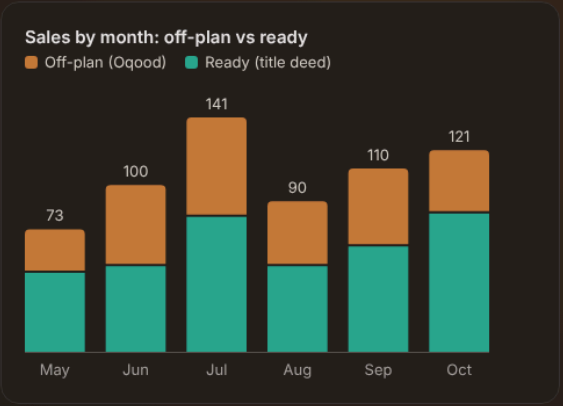
Yazdan Properties

COMMUNITY REPORT

Town Square

Property market report · October 2026

SALES	PER SQ FT	GROSS YIELD
121	AED 1,379	6.1%
−9.7% on last year	+2.8% on last year	rent over sale price



Dubai Land Department transactions · transferred prices

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Town Square 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

Town Square recorded 121 sales worth AED 186.11M in October 2026, down 9.7% on Oct 2025. The median sale was AED 1,375,000 at AED 1,379 per sq ft, and off-plan took 30.6% of the month. Every figure comes from Dubai Land Department records.

SALES
121
▲ +10% MoM
▼ −9.7% YoY

MEDIAN PRICE
AED 1.38M
▼ −5.7% MoM
▼ −5.6% YoY

PRICE PER SQ FT
AED 1,379
▼ −1.7% MoM
▲ +2.8% YoY

OFF-PLAN SHARE
30.6%
of Oct 2026 sales

MEDIAN RENT
AED 84,000
per year, 1,996 contracts, 3 months

GROSS YIELD
6.1%
rent over sale price

Town Square is recorded by Dubai Land Department as Al Yelayiss 2. The figures cover the 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	25	48	1	74	33.8%
Jun 2026	48	52	2	102	47.1%
Jul 2026	59	82	1	142	41.5%
Aug 2026	38	52	2	92	41.3%
Sep 2026	46	64	0	110	41.8%
Oct 2026	37	84	0	121	30.6%
Six months	**253**	**382**	**6**	**641**	**39.5%**

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	576	269	307	46.7%	AED 1,303,888	AED 1,394
Villas and townhouses	111	0	111	0%	AED 2,925,000	AED 1,342

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	AED 1,403	110	−1.7%
3 months	Jul 2026	AED 1,365	142	+1%
6 months	Apr 2026	AED 1,545	113	−10.7%
12 months	Oct 2025	AED 1,341	134	+2.8%

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

QUARTER	MEDIAN PER SQ FT	SALES	CHANGE ON QUARTER
Q4 2025	AED 1,518	494	
Q1 2026	AED 1,611	477	+6.1%
Q2 2026	AED 1,432	289	−11.1%
Q3 2026	AED 1,385	344	−3.3%
Q4 2026	AED 1,379	121	−0.4%

Source: DLD-registered sales. Quarters with fewer than 10 sales are left out. Oct 2026 median: AED 1,379 per sq ft from 121 sales.

Rents and yield

1,996 Ejari rent contracts were registered in the three months to the end of October 2026: 896 new leases and 1,100 renewals. The median annual rent was AED 84,000. Set against the median sale price, that is a gross yield of 6.1%.

TYPE	MEDIAN ANNUAL RENT	CONTRACTS
Apartments	AED 66,500	7,281
Villas and townhouses	AED 150,000	3,756

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	44	36.4%
1-bed	38	31.4%
3-bed	29	24%
Studio	6	5%
4-bed	4	3.3%

By price band, compared with the month before:

PRICE BAND	OCT 2026	SEP 2026
AED <500K	0.8%	0%
AED 500-750K	7.4%	2.7%
AED 750K-1M	22.3%	20%
AED 1-1.5M	26.4%	29.1%
AED 1.5-2M	19%	24.5%
AED 2-3M	17.4%	16.4%

PRICE BAND	OCT 2026	SEP 2026
AED 3-5M	6.6%	7.3%

Best-selling projects in October 2026

PROJECT	SALES	MEDIAN PRICE
The Mayfair	25	AED 1,525,000
Town Square Zahra	9	AED 1,150,000
Grove	6	AED 1,150,000
Town Square Safi	5	AED 1,100,000
Liva	5	AED 760,000

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
Nshama Properties Owned By Nshmi Development One Person	2,741	79.9%	Maha Townhouses, Rosewell, Evelyn on the Park
Nshmi Development	690	20.1%	Town Square Zahra, Town Square Jenna and Warda, Hayat Boulevard

What the numbers say

- The median price per sq ft is 2.8% higher than in Oct 2025 (AED 1,379 against AED 1,341). Monthly medians move with the mix of homes sold, so check the quarterly line before reading too much into one month.
- Off-plan made up 39.5% of sales over the past six months, with ready (title deed) homes taking the rest.
- Gross yield on DLD figures is 6.1%.
- The best-selling project in October 2026 was The Mayfair with 25 sales.

Common questions

What is the average price per sq ft in Town Square?

The median sale in Town Square in October 2026 was AED 1,379 per sq ft across 121 DLD-recorded sales, 2.8% higher than a year earlier.

Is Town Square mostly off-plan or ready?

Over the six months to October 2026, 39.5% of Town Square sales were off-plan (Oqood) and the rest were ready homes with title deeds.

What is the rental yield in Town Square?

Gross yield on DLD figures was 6.1% in October 2026: the median annual rent of AED 84,000 over the median sale price.

Off-plan projects selling in Town Square

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

- Savannah by Nshama, from AED 3.26M, handover Q2 2027
- HillCrest by Nshama, from AED 2.96M, handover Q2 2027
- Symphony on the Park by Nshama, from AED 2.66M, handover Q4 2026
- Haya on the Park by Nshama, from AED 2.21M, handover Q1 2027
- Safi Apartments by Nshama, from AED 2.01M, handover Q4 2023
- Rosewell by Nshama, from AED 1.61M, handover Q4 2028
- Alton by Nshama, from AED 1.47M, handover Q4 2028
- Olbia Town Square by Nshama, from AED 1.17M, handover Q2 2028
- Fiori Residences by Nshama, from AED 1.11M, handover Q2 2028
- Evelyn on the Park by Nshama, from AED 1.11M, handover Q4 2028

More on Town Square

- Town Square area guide: prices, rents and yields
- Town Square rental yield, by home size
- 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 Town Square?

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**

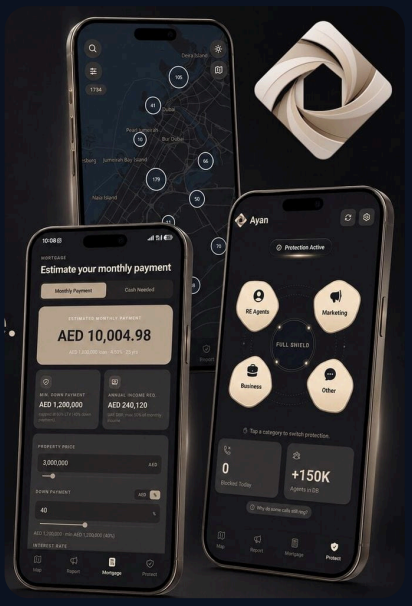
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About these figures. Every number comes from Dubai Land Department records for the DLD district Al Yelayiss 2: registered sales and Ejari rent contracts. We use medians, not averages, and clean out share transfers and data errors. DLD usually registers 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.