

Levels: G+2



Closed Kitchen Variation

First Floor Plan: 123 m<sup>2</sup>





Second Floor Plan: 111  
m<sup>2</sup>







THE TOWNHOUSES

Sophistication Redefined



# ALGHAF TOWNHOUSES

3 Bedrooms



# ALGHAF TOWNHOUSES

3 Bedrooms | Average plot size 253 m<sup>2</sup>















## AlGhaf Townhouse

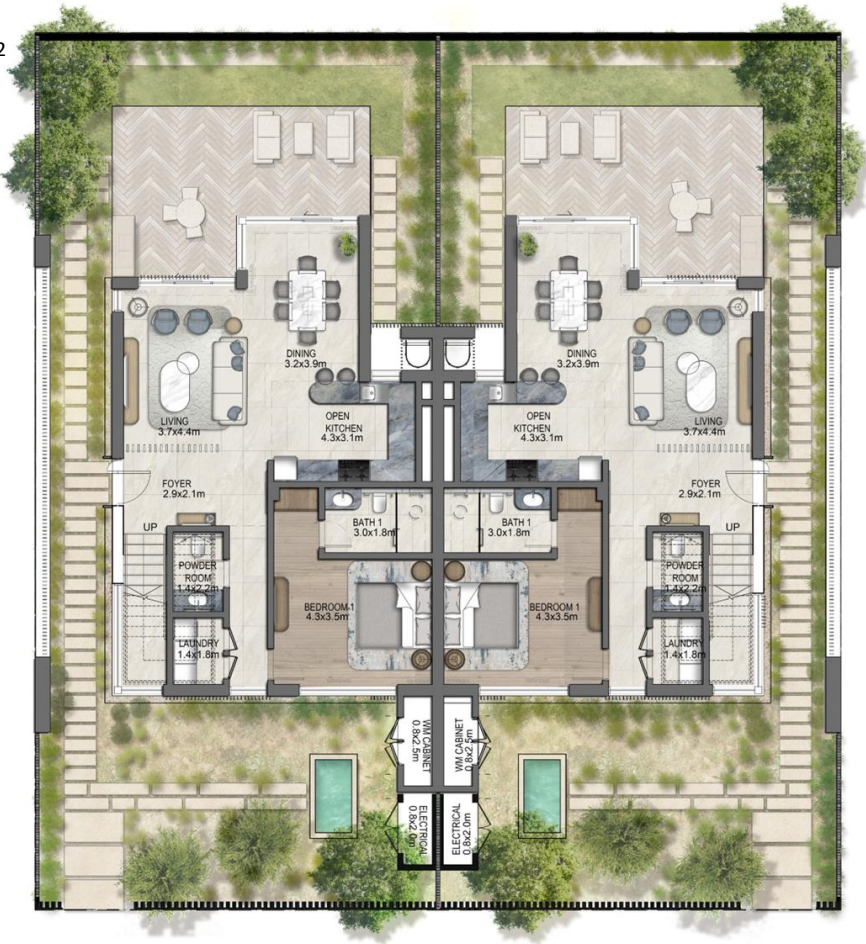
<b>PLOT AREA</b>	<b>264 m<sup>2</sup></b>	<b>2,842 ft<sup>2</sup></b>
Ground Floor Area	92 m <sup>2</sup>	990 ft <sup>2</sup>
First Floor Area	72 m <sup>2</sup>	775 ft <sup>2</sup>
Total Sellable Area	164 m <sup>2</sup>	1,765 ft <sup>2</sup>
Balconies	13 m <sup>2</sup>	140 ft <sup>2</sup>
 Total Built Up Area	 187 m <sup>2</sup>	 2,013 ft <sup>2</sup>



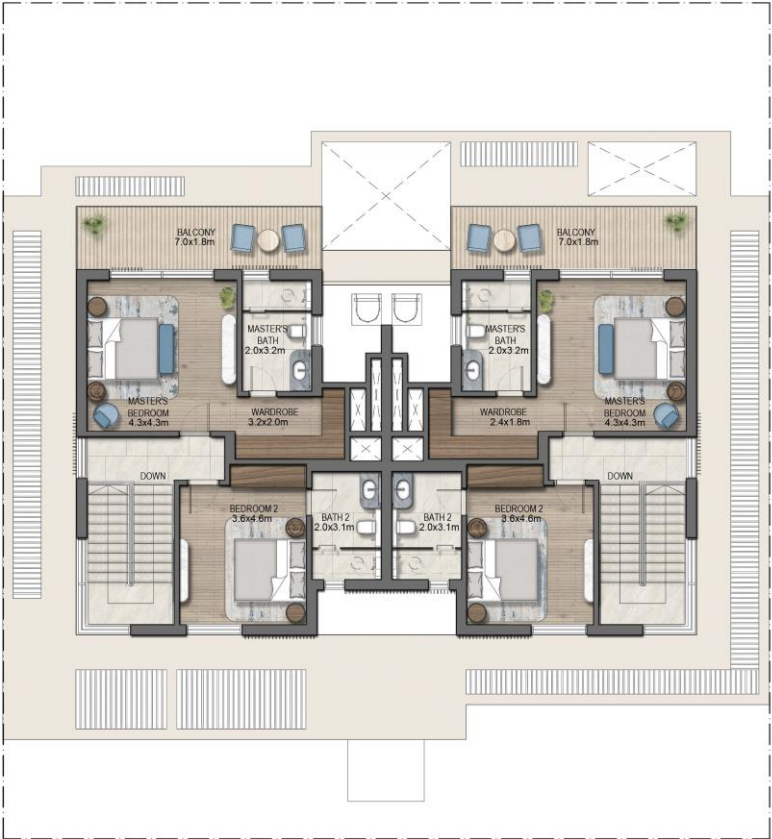
Ground Floor Plan: 92 m<sup>2</sup>

Beds: 3

Levels: G+1



First Floor Plan: 72 m<sup>2</sup>





SIKKA TOWNHOUSES  
3 Bedroom Townhouse



# SIKKA TOWNHOUSES

3 Bedrooms | Average plot size 161 m<sup>2</sup>







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## Sikka Townhouse

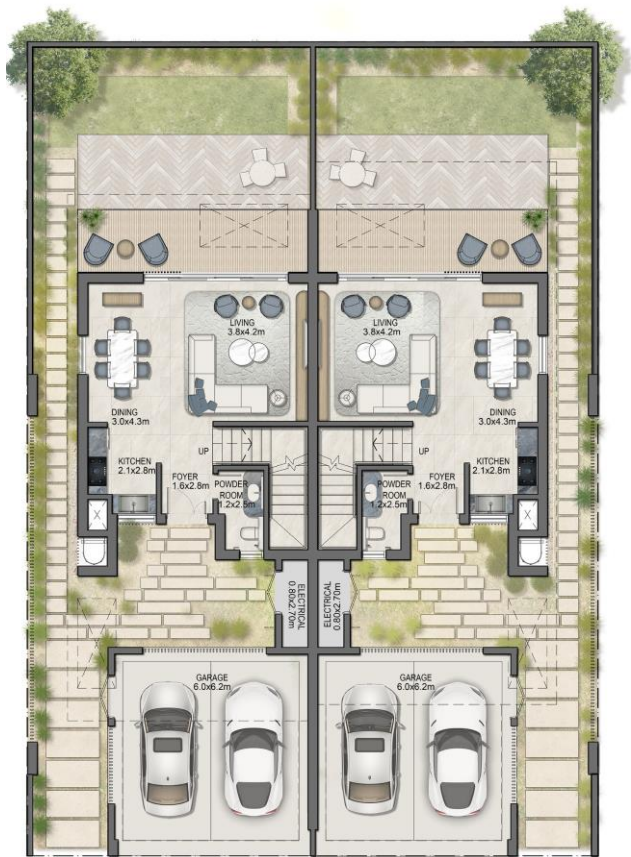
<b>PLOT AREA</b>	<b>219 m<sup>2</sup></b>	<b>2,357 ft<sup>2</sup></b>
Ground Floor Area	51 m <sup>2</sup>	549 ft <sup>2</sup>
First Floor Area	77 m <sup>2</sup>	829 ft <sup>2</sup>
Total Sellable Area	128 m <sup>2</sup>	1,378 ft <sup>2</sup>
Balconies	14 m <sup>2</sup>	151 ft <sup>2</sup>
Total Built Up Area	146 m <sup>2</sup>	1,572 ft <sup>2</sup>



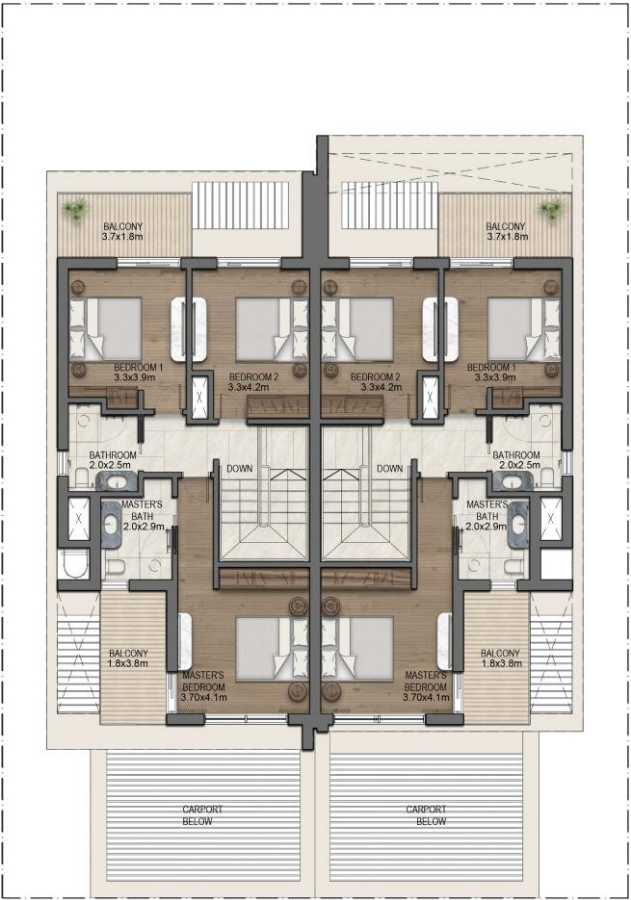
Ground Floor Plan: 51 m<sup>2</sup>

Beds: 3

Levels: G+1



First Floor Plan: 77 m<sup>2</sup>















## THE APARTMENTS

Luxurious spaces where legacy  
and lifestyle entwine.



# THE APARTMENTS

Typical Apartment Typology





# SPACE TO THRIVE

Featuring 1, 2, 3 and 4 bedroom apartments, Naseem AlJurf offers stylish, luxurious and spacious havens to suit individuals, couples and families, within its blossoming natural enclave.







## LIVE IN A WORK OF ART

Spaciously designed and stylishly appointed, every apartment at Naseem AlJurf is an indulgent escape overflowing with a fine balance of artistic craft and understated decadence.















# THE APARTMENTS

## Loft Apartment



Loft Apartment with Garden

Levels :  
G+M



Loft Apartment,  
Corner

Levels :  
G+M







### Loft Apartment with Garden

<b>UNIT AREA</b>	<b>48 m<sup>2</sup></b>	<b>517 ft<sup>2</sup></b>
Balcony Area	9 m <sup>2</sup>	97 ft <sup>2</sup>
Total Sellable Area	57 m <sup>2</sup>	614 ft <sup>2</sup>

### Loft Apartment, Corner

<b>UNIT AREA</b>	<b>56 m<sup>2</sup></b>	<b>603 ft<sup>2</sup></b>
Balcony Area	21 m <sup>2</sup>	226 ft <sup>2</sup>
Total Sellable Area	76 m <sup>2</sup>	829 ft <sup>2</sup>



# THE APARTMENTS

1 Bedroom



1 Bedroom Apartment

Levels : 2, 3, 4



1 Bedroom Apartment

UNIT AREA	68 m <sup>2</sup>	732 ft <sup>2</sup>
Balcony Area	7 m <sup>2</sup>	75 ft <sup>2</sup>
Total Sellable Area	75 m <sup>2</sup>	909 ft <sup>2</sup>



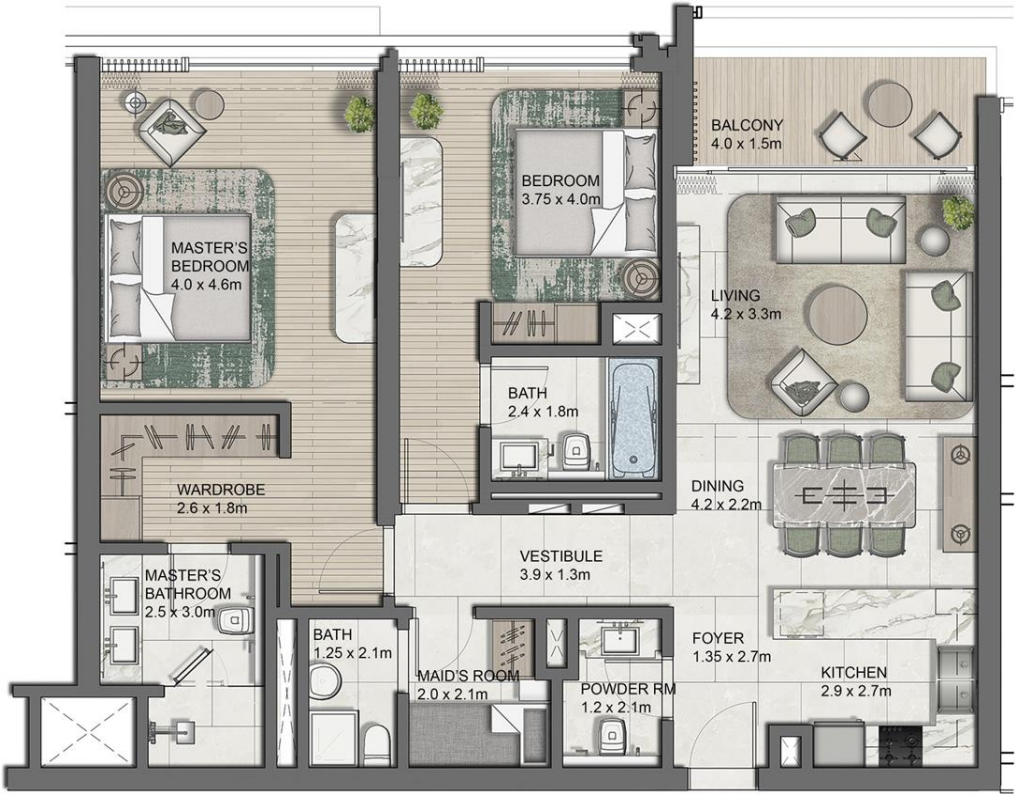
# THE APARTMENTS

2 Bedrooms



2 Bedroom Apartment, Corner

Levels : 3, 4



2 Bedroom Apartment, Middle















## 2 Bedroom Apartment, Corner

<b>UNIT AREA</b>	<b>115 m<sup>2</sup></b>	<b>1,238 ft<sup>2</sup></b>
Balcony Area	10 m <sup>2</sup>	108 ft <sup>2</sup>
Total Sellable Area	125 m <sup>2</sup>	1,346 ft <sup>2</sup>

## 2 Bedroom Apartment, Middle

<b>UNIT AREA</b>	<b>112 m<sup>2</sup></b>	<b>1,206 ft<sup>2</sup></b>
Balcony Area	7 m <sup>2</sup>	75 ft <sup>2</sup>
Total Sellable Area	119 m <sup>2</sup>	1,281 ft <sup>2</sup>



THE APARTMENTS

3 Bedroom Penthouse







# 3 Bedroom Penthouse Apartment

Levels : 3, 4



## 3 Bedroom Penthouse Apartment

UNIT AREA	176 m <sup>2</sup>	1,894 ft <sup>2</sup>
Balcony Area	41 m <sup>2</sup>	441 ft <sup>2</sup>
Total Sellable Area	217 m <sup>2</sup>	2,336 ft <sup>2</sup>



THE APARTMENTS

3 Bedroom Duplex



# 3 Bedroom Duplex Apartment

Levels : 3, 4

Lower Floor



Upper Floor



## 3 Bedroom Duplex Apartment

UNIT AREA	167 m <sup>2</sup>	1,798 ft <sup>2</sup>
Balcony Area	21 m <sup>2</sup>	226 ft <sup>2</sup>
Total Sellable Area	188 m <sup>2</sup>	2,024 ft <sup>2</sup>



## THE WEST BLOCK

1, 2, 3, 4 Bedroom Apartments

*Sumptuous spaces where generations connect and stories unfold.*



## WEST BLOCK APARTMENT BUILDING

## Typical Apartment Typology















DROP - OFF v  
RECEPTION >  
LOUNGE v  
CLUB HOUSE v

DROP - OFF v  
RECEPTION >  
LOUNGE v  
CLUB HOUSE v

001 - 004 >  
< 005 - 008





104 >  
108

100

01

01

01

IDF  
ROOM



100

<100-104  
105-108>







# WEST BLOCK APARTMENTS

1 Bedroom



# 1 Bedroom Apartment (West Block)

Levels : G, 1, 2, 3



Type  
1



Type 2



Type 3



Type 4



Type 5





1 Bedroom Apartment	Min	Max	Min	Max
UNIT AREA	72 m <sup>2</sup>	73 m <sup>2</sup>	775 ft <sup>2</sup>	786 ft <sup>2</sup>
Balcony Area	6 m <sup>2</sup>	16 m <sup>2</sup>	65 ft <sup>2</sup>	172 ft <sup>2</sup>
Total Sellable Area	79 m <sup>2</sup>	88 m <sup>2</sup>	850 ft <sup>2</sup>	947 ft <sup>2</sup>



# WEST BLOCK APARTMENTS

2 Bedrooms



# 2 Bedroom Apartment (West Block)

Levels : G, 1, 2, 3



Type 1



Type 2



Type 3



Type 4



# 2 Bedroom Apartment (West Block)

Levels : G, 1, 2, 3



Type 5



Type 6



Type 7



Type 8





2 Bedroom Apartment	Min	Max	Min	Max
UNIT AREA	108 m <sup>2</sup>	120 m <sup>2</sup>	1,163 ft <sup>2</sup>	1,292 ft <sup>2</sup>
Balcony Area	6 m <sup>2</sup>	56 m <sup>2</sup>	65 ft <sup>2</sup>	603 ft <sup>2</sup>
Total Sellable Area	114 m <sup>2</sup>	176 m <sup>2</sup>	1,227 ft <sup>2</sup>	1,894 ft <sup>2</sup>



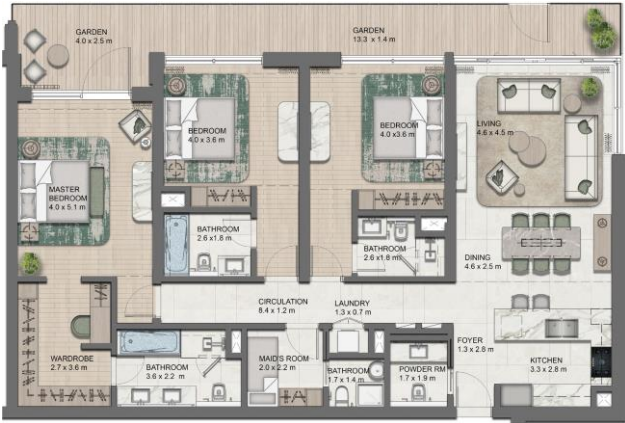
# WEST BLOCK APARTMENTS

3 Bedrooms



# 3 Bedroom Apartment (West Block)

Levels : G, 1, 2, 3



Type 1



Type 3



Type 2



Type 4

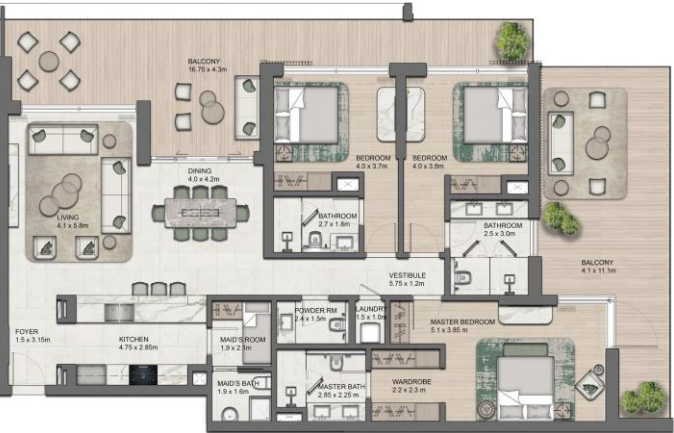


# 3 Bedroom Apartment (West Block)

Levels : G, 1, 2, 3



Type 5



Type 6



Type 7





### 3 Bedroom Apartment

	Min	Max	Min	Max
<b>UNIT AREA</b>	<b>156 m<sup>2</sup></b>	<b>165 m<sup>2</sup></b>	<b>1,679 ft<sup>2</sup></b>	<b>1,776 ft<sup>2</sup></b>
Balcony Area	24 m <sup>2</sup>	89 m <sup>2</sup>	258 ft <sup>2</sup>	958 ft <sup>2</sup>
Total Sellable Area	182 m <sup>2</sup>	245 m <sup>2</sup>	1,959 ft <sup>2</sup>	2,637 ft <sup>2</sup>



# WEST BLOCK APARTMENTS

3 Bedroom Duplex



# 3 Bedroom Duplex Apartment (West Block)

Levels : 3,4



Lower Floor



Upper Floor





### 3 Bedroom Duplex Apartment

UNIT AREA	220 m <sup>2</sup>	2,368 ft <sup>2</sup>
Balcony Area	68 m <sup>2</sup>	732 ft <sup>2</sup>
Total Sellable Area	288 m <sup>2</sup>	3,100 ft <sup>2</sup>



# WEST BLOCK APARTMENTS

4 Bedroom Duplex









## 4 Bedroom Duplex Apartment

UNIT AREA	213 m <sup>2</sup>	2,293 ft <sup>2</sup>
Balcony Area	34 m <sup>2</sup>	366 ft <sup>2</sup>
Total Sellable Area	247 m <sup>2</sup>	2,659 ft <sup>2</sup>

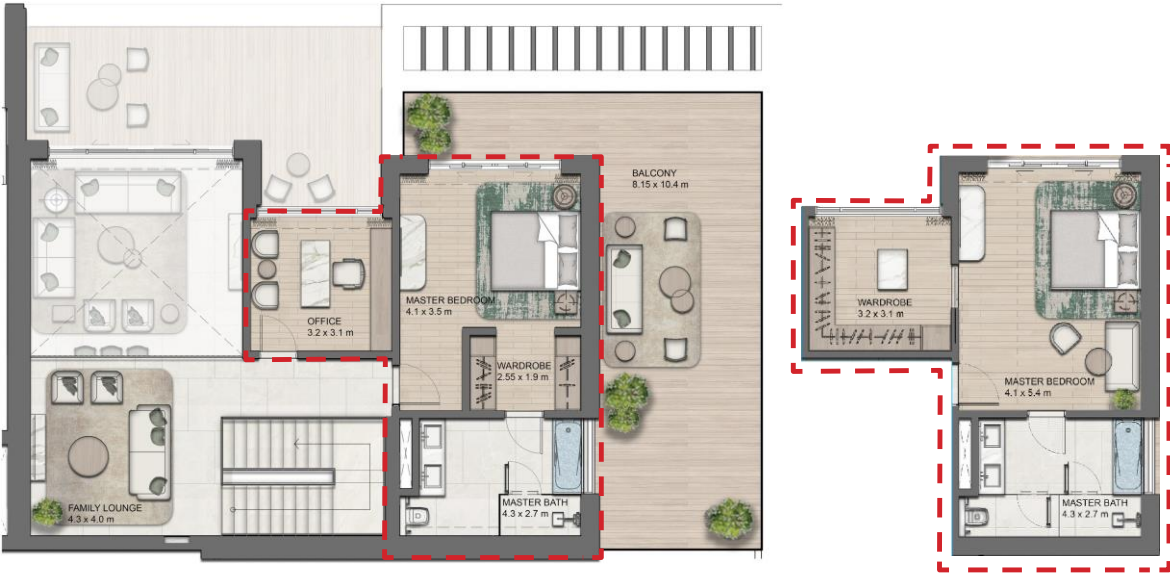


# 4 Bedroom Duplex Apartment (West Block)

Levels : 3,4



Lower Floor



Bedroom Variation

Upper Floor



# FINANCIALS



## VILLA SELLING PRICES

5 BED

STARTING AT 5.5M AED

4 BED

STARTING AT 4.2M AED

## TOWNHOUSE SELLING PRICES

3 BED

STARTING AT 2.6M AED



## APARTMENT SELLING PRICES

LOFT

STARTING AT 1M AED

1 BED

STARTING AT 1.2M AED

2 BED

STARTING AT 1.5M AED

3 BED

STARTING AT 2.7M AED

4 BED

STARTING AT 3.8M AED



# PAYMENT PLAN

TILL  
COMPLETION

ON-SIGNING

10%

CONSTRUCTION

50%

ON COMPLETION

40%

TILL  
COMPLETION  
30:70

ON-SIGNING

10%

CONSTRUCTION

20%

ON COMPLETION

70%

TILL  
COMPLETION  
40:60

ON-SIGNING

10%

CONSTRUCTION

30%

ON COMPLETION

60%





PLACEHOLDER

ATCHAIN  
00:00:00:00



THANK YOU

  
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