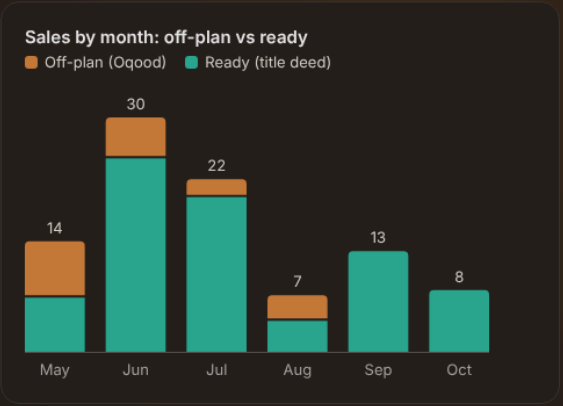
Yazdan Properties

COMMUNITY REPORT

La Mer

Property market report · October 2026

SALES	OFF-PLAN SHARE	MEDIAN RENT
8	0%	AED 180K
−55.6% on last year	of the month's sales	per year



Dubai Land Department transactions · transferred prices

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La Mer Property Market Report

October 2026. Off-plan vs ready sales, price per sq ft over 1, 3, 6 and 12 months, rents and yield, what sold and who built it. Every figure comes from Dubai Land Department transactions at transferred prices.

Live version with the latest figures: blogs.yazdanproperties.ae

Prepared by Yazdan Properties, a licensed Dubai real estate brokerage · WhatsApp +971 58 542 6699 · General information, not financial advice

La Mer recorded 8 sales worth AED 99.8M in October 2026, down 55.6% on Oct 2025. That is a small month, so the monthly price figures below are a rough guide; the quarterly series is steadier. Every figure comes from Dubai Land Department records.

SALES

8

▼ −38.5% MoM

▼ −55.6% YoY

OFF-PLAN SHARE

0%

of Oct 2026 sales

MEDIAN RENT

AED 180,000

per year, 937 contracts, 3 months

Dubai Land Department records La Mer under the district Jumeirah First. The figures cover that whole district.

Off-plan vs ready: the last six months

Off-plan sales are Oqood registrations: homes bought from the developer before handover. Ready sales are homes that already have a title deed, mostly resales. "Other" covers gifts, grants and similar transfers.

MONTH	OFF-PLAN (OQOOD)	READY (TITLE DEED)	OTHER	TOTAL	OFF-PLAN SHARE
May 2026	7	7	0	14	50%
Jun 2026	5	25	0	30	16.7%
Jul 2026	2	20	0	22	9.1%
Aug 2026	3	4	0	7	42.9%
Sep 2026	0	13	0	13	0%
Oct 2026	0	8	0	8	0%
Six months	**17**	**77**	**0**	**94**	**18.1%**

Source: DLD-registered sales by calendar month, May 2026 to Oct 2026, cleaned of share transfers and data errors.

By property type

The same split by property type, over the six months to 27 November 2026.

TYPE	SALES	OFF-PLAN	READY	OFF-PLAN SHARE	MEDIAN PRICE	MEDIAN PER SQ FT
Apartments	62	11	51	17.7%	AED 3,300,000	AED 2,932
Villas and townhouses	10	0	10	0%	too few	too few

Source: DLD-registered sales, the six months to 27 November 2026. "Villas and townhouses" is one DLD category. Medians shown only where there are 30+ sales.

Price per sq ft over time

The median price per sq ft in October 2026 compared with earlier months. A change is shown only when both months have at least 30 sales.

COMPARED WITH	MONTH	THEN	SALES THEN	CHANGE TO OCT 2026
1 month	Sep 2026	too few	13	n/a
3 months	Jul 2026	too few	22	n/a
6 months	Apr 2026	too few	11	n/a
12 months	Oct 2025	too few	18	n/a

Monthly medians swing with the mix of homes sold. The quarterly series is steadier:

QUARTER	MEDIAN PER SQ FT	SALES	CHANGE ON QUARTER
Q3 2025	AED 2,808	39	
Q4 2025	AED 6,736	94	+139.9%
Q1 2026	AED 3,685	65	−45.3%
Q2 2026	AED 2,691	56	−27%
Q3 2026	AED 2,928	42	+8.8%

Source: DLD-registered sales. Quarters with fewer than 10 sales are left out. Oct 2026 median: AED 3,193 per sq ft from 8 sales.

Rents and yield

937 Ejari rent contracts were registered in the three months to the end of October 2026: 376 new leases and 561 renewals. The median annual rent was AED 180,000.

TYPE	MEDIAN ANNUAL RENT	CONTRACTS
Apartments	AED 121,232	3,053
Villas and townhouses	AED 260,001	1,876

Source: DLD Ejari contracts, 24 months to 27 November 2026. Gross yield is before service charges, fees and empty months.

What sold in October 2026

LAYOUT	SALES	SHARE
2-bed	2	25%
Other / not stated	2	25%
1-bed	2	25%
3-bed	1	12.5%
5-bed	1	12.5%

By price band, compared with the month before:

PRICE BAND	OCT 2026	SEP 2026
AED 1.5-2M	12.5%	7.7%
AED 2-3M	25%	38.5%
AED 3-5M	0%	30.8%
AED 5-10M	25%	7.7%
AED 10M+	37.5%	15.4%

Best-selling projects in October 2026

PROJECT	SALES	MEDIAN PRICE
Port De La Mer - Le Soleil	4	AED 2,350,000

Projects with at least 3 sales in the month. Includes off-plan and ready sales.

Most active developers, last 24 months

DEVELOPER (DLD REGISTERED NAME)	SALES	SHARE	MAIN PROJECTS
Pdlm Residential	260	64.5%	Port De La Mer - Le Soleil, Port de La Mer - La Cote, La Rive
La Mer Central Property	50	12.4%	Solaya (4,6), Solaya (5,7)
La Mer North Property	46	11.4%	Solaya (1,2,3)
Dhre 2 Bts	24	6%	Jumeirah Asora Bay, Jumeirah Residences - Asora Bay - Ocean Mansions
La Mer North Residential	17	4.2%	Sur La Mer, Sur La Mer 2

What the numbers say

- On the steadier quarterly measure, price per sq ft in Q3 2026 was 4.3% above the same quarter a year earlier (AED 2,928).
- Off-plan made up 18.1% of sales over the past six months, with ready (title deed) homes taking the rest.
- The best-selling project in October 2026 was Port De La Mer - Le Soleil with 4 sales.

Common questions

What is the average price per sq ft in La Mer?

In Q3 2026 the median sale in La Mer was AED 2,928 per sq ft across 42 DLD-recorded sales.

Is La Mer mostly off-plan or ready?

Over the six months to October 2026, 18.1% of La Mer sales were off-plan (Oqood) and the rest were ready homes with title deeds.

Off-plan projects selling in La Mer

Developer prices, payment plans and handover dates for projects launching or selling now:

- Jumeirah Asora Bay by Meraas Developer, from AED 80M, handover Q2 2029
- Solaya 5 by Meraas Developer, from AED 52.06M, handover Q4 2029
- Solaya 4 by Meraas Developer, from AED 43.49M, handover Q2 2029
- Solaya 6 by Meraas Developer, from AED 40.35M, handover Q2 2029
- Solaya 8 by Meraas Developer, from AED 16.56M, handover Q2 2030
- Port De La Mer by Meraas Developer, from AED 1.95M, handover Q4 2022

More on La Mer

- La Mer area guide: prices, rents and yields
- Dubai market report, October 2026
- Dubai property rankings, October 2026: yields, prices and rents by area
- Dubai off-plan projects: prices and payment plans
- Off-plan projects on one live map

Thinking about La Mer?

We'll pull the DLD numbers for the exact building and unit you're looking at: recent sales, rents and service charges, before you commit.

Book a 30-minute advisory call →

Prefer WhatsApp? **Chat with us on WhatsApp**

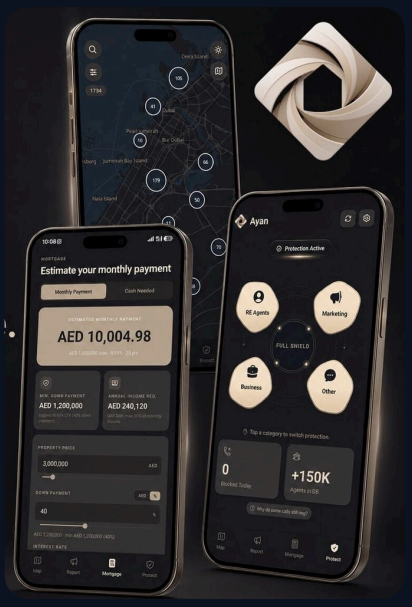
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About these figures. Every number comes from Dubai Land Department records for the DLD district Jumeirah First: registered sales and Ejari rent contracts. We use medians, not averages, and clean out share transfers and data errors. DLD usually registers a sale a few weeks after it happens, so the newest weeks are always a little light. Data pulled 27 November 2026. You may quote these figures with credit to Yazdan Properties under CC BY 4.0. General information, not financial advice.