

PHENIX
—HOMES—

Real Estate Agency Single Office



**DUBAI
PROPERTY
AWARDS**
REAL ESTATE

in association with

**INTERNATIONAL
PROPERTY**
& Travel



**BEST REAL ESTATE
AGENCY SINGLE OFFICE
DUBAI**

Phoenix Homes Real Estate
Brokers LLC

2025-2026



**ARABIAN
PROPERTY
AWARDS**
REAL ESTATE

in association with

**INTERNATIONAL
PROPERTY**
& Travel

**BEST REAL ESTATE
AGENCY SINGLE OFFICE
ARABIA**

Phoenix Homes Real Estate
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2025-2026

Table of
Contents

01	Mission & Vision	06
02	Achievements In The Last 12 Months	08
03	Meet The Owners	10
04	Support Management	12
05	The Phoenix Partnership	14
06	Our Services	16
07	Real Estate Contracts	18
08	Reviews & Testimonials	24
09	Internal Habits	26
10	Marketing & Industry Exposure	32
11	PR & Local News	34
12	Marketing Extras	36
13	License & Legislation	38
14	Frequently Asked Questions	40



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DUBAI
PROPERTY
AWARDS
INTERNATIONAL
PROPERTY
AWARDS
2025-2026

★★★★★
Best Real Estate Agency
Single Office
Dubai
Phoenix Homes Real Estate Brokers LLC

ADK - SAHIF - CIAT - SEASA - IDC - IID
Presented by the International Property Awards

About

Phoenix Homes

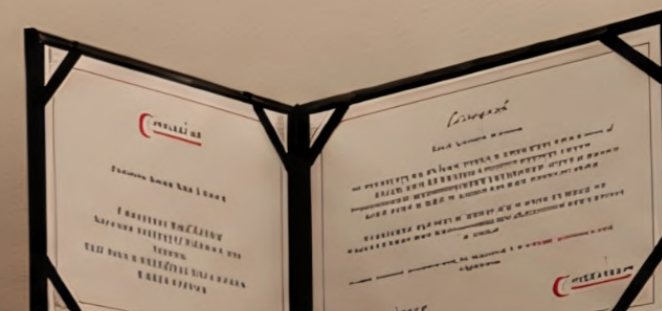
Phoenix Homes Real Estate emerged from the vision of industry leaders who combined their extensive knowledge to create the ultimate platform for established brokers. This collaboration marked the beginning of a new era in Dubai's real estate landscape.

With an industry-leading 80% commission structure and flexible marketing system, Phoenix Homes offers a unique hybrid business model that empowers agents to operate as independent entrepreneurs.

Our environment combines flexibility with high standards, allowing elite professionals to thrive. With directors who remain active agents with over 50 years of collective experience, clients can be confident they are working with Dubai's finest real estate professionals.

Established since

2021



01. Mission & Vision



Mission

In an industry where agent welfare often takes a backseat and professionals frequently feel micromanaged yet undervalued, Phoenix Homes has created a revolutionary approach.

Our business model empowers elite agents to take control of their careers within our supportive framework. Our partners determine their own advertising strategies, keep 80% of every transaction, and choose their own working methods.

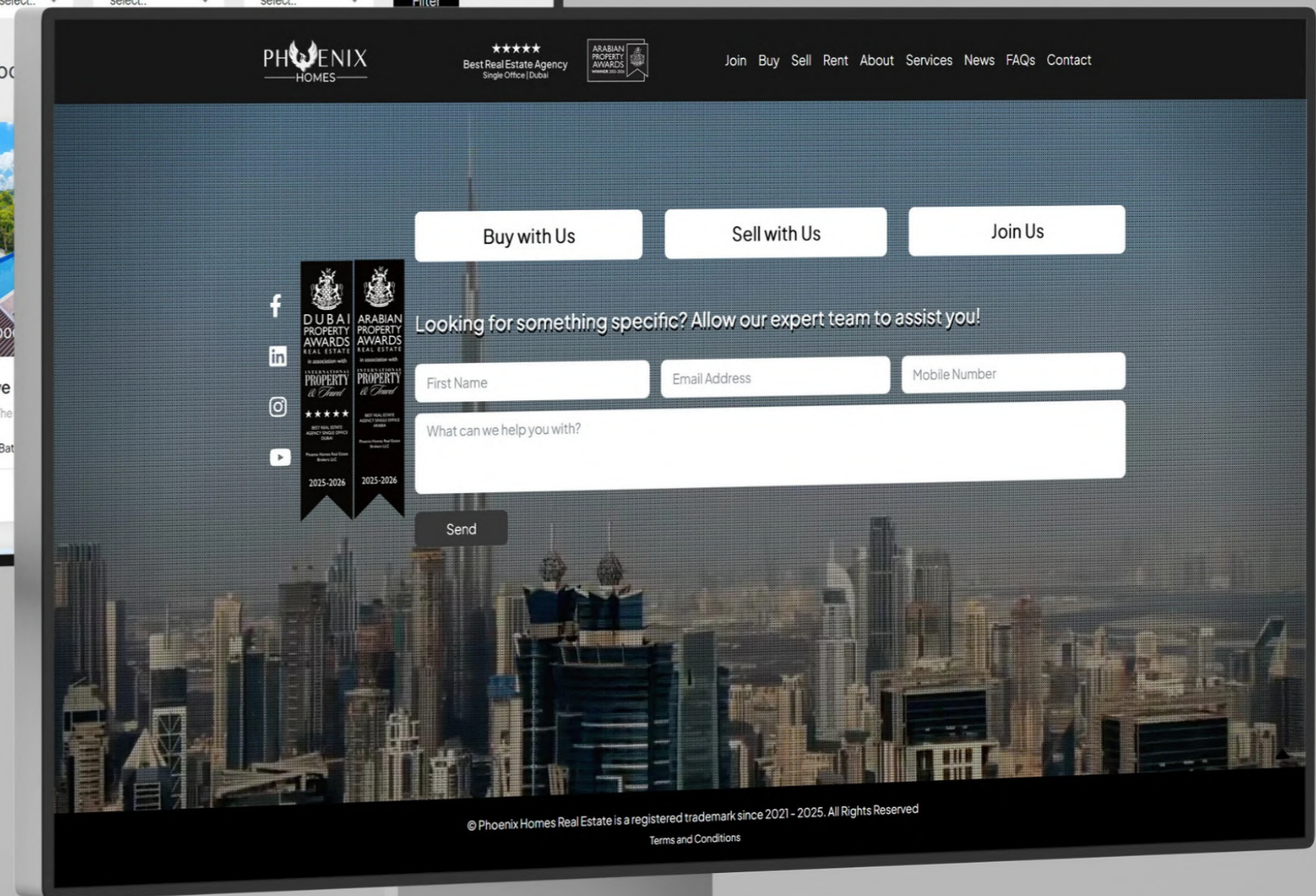
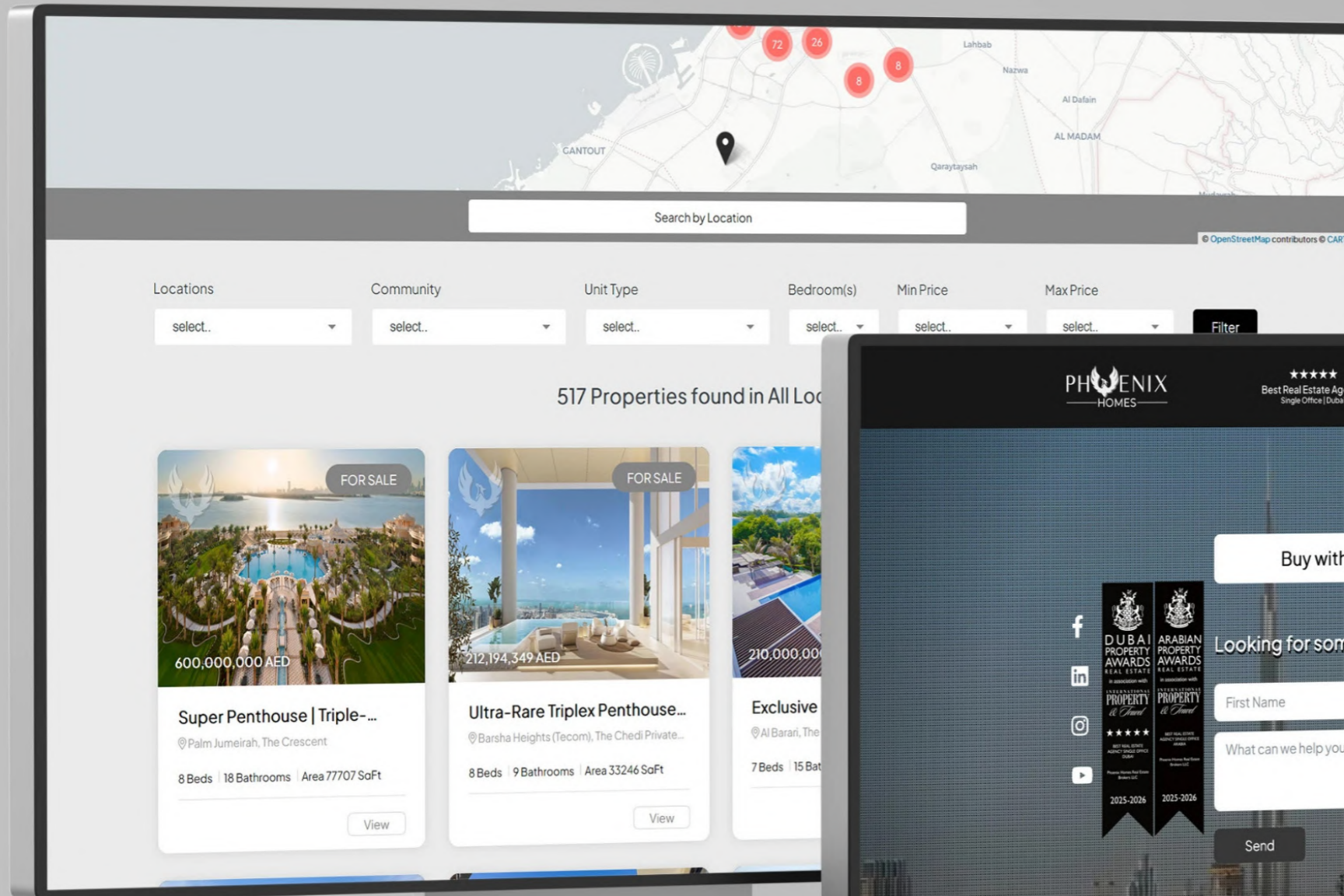
Phoenix Homes exclusively partners with business-minded professionals, building relationships based on trust and loyalty to create sustainable success.



Vision

Our vision is elegantly simple: Phoenix Homes will be synonymous with exceptional agents, outstanding practices, and unparalleled customer service.

Elite agents deliver elite results. With our innovative business model, every partner invests in their personal success, ensuring long-term stability and excellence in everything we do.



02. Achievements in the Last 12 months

2025

Awarded Best Real Estate Agency Single Office in Dubai & Arabia

September

Awarded “Best Real Estate Agency Single Office” in Dubai and Arabia by the International Property Awards, recognising our market leadership and continued commitment to excellence.

41% increase in our staff account

December

Achieved a 41% increase in headcount, reflecting our rapid growth and continued investment in top talent across all areas of the business.

2026

Record-Breaking Villa Sale at USD 36M

January

Successfully closed our highest-value transaction to date at AED 134,000,000 (USD 36 million), reinforcing our strong presence and expertise within the luxury real estate market.

Opened Our Flagship Headquarters

May

Relocated to our new flagship office, designed to support our continued expansion and provide an enhanced environment for both our team and clients.



03. Meet the Owners

Martin Hyre

CEO / Co-founder

With nearly three decades in real estate, spanning both the UK and Dubai, Martin brings unparalleled expertise to Phoenix Homes. His career journey, from delivering leaflets in the British rain as a junior broker to becoming a company director, demonstrates his comprehensive understanding of every aspect of the industry.

Since relocating to Dubai in 2011, Martin has established himself as an authority on the local market and its procedures. A dedicated family man with four sons, Martin combines his extensive knowledge with an unwavering commitment to exceptional customer service.

Myles Bush

Chairman / Co-founder

Businessman, philanthropist, and entrepreneur, Myles has successfully established and acquired companies both in Dubai and his native England.

His impressive track record includes setting multiple Dubai market records: selling the most expensive villa of 2017, closing the largest land sale of 2018, and securing the most valuable residential lease in 2019.

Myles manages relationships with ultra-high-net-worth individuals, celebrities, and family offices, handling exclusive property requirements across Dubai and England.

Nathan Kirkham

Managing Director

With 30 years of sales experience—including 10 in Dubai, Nathan has evolved from broker to partner at Phoenix Homes. His extensive experience and practical approach, combined with his passion for developing people and businesses, place him at the core of our operations.

Nathan provides comprehensive support across all aspects of our business, serving as a vital point of contact for directors, partners, and clients alike.



04. ^{Support} Management

At Phoenix Homes, we understand that our partners are independent business people who value freedom from micromanagement. This independence allows them to focus on growing their business while taking responsibility for their administration.

We believe in surrounding ourselves with the very best talent. Our support staff were carefully selected at the company's inception, bringing extensive industry experience gained alongside our directors.

Phoenix Homes recognizes that our support team forms the backbone of our company, and we proudly consider them the most valuable members of the Phoenix family.

Support Team



Mj Elorde



Jennica Ramos



John Salamat



Andrew Thuvaragan



Joseph Yohan



Martin Hackett



Hermione Edwards



05. The Phoenix Partnership

Most Dubai real estate agencies typically operate on a 50/50 commission split between agent and broker, with tiered increases possible. These companies generally retain 40-50% of fees for listings, workspace, support, training, and management.

This traditional model benefits junior brokers needing significant guidance, justifying the agency's percentage through investment in their development.

However, experienced agents often question surrendering a large portion of their earnings when receiving minimal support or feeling micromanaged despite their expertise.

Phoenix Homes offers an alternative: a straightforward 80% commission on all transactions—no tiers, no sliding scales, no complications. Partners list their chosen properties (with marketing costs) and set their own hours.

Phoenix partners gain the freedom to operate on their terms, enjoying greater work/life balance while maximising their earning potential.



Our Promise

- Office and Administrative Support
- Freedom to work your way
- Over 50 years of Real Estate experience
- Trust & Transparency
- Better work/life balance



Our Guarantee

- No Micromanagement
- No Restrictions
- No Gimmicks
- No Exceptions
- No Hassle



Real Estate Brokerage Contract



وسطاء دبي
Dubai Brokers

اتفاقية وساطة عقارية

تاريخ (أ) مشتري (ب)

Seller (A) Buyer (B)

Contract Information

Contract Number	رقم العقد	Status	الحالة
Start Date	تاريخ البدء	End Date	تاريخ الانتهاء
Title Deed #	رقم شهادة ملكية العقار	Noc From Developer	شهادة عدم مخالفة من المطور
Is seller covering marketing fees?	هل سيغطي البائع تكاليف التسويق؟	Is Exclusive?	هل العقد حصري؟
Noc From Developer	شهادة عدم مخالفة من المطور	Commission	العمولة
Created Date	تاريخ الإنشاء	Created By	التوقيع من قبل

Owner Details

Seller Name	اسم البائع	Signature Date	تاريخ التوقيع
Selling Share(Sq. Mt)	الحصة المراد بيعها (متر مربع)	Actual Share(Sq. Mt)	الحصة الحقيقية (متر مربع)

Property Details



06. ^{Our} Services

Off-Plan


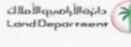
Our specialised Off-Plan division offers exclusive access to Dubai's newest developments, guiding you through early investment opportunities with expert advice on payment plans and potential appreciation. We carefully select premier projects, providing the insights needed to make informed decisions about your future Dubai property.

Sales

Phoenix Homes' comprehensive Sales service seamlessly connects buyers and sellers in Dubai's dynamic market. For buyers, we offer a personalised approach to find your ideal residence or investment, leveraging our market knowledge to present the best opportunities. For sellers, we provide tailored marketing strategies to ensure a smooth and successful sale at the optimal price.

Leasing

Phoenix Homes' Leasing service provides comprehensive solutions across Dubai. For tenants, our experienced agents simplify the process of finding the perfect apartment, villa, or commercial space in prime locations, ensuring a hassle-free experience.

Real Estate Brokerage Contract اتفاقية وساطة عقارية

Seller (A) Buyer (B) مشتركى (ب)

معلومات العقد

Contract Number	رقم العقد	Status	الحالة
Start Date	تاريخ البدء	End Date	تاريخ الانتهاء
Title Deed #	رقم شهادة ملكية العقار	Noc From Developer	شهادة عدم مسؤولية من المطور
Is seller covering marketing fees?	هل سيقوم البائع بتكاليف التسويق؟	Is Exclusive?	هل العقد حصري؟
Noc From Developer	شهادة عدم مسؤولية من المطور	Commission	العمولة
Created Date	تاريخ الإنشاء	Created By	التوقيع من قبل

Owner Details

Seller Name	اسم البائع	Signature Date	تاريخ التوقيع
Selling Share(Sq. M)	الحصة المراد بيعها (متر مربع)	Actual Share(Sq. M)	حصة الملكية (متر مربع)

Property Details

Note: The property is off-plan. If a property procedure is completed, the property information on the contract will be updated with the title-deed details.

Location	الموقع	Type of Property	نوع العقار
Type of Area	نوع المنطقة	Area Size (SqM)	المساحة (متر مربع)
Usage	الاستعمال	Property Approx Age	تقريب العمر التقريبي
Number of Parkings	عدد مواقف السيارات	Number of Bathrooms	عدد الحمامات
Property Number	رقم العقار	Building Number	رقم المبنى
Number of Units	عدد الوحدات	Building Name	اسم المبنى
Plot Number	رقم الأرض	Project Name	اسم المشروع
Number of Floors	عدد الطوابق	Number of Bedrooms	عدد غرف النوم
Number of Kitchens	عدد المطابخ	Floor Number	رقم الطابق

Additional Information معلومات إضافية

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Facilities مرافق

Tenancy Information معلومات الإيجار

There is no tenancy contract attached with this property. لم يتم إرفاق عقد إيجار مع هذا العقار.

Property Financial Information المعلومات المالية للعقار

Sell Price	سعر البيع
Outstanding Service Charge Amount	المبلغ المستحق رسوم الخدمات

Seller Broker Details تفاصيل وسيط البائع

Broker Name (English)	اسم الوسيط (الإنجليزية)	Broker Name (Arabic)	اسم الوسيط (العربية)
Office Name (English)	اسم المكتب (الإنجليزية)	Office Name (Arabic)	اسم المكتب (العربية)
ORN	رقم المكتب	BRN	رقم الوسيط
Phone	الهاتف	Mobile Number	رقم الجوال
Address	العنوان	Email	البريد الإلكتروني
Signature Date	تاريخ التوقيع		
Fax	فاكس		

Notes ملاحظات

Terms & Conditions الشروط والأحكام

- This agreement is the authorization of the owner of the property to the real estate brokerage office to carry out the marketing of the property and find a buyer for the property. إن هذه الاتفاقية تعتبر تفويض من مالك العقار لمكتب الوساطة العقارية للقيام بعملية تسويق العقار و إيجاد مشترى للعقار.
- Based on this agreement, owner acknowledges the validity of the provided data and that there are no contraindications or restrictions on the property that prevent the completion of the sale process later. بموجب هذه الاتفاقية يقر المالك بصحة البيانات المقدمة وأنه لا توجد أي موانع أو قيود على العقار تمنع إتمام عملية البيع لاحقاً.
- The owner has the right to cancel this agreement at any time by following below mentioned steps: - Access to Dubai Brokers application - Search for the agreement - Cancel agreement. يبقى للمالك إلغاء هذه الاتفاقية في أي وقت رغب بذلك حسب الخطوات التالية: - الدخول إلى تطبيق وسيطاء دبي - البحث عن الاتفاقية - إلغاء الاتفاقية.
- In case broker wants to cancel the agreement, he/she should inform and take the approval from all agreement parties, based on the following steps: - Broker will login to Dubai Brokers application - Choose the desired agreement to be cancelled - Request for cancellation - In case a confirmation received from all owners, the agreement will be cancelled. في حالة زغبة الوسيط بإلغاء الاتفاقية عليه إبلاغ و موافقة جميع الأطراف حسب الخطوات التالية: - تسجيل الدخول إلى تطبيق وسيطاء دبي - البحث عن الاتفاقية من عودي - تقديم طلب إلغاء الاتفاقية - في حالة موافقة الملاك سيتم إلغاء الاتفاقية.
- In case of (exclusive) contract type, the owner cannot not entitled to any contract with another broker during the validity agreement period. في حالة نوع العقد (حصري) لا يحق للمالك التعاقد مع أي وسيط آخر خلال فترة سريان الاتفاقية.
- In case owner agreed he/she will be bound by the any marketing expenses. في حالة موافقة المالك على تحمل أي مصاريف تسويقية يكون ملزماً بها.
- Both Parties acknowledge having not acted or relied upon any representations except those contained in this Agreement and that this Agreement constitutes the entire agreement between the parties hereto. يقر الطرفان بأنهما لم يتصرفا أو يعتمدا على أية تمهيدات باستثناء تلك الواردة في هذه الاتفاقية وبأن هذه الاتفاقية تشكل الاتفاق الكامل بين الأطراف. ولا يمكن لأي تمسرح شفهي أو اتفاقية أخرى أن يروج بسوء. على مسنون هذه الاتفاقية. تأكد هذه الاتفاقية.

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07. Real Estate Contracts

In Dubai's real estate market, regulated by the Real Estate Regulatory Agency (RERA), specific forms are used to ensure transparency and legal compliance in property transactions. Here are brief descriptions of Form A, Form B, and Form F:

Form A


Brokers Contract Agreement


This is the Broker's Contract Agreement or Listing Form, signed between a property seller and a real estate broker. It authorises the broker to market and list the property on behalf of the seller, detailing property information, commission terms, and the agreement's duration. It's essential for sellers to legally appoint an agent and enable property advertising through the Dubai Land Department's Trakheesi system.

Streamlining the Sales Process

Form A simplifies property sales by clarifying the broker's role in marketing and viewings, with the seller's consent. Integrated with the Trakheesi system, it ensures RERA compliance and transparency, helping brokers attract serious buyers efficiently. This clear framework reduces misunderstandings and speeds up successful transactions.

Using Form A showcases our firm's professionalism and compliance with Dubai's real estate regulations, boosting our market credibility. It ensures transparent, RERA-aligned transactions, giving clients confidence in our reputable services. This commitment to integrity strengthens our position as a trusted leader in Dubai's real estate market.




Real Estate Brokerage Contract

التفاهة وسفلة عقارية

Seller (A) Buyer (B)

معلومات العقد

Contract Number: _____ رقم العقد: _____ Status: _____
 Start Date: _____ تاريخ البدء: _____ End Date: _____ تاريخ الانتهاء: _____
 Is buyer covering marketing fees? هل سيقوم المشتري بالتسويق Commission: _____
 Created Date: _____ تاريخ الانشاء: _____

Buyers Share Details

Buyer Name: _____ اسم المشتري (Share(Sq. M))
 Buying Share Percentage: _____ النسبة المئوية للمساهمة


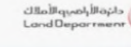
معلومات الشخص

Person Type: _____ نوع الشخص Signature Date: _____ تاريخ التوقيع

معلومات الهوية الوطنية

Name (English): _____ الاسم (إنجليزية) Name (Arabic): _____ الاسم (عربية)
 Nationality: _____ الجنسية Gender: _____ الجنس
 UAE ID Number: _____ رقم الهوية UAE Id Expiry Date: _____ تاريخ انتهاء الهوية
 Unified Number: _____ رقم الموحد File Number: _____
 Birth Date: _____ تاريخ الميلاد Birth Place: _____ مكان الميلاد
 Is Citizen Child: _____ هل الشخص مواطن

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معلومات الجواز

Passport Number: _____ رقم الجواز Issue Date: _____ تاريخ الاصدار
 Gender: _____ الجنس Expiry Date: _____ تاريخ انتهاء الصلاحية
 Nationality: _____ الجنسية Birth Date: _____ تاريخ الميلاد
 Passport Issue Place: _____ مكان إصدار الجواز Birth Place: _____ مكان الميلاد
 Passport Type: _____ نوع الجواز

معلومات العنوان

Country of Resident(English): _____ (4) Country of Resident(Arabic): _____ بلد الإقامة (إنجليزية)
 Street(English): _____ الشارع (إنجليزية) Street(Arabic): _____ الشارع (عربية)
 City(English): _____ المدينة (إنجليزية) City(Arabic): _____ المدينة (عربية)
 Address: _____ العنوان

معلومات الاتصال المحلية

Phone: _____ رقم الجوال Mobile Number: _____
 Emirate: _____ إمارة P.O. Box: _____ رقم البريد الإلكتروني
 Email: _____

معلومات الاتصال في الخارج

Mobile Number: _____ رقم الجوال Email: _____
 Phone: _____ هاتف

معلومات التواصل في حالة الطوارئ

Name (English): _____ الاسم (إنجليزية) Name (Arabic): _____ الاسم (عربية)
 Mobile Number: _____ رقم الجوال Email: _____
 Relation Type: _____ نوع العلاقة

معلومات العقار

Property Type: _____ نوع العقار Type of Area: _____
 Property Usage: _____ الاستخدام Number of Rooms: _____ عدد الغرف
 Rental Status: _____ حالة الإيجار Area/Community: _____ منطقة / المجتمع

المعلومات المالية للعقار

Budget Max: _____ الميزانية القصوى Payment Method: _____ طريقة الدفع

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Form B

Buyers Agent Agreement

Known as the Buyer's Agent Agreement, this form is a contract between a property buyer and a RERA-certified broker. It appoints the broker to exclusively represent the buyer in finding a suitable property based on their requirements and budget. It outlines the broker's role, commission, and termination terms, ensuring the buyer has dedicated assistance in their property search.

Streamlining the Property Search

Our use of Form B showcases our dedication to professionalism and regulatory standards, reinforcing our status as a trusted real estate leader in Dubai. By ensuring clear, compliant agreements, we instil confidence in buyers, affirming our commitment to their interests. This strengthens our brand's credibility, attracting clients seeking reliable, expert assistance and solidifying our position as a top-tier, client-focused firm.




Unified Sell Contract(F)

عقد البيع الموحد

Seller (A) Buyer (B) **Unified Sell Contract(F)**

معلومات العقد

Contract Number	رقم العقد	Status	Signed
Start Date	11/09/2024	تاريخ البدء	End Date
			30/11/2024
Title Deed #	رقم شهادة ملكية العقار	Noc From Developer	شهادة عدم مسجلة من المطور
Seller Broker Commission	عمولة وسيط البيع	Buyer Broker Commission	عمولة وسيط المشتري
Created Date	13/11/2024	تاريخ الإنشاء	Will this property be mortgaged?
			Yes

تفاصيل البائع

Seller Name	اسم البائع	Signature Date	13/11/2024 04:03 PM
Selling Share(Sq. M)	الحصة المراد بيعها/المشترين	Actual Share(Sq. M)	الحصة الفعلية (المشترين)

تفاصيل حصة المشترين


Buyer Name	اسم المشتري	Buying Share(Sq. M)	الحصة المراد شراؤها
Buying Share Percentage	100.00 %		

المشتري 1 من 1

تفاصيل الشخص

Person Type	Resident	نوع الشخص	Contract Signature Date
			13/11/2024 04:24 PM

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معلومات الهوية الوطنية

Name (English)	الاسم (إنجليزية)	Name (Arabic)	الاسم (عربية)
Nationality	الجنسية	Gender	الجنس
UAE ID Number	رقم الهوية الوطنية	UAE Id Expiry Date	تاريخ انتهاء الهوية
Unified Number	الرقم الموحد	File Number	رقم الملف
Birth Date	تاريخ الميلاد	Birth Place	مكان الميلاد
Is Citizen Child	هل الطفل مواطن		

معلومات الجواز

Passport Number	رقم الجواز	Issue Date	تاريخ الاصدار
Gender	الجنس	Expiry Date	تاريخ انتهاء الصلاحية
Nationality	الجنسية	Birth Date	تاريخ الميلاد
Passport Issue Place	مكان إصدار الجواز	Birth Place	مكان الميلاد
Passport Type	نوع الجواز		

معلومات العنوان

Country of Resident(English)	{4} Country of Resident(Arabic)	بلد الإقامة (عربي)
Street(English)	الشارع (إنجليزي)	Street(Arabic)
City(English)	المدينة (إنجليزية)	City(Arabic)
Address	العنوان	

تفاصيل العقار

Location	الموقع	Type of Property	Unit
Type of Area	Free Hold	نوع المنطقة	Area Size (SqM)
Usage	Residential	الاستعمال	Property Approx Age
Number of Parkings	1	عدد مواقف السيارات	Number of Bathrooms
Property Number	رقم العقار	Building Number	رقم السكن
Number of Units	عدد الوحدات	Building Name	اسم المبنى
Plot Number	رقم الأرض	Project Name	اسم المشروع
Number of Floors	عدد الطوابق	Number of Bedrooms	عدد غرف النوم
Number of Kitchens	1	عدد المطابخ	Floor Number
			1

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Form F

Memorandum of Understanding

Referred to as the MOU, it is the purchase agreement between a buyer and seller. Signed after the buyer selects a property and both parties agree on the price and terms, it formalises the sale with details like property specifics, payment schedules, and completion dates. It is legally binding once signed by both parties and witnessed by an agent, making it critical for completing a property transaction in Dubai.

Facilitating Seamless Transactions

Form F streamlines property sales by documenting terms clearly, minimising disputes. It guides buyers and sellers through payment milestones and timelines, ensuring accountability. Aligned with RERA standards, it enables our agents to manage transactions efficiently, delivering a smooth, professional experience for clients.

Using Form F reflects our commitment to compliance and professionalism, enhancing our reputation as a trusted Dubai real estate leader. Its precise execution builds client confidence in secure, transparent deals, attracting more buyers and sellers. This strengthens our brand as a premier, client-focused firm.

In summary, Form A, Form B, and Form F play vital roles in streamlining and securing real estate transactions in Dubai. These standardised documents, mandated by RERA, ensure clarity, protect the interests of buyers, sellers, and brokers, and uphold the integrity of the property market.

 Google Reviews (250+)
4.9 ★★★★★

☞
Working with Tima has been a joy, her attention to detail and support going through buy process is highly commendable.

★★★★★
Lyns Dale

☞
Eyal is a fantastic realtor. He made the whole process very smooth and guided me every step of the way. He has a great eye for great properties, and I would highly recommend him to anyone looking to purchase in Dubai.

★★★★★
E Xu

☞
Best Experience with Bettina Beckert and James. Full professionalism and high credibility.

Highly recommended!

★★★★★
Chrystelle Massaad

☞
Excellent service from start to finish.

I had a great experience working with Reece on selling my property. The entire process was handled professionally, transparently, and efficiently. Communication was clear at every stage, market knowledge was solid, and the property was sold in a timely manner at the right value. Highly recommended for anyone looking for a reliable and results-driven real estate professional.

★★★★★
Ajmal Khan

☞
We had a great experience with Radhika who was very patient and helpful in finding us our dream home.

★★★★★
Mihir Nerurkar

☞
Efficient and expert service received from Bettina and Terry. Thanks!

★★★★★
Gerhard Joubert

☞
Working with Lisa has been an absolute pleasure from start to finish. She is incredibly approachable, patient, and truly goes above and beyond for her clients. We recently purchased an apartment in Zanzabeel, and although the process took some time, Lisa guided us every step of the way with professionalism and genuine care.

★★★★★
Max Marchenko

☞
We can't thank Helle Bachofen von Echt enough for all the support and hard work she putting into finding us the perfect rental property.

★★★★★
Georgina Briley

08. Reviews & Testimonials



Tetiana is the best. She looked after us and guided us towards a great investment unit. We are very happy with the way she helped us to manage the process.



Carl Roberts



Poppy was excellent! She was always on the ball with viewings, feedback and was very responsive to our questions. Highly recommend!



Prashant Karuthasen



Dhira Kachari is an exceptional real estate broker who delivers results. She is professional, knowledgeable and highly responsive from start to finish. The entire house sale was handled efficiently with great care. We felt supported throughout the entire process and couldn't be happier with the results. I would highly recommend her to anyone looking for a reliable and professional real estate broker.



Anuj Singh



I recently purchased apartments with the help of Leah, and I honestly couldn't have asked for a better real estate agent. Not only is she extremely professional, but her in-depth knowledge of investment areas in Dubai is truly impressive.



Parmiss Siahpoush



Sabah was incredibly helpful throughout the entire process. She was fast, efficient, and always responsive to my questions. Everything was handled smoothly and professionally, which made the experience stress-free. I truly appreciate her dedication and would highly recommend her to anyone looking for a reliable real estate agent.



Luke Groves



Amazing Experience with Bahram when moving into my new unit, made everything so simple and went above and beyond working with the landlord for us. Couldn't recommend Bahram enough, top man!



Luke Dunne



Fantastic service from start to finish. Lewis was brilliant this is the second deal I've done with Lewis now and he is the only broker I will use. The after sales where excellent right up to the day of completion.



Mitch Walsh



I recently had the pleasure of working with Lewis Robert on closing a deal, and I couldn't be more impressed. The entire experience was seamless, and Lewis's professionalism and dedication truly stood out. I'm very happy with the service provided and would highly recommend working with him!



Abdul Malik Raashid Salih



09. Internal Habits

Constant Improvement

Each week, Phoenix Homes aims to upskill our agents across the entire landscape of the real estate industry. The hallmark of Phoenix Homes is built on the consistent weekly habits that we integrated from day one of the business over five years ago.

Wednesday Sessions

Every Wednesday, our team gathers for structured training sessions designed to sharpen agents' expertise and keep them ahead in the real estate industry. These sessions focus on critical skills such as negotiation techniques, staying updated on market trends, and ensuring compliance with RERA regulations.

Led by internal leaders or external industry experts, the Wednesday Sessions provide a collaborative environment for agents to learn, share insights, and refine their strategies.

Friday Coffee Mornings

Our Friday Coffee Mornings offer a more relaxed yet equally impactful training experience, fostering both learning and team camaraderie. Held weekly, these informal gatherings over coffee bring agents together to discuss emerging market trends, share practical tips, and explore topics like client relationship management or RERA compliance updates.

Occasionally featuring guest speakers or industry specialists, these sessions encourage open dialogue and creative problem-solving. By blending education with a laid back atmosphere.

Broker Of The Month

Our Broker of the Month program celebrates the top-performing broker each month, based on sales volume, client feedback, and RERA compliance. This initiative fosters healthy competition, motivates agents to excel, and highlights success through internal announcements and social media.

Conducted internally or with experts, they ensure the team stays knowledgeable and competitive, ultimately improving client service and company reputation.



Welcome To The Team

Our Welcome to the Team program warmly recognises new agents joining our real estate family, celebrating their arrival with enthusiasm and support. Each new broker is introduced through internal newsletters and social media posts, highlighting their unique skills and potential contributions, fostering a sense of belonging, encourages collaboration, and motivates newcomers to excel from day one.

Boosting Engagement and Morale

By publicly celebrating new team members, the Welcome to the Team program showcases our commitment to attracting top talent, enhancing our brand's credibility in Dubai's competitive real estate market. Clients gain confidence knowing they're working with a growing, dedicated team of professionals.

Social media and website features of new agents highlight our firm's vibrant culture, attracting prospective clients and reinforcing our position as a trusted, client-focused industry leader.

Impact on Team Motivation

The Broker of the Month program drives agents to surpass expectations in sales, client relations, and market expertise. Winners receive public recognition and rewards like bonuses or training opportunities, boosting morale and encouraging continuous improvement. This initiative fosters a culture of excellence, ensuring our clients work with highly motivated professionals dedicated to their success.

Enhancing Brand & Client Confidence

By publicly celebrating new team members, the Welcome to the Team program showcases our commitment to attracting top talent, enhancing our brand's credibility in Dubai's competitive real estate market. Clients gain confidence knowing they're working with a growing, dedicated team of professionals.

Social media and website features of new agents highlight our firm's vibrant culture, attracting prospective clients and reinforcing our position as a trusted, client-focused industry leader.

Client Trust & Brand Reputation

Showcasing our top brokers builds client confidence and enhances our brand's credibility. The program's visibility on social media and internal platforms highlights our commitment to quality, attracting clients and reinforcing our status as a trusted real estate leader.

This initiative celebrates individual success while elevating our firm's legacy of integrity and client-focused service.



Welcome to the Team
Jackson Crosland

BRN: 6055



Welcome to the Team
Rebecca Pickard

BRN: 28554



Welcome to the Team
Tima Dajani

BRN: 5396



Welcome to the Team
Alina Cercel

BRN: 3781



the Team
d Zaater

BRN: 7121



Welcome to the Team
Divya Vijayagopal

BRN: 7766



Welcome to the Team
Lewis Blanks

BRN: 7150



Welcome to the Team
Eyal Ashur

BRN: 64166



Welcome to the Team
Joshua Adebayo



www.phoenixhomes.ae

Welcome to the Team



Welcome to the Team



Welcome to the Team



Welcome to the Team

Social Media Posts

Our Social Media Posts celebrate successful property sales with vibrant, engaging announcements on platforms like Instagram and Facebook. Each post highlights key details, such as “Sold: 2-Bedroom Villa in Jumeirah!” or “Closed: Luxury Apartment in Downtown Dubai!”.

These posts showcase our agents’ achievements, attract potential clients, and reinforce our strong market presence in Dubai’s real estate scene. By sharing these milestones, we build brand visibility and inspire confidence in our ability to deliver results.

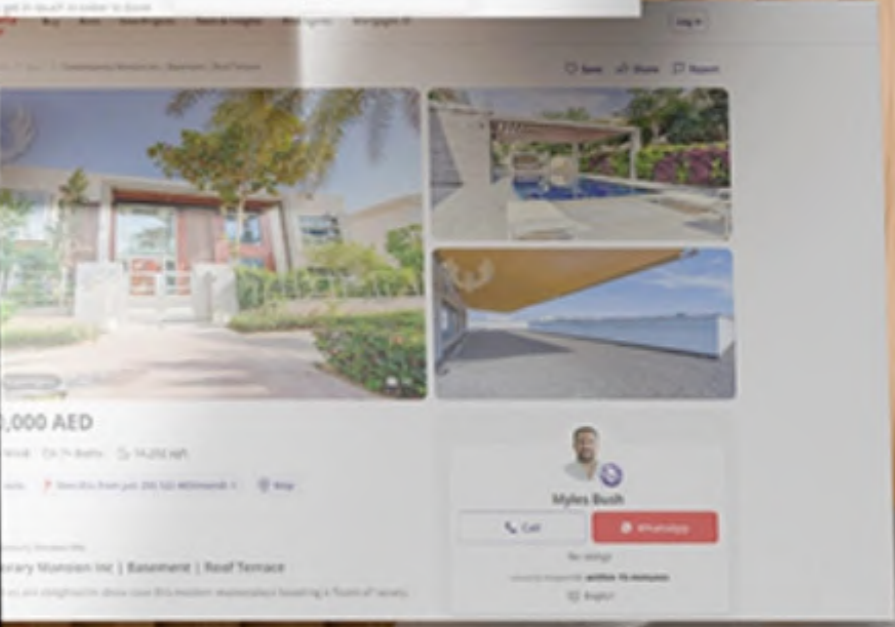
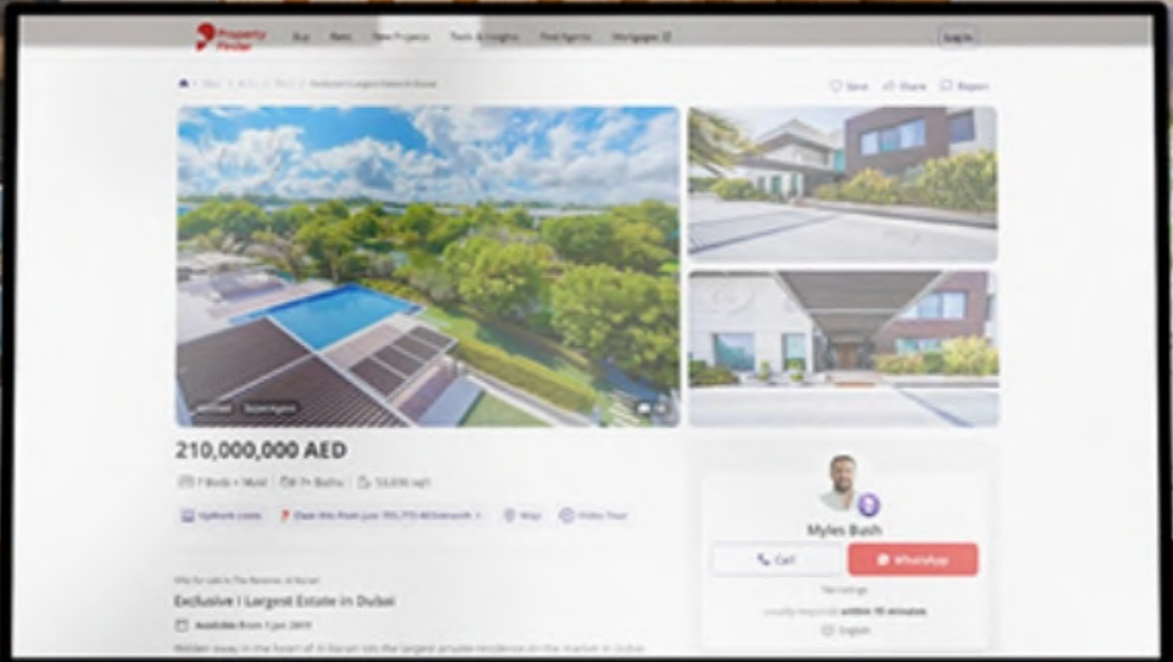
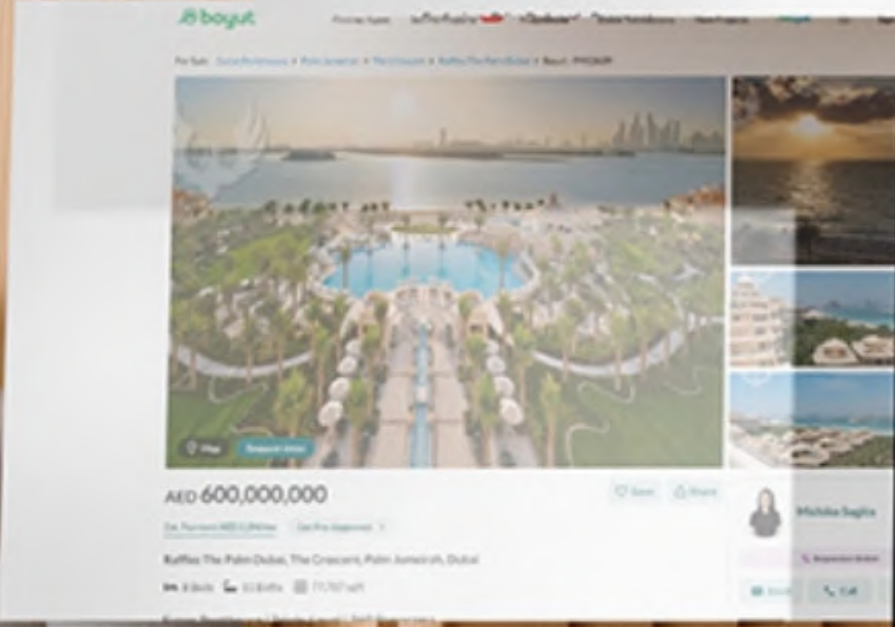
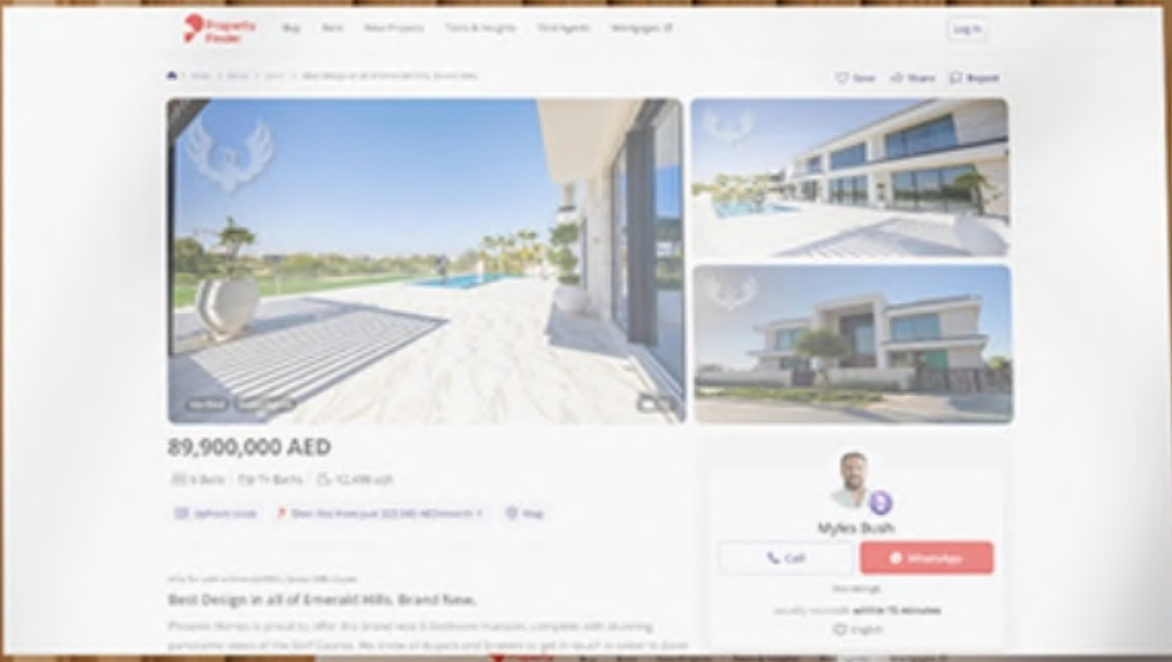
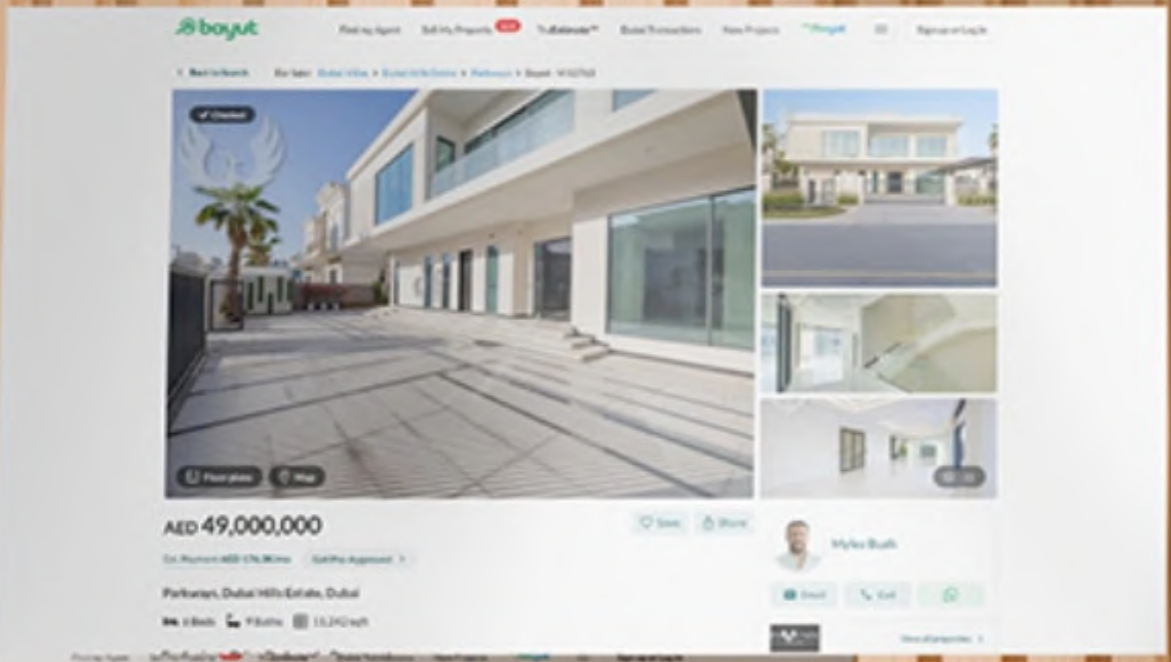
Driving Engagement & Growth

The Social Media Posts program boosts engagement by showcasing our team’s expertise and success in a visually appealing format. Posts are crafted to spark interest, encouraging likes, shares, and inquiries from prospective buyers and sellers.

Featuring property highlights and agent contributions, these updates foster a sense of pride within the team and motivate agents to pursue more deals. This dynamic approach strengthens our online community and drives business growth through increased client interest.

Strengthening Trust & Market Prestige

By regularly sharing completed sales, our Social Media Posts program reinforces client trust in our ability to close deals effectively. These posts highlight our deep market knowledge and commitment to client satisfaction, positioning us as a leading real estate firm in Dubai. The consistent, professional presence on social media attracts new clients and enhances our brand’s reputation, showcasing a track record of success and a client-centric approach that sets us apart in the industry.



10. Marketing & **Industry Exposure**

Digital Marketing

A robust digital marketing strategy is key to amplifying our real estate presence in Dubai's competitive market. On Property Finder, Bayut and Dubizzle, three of the UAE's leading property portals, we showcase our listings with high-quality visuals and detailed descriptions to attract buyers and tenants, leveraging their vast online reach. Through Lux Habitat, we target niche luxury segments, emphasising premium properties with tailored campaigns.

Physical Marketing

Complementing our digital efforts, physical marketing builds brand visibility across Dubai. Signboards strategically placed at key developments and high-traffic areas prominently display our logo and latest offerings, capturing the attention of potential clients. Additionally, we utilise external marketing tactics such as brochures, print ads in local publications, and participation in real estate expos to connect with audiences offline, reinforcing our reputation as a trusted industry leader. Together, these efforts ensure a strong, tangible presence in the market.



11. PR & Local News



Top 150 Real Estate Icons of the UAE 2025

Money & Me: 'I became a millionaire at the age of 28

Entrepreneur of the Week: Myles Bush (Chairman / Co-Founder)



Phoenix Homes redefines luxury brokerage as Dubai's property market reaches new heights

- Arabian Business

Myles Bush: Redefining Leadership in Dubai Luxury Real Estate

- Real Estate Today



The Evolution of Real Estate Markets: Lessons from Dubai's Transformation

- Finance World



Phoenix Homes Wins Best Single Office Brokerage at Arabian Property Awards 2025

Phoenix Homes has been awarded Best Real Estate Brokerage , Single Office, UAE at the Arabian Property Awards 2025, part of the globally recognised International Property Awards.

The win caps off a record-breaking summer for the Dubai-based brokerage, which also recently secured the listing for the largest residential property currently on the market in Dubai.



Dubai Attracts UK Billionaire Investors Following End of Non-Dom Regime and Wealth Tax Discussions

- Day of Dubai



Phoenix Homes shares insights on Dubai's first-time buyer support scheme

- Khaleej Times



Beyond Commission: Phoenix Homes Reveals What Dubai's Top Agents Actually Want in a Brokerage

- Arabian Post



Phoenix Homes empowers Dubai agents to earn millions

- Emirati Times



12. Marketing Extras

Phoenix Homes fosters team spirit and pride through thoughtful internal marketing extras. Branded items like diaries, mugs, and t-shirts, customised with our logo and motivational slogans, are gifted to staff to boost morale and create a sense of unity.

Beyond this, we incorporate extras like internal newsletters, recognition awards, and team-building events, all designed to inspire, engage, and reinforce our company culture while empowering our agents to excel.

We also highlight our team on the agents' profiles section of the website, featuring detailed bios, achievements, and professional photos to celebrate their contributions and expertise.

شهادة التسجيل في ضريبة القيمة المضافة
المادة (4) من المرسوم بقانون رقم (13) لسنة 2016 بشأن إنشاء الهيئة الاتحادية للضرائب
Certificate of Registration for Value Added Tax in the
Issued under the authority allocated by Art. 4 of the Federal D

The Federal Tax Authority certifies that the entity below is
a registered person for Value Added Tax in the UAE
مخاطبة في الإمارات العربية

Tax Registration Number

Legal Name of Entity (Arabic)

Legal Name of Entity (English)

The Registered Address and Contact
Number

Effective Registration Date

First VAT Return Period

VAT Return due date

Start and end dates of Tax periods

List of Main trade license, Sole Establishments and branches
licenses details under the registered taxable person:
من التسجيل الضريبي:

Legal Name	License Issuing Authority	License Number / ترخيص
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مع الهيئة الاتحادية للضرائب في حال تغيير الأسس التي حصلت فيها على رقم التسجيل الضريبي
الخاص بك.*

*Please check that the details on this certificate are correct. You must inform the
the basis of which you obtained your Tax Registrat

Date of Issue 25/07/2024

Version Number

رخصة تجارية
Commercial License

تفاصيل الرخصة / License Details

License No.	رقم الرخصة
Company Name	اسم الشركة
Business Name	الإسم التجاري
Legal Type	الشكل القانوني
Expiry Date	تاريخ الإنتهاء
D&B D-U-N-S © N	الرقم العالمي
Register No.	رقم السجل التجاري
Issue Date	تاريخ الإصدار
Main License No	رقم الرخصة الأم
DCCI No.	عضوية الغرفة

الأطراف / License Members

Share / الحصص	Role / الصفة	Nationality / الجنسية	Name / الإسم	No. / رقم الشخص
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Leasing Property Brokerage Agents
Real Estate Buying & Selling Brokerage
نشاط الرخصة التجارية / License Activities
الوساطة في تأجير العقارات
الوساطة في بيع العقارات وشراؤها

العنوان / Address

Phone No	تليفون	P.O. Box	صندوق بريد
Fax No	فاكس	Parcel ID	رقم القطعة
Mobile No	هاتف متحرك	Email	البريد الإلكتروني

ملك لاسر احمد سعيد محمد الموضي - التزهود - ديرة C7 مكتب رقم 101

الملاحظات / Remarks

Print Date 26/06/2024 14:26 تاريخ الطباعة Receipt No. رقم الإيصال



يمكنك الآن تجديد رخصتك التجارية من خلال الرسائل النصية القصيرة. أرسل رقم الرخصة إلى 6969 (نومالسات)
للحصول على فأن الدفع
Now you can renew your trade license by sending a text message (SMS). Send your
trade license number to receive payment voucher.

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وثيقة إلكترونية معتمدة ومصادرة بدون توقيع من دائرة الاقتصاد والسياحة في دبي. لمراجعة صحة البيانات الواردة في الرخصة يرجى منح رمز الاستجابة السريعة
this is a certified e-document issued without signature by the department of Economy and Tourism. Kindly Scan the QR Code to
Verify the certificate

شهادة تسجيل العضوية
Membership Certificate

رقم الرخصة

رقم العضوية

رقم السجل التجاري

الإسم التجاري

الشكل القانوني

نوع النشاط

تاريخ الإنتساب

تاريخ الإصدار

تاريخ الإنتهاء

الملاحظات

Invalid in case of any alteration
تعتبر هذه الشهادة لاغية في حال أي كسب أو تعديل عليها دون
اعتماد ذلك من الغرفة
In Certificate, please visit our website
للتأكد من صحة بيانات الشهادة يرجى الرجوع إلى موقع الغرفة
http://www.dubaichamber.ae/verify

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& Industry
Tel (Within UAE) 800 CHAMBER (800 242623) | Tel (Dubai UAE) (+971) 4 2280000
هاتف: 800 242623 | 4 2280000 (+971) دبي الإمارات العربية المتحدة
customer@dubaichamber.ae | www.dubaichamber.ae

13. License & Legislation

Trade License

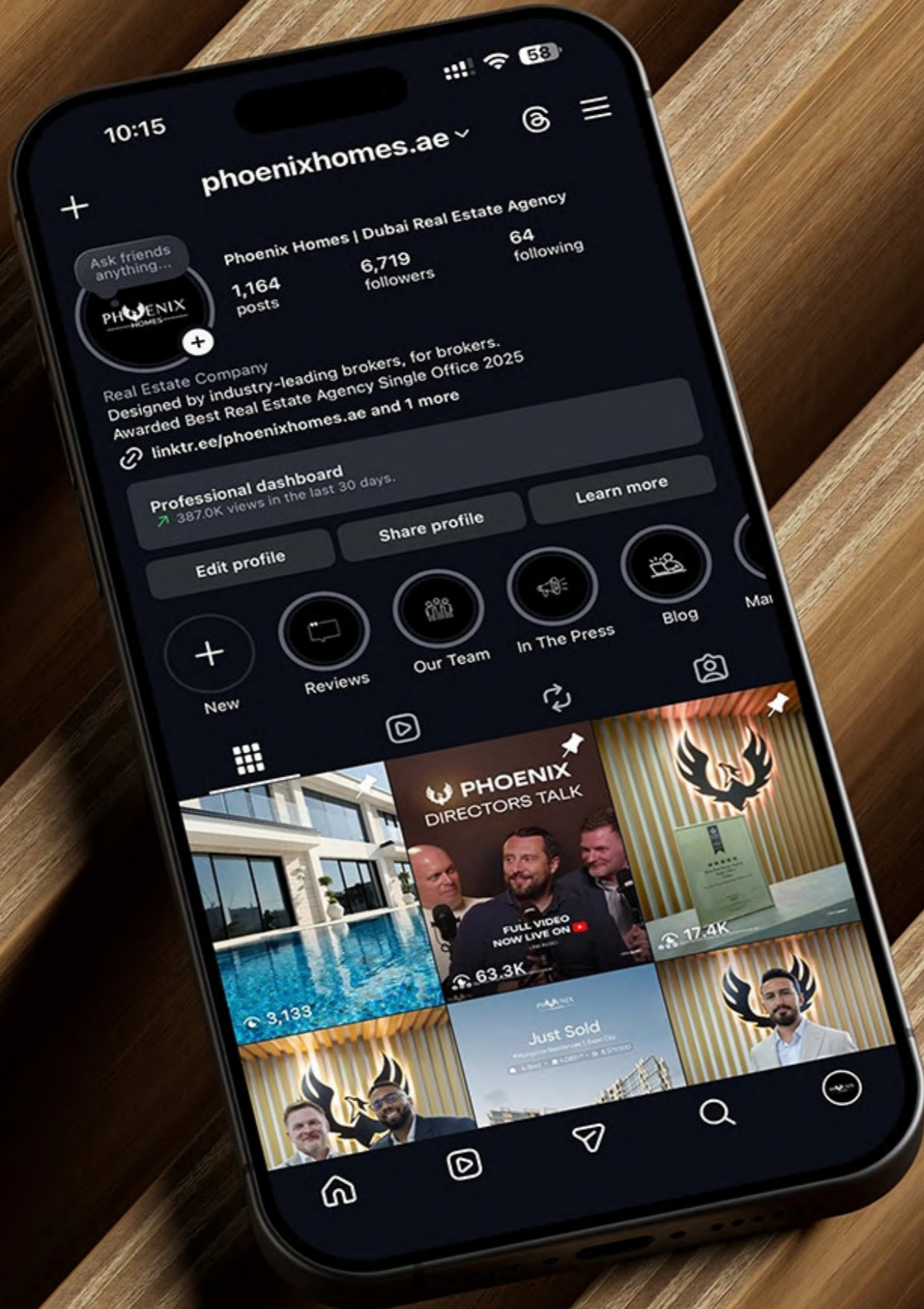
A Trade License in Dubai is a legal document issued by the Department of Economic Development (DED) that permits a business, including a real estate agency, to operate within the emirate. It serves as official authorisation for conducting specific commercial activities. The trade license outlines the business's scope, ownership details, and operational guidelines, ensuring compliance with local laws. It must be renewed annually and is a prerequisite for setting up a company, opening a bank account, and engaging in lawful transactions in Dubai's regulated market.

RERA

The Real Estate Regulatory Agency (RERA) in Dubai stands as a cornerstone of our operational integrity, ensuring all transactions are conducted with the utmost transparency and adherence to legal standards. As a regulatory arm of the Dubai Land Department, RERA's oversight provides a robust framework that safeguards the interests of buyers, sellers, landlords, and tenants alike. This regulatory environment fosters a secure and reliable market, allowing us to operate with confidence and build trust with our clients.

Chamber of Commerce

A Trade License in Dubai is a legal document issued by the Department of Economic Development (DED) that permits a business, including a real estate agency, to operate within the emirate. It serves as official authorisation for conducting specific commercial activities. The trade license outlines the business's scope, ownership details, and operational guidelines, ensuring compliance with local laws. It must be renewed annually and is a prerequisite for setting up a company, opening a bank account, and engaging in lawful transactions in Dubai's regulated market.



14. Frequently Asked Questions

1. Why should I join Phoenix?

Our directors each have at least a decade of experience in Dubai's real estate market, with previous company tenures ranging from 9 to 14 years. Dubai represents a long-term home for all of us, and we seek like-minded professionals to partner with us on this journey, knowing they're connected to a premier company offering optimal returns for their contributions.

Phoenix Homes provides Dubai's most sustainable real estate business model for accomplished brokers looking to establish themselves as independent businesses with minimal risk and maximum support.

3. My current company covers my marketing cost. Why should I leave?

A Trade License in Dubai is a legal document issued by the Department of Economic Development (DED) that permits a business, including a real estate agency, to operate within the emirate. It serves as official authorisation for conducting specific commercial activities. The trade license outlines the business's scope, ownership details, and operational guidelines, ensuring compliance with local laws. It must be renewed annually and is a prerequisite for setting up a company, opening a bank account, and engaging in lawful transactions in Dubai's regulated market.

2. How much must I bill monthly to qualify for Phoenix?

If you currently bill AED 20,000 monthly on a 50% commission structure, you take home AED 10,000 with no costs. At Phoenix, you would receive AED 16,000 minus expenses. While you'd still earn more with us at this billing level, we typically expect our partners to perform at a higher standard.

For strong brokers averaging AED 50,000 monthly, you would take home AED 40,000 minus expenses, rather than just AED 25,000. The more you bill, the more advantageous our model becomes for your financial growth.

4. How is Phoenix Homes different from its competitors?

We partner with elite brokers and business professionals and treat them accordingly. Our extensive experience has taught us that elite agents perform best when trusted. Our directors lead by example—all are active agents with clients to serve, yet remain available for support and guidance when needed. Phoenix partners are expected to operate independently without constant supervision.

5. Is the 50/50 commission structure obsolete?

Not at all. Many successful companies operate this model, including several that are friends of Phoenix. The traditional model will always have its place, particularly for new agents who need a structured environment with comprehensive training, development support, and the culture associated with such companies to flourish. Early in your real estate career, this level of support is essential for success, and these companies generally earn their 40-50% share.

6. What is predicted to happen in the market this year?

Firstly, any broker that is prepared to predict the future you should avoid working with!

At Phoenix Homes, all our client advisors will use their many years of experience, historical data analysis, a risk assessment matrix and current world/Dubai market trends to advise their clients on the best options available to them depending on their circumstances.

7. I've grown accustomed to my company handling my marketing, but I'd love to work with Phoenix. Are there alternatives?

Yes. If you're an experienced broker who finds our standard model too complex regarding marketing expenses and payments, we've developed an industry-leading alternative option. Some agents prefer a lower fixed commission with pre-paid marketing coverage. Contact us to learn more about this option.

8. What do you provide for your 20% share?

The better question might be: what does your current company do for their 50%?

That aside, we offer a secure platform for personal business growth alongside industry leaders and real estate champions in a relaxed, friendly environment populated by Dubai's finest real estate professionals.

As our partner, you'll access exceptional resources typical of an elite agency, but your most valuable resource will always be the right people. As Sir Richard Branson said, "Surround yourself with people who bring out the best in you."

With our directors' 50+ years of combined experience, plus the expertise of all our elite broker partners, you'll discover opportunities unavailable anywhere else in Dubai.

9. What marketing portals are available to me?

Phoenix Homes maintains excellent partnerships with major portals including PropertyFinder, Bayut, and Dubizzle. We're always open to working with any platform that enhances our listings' visibility. Remember, our decision-makers are active agents who also need strong exposure for their properties.

As a partner, you have the freedom to invest your resources as you see fit. While we offer guidance, the final decisions remain yours. We can support you with social media campaigns and visibility strategies, or you're welcome to outsource assistance as needed. As your own boss, your earning potential rests in your hands.

10. Is there still a global demand for Dubai Real Estate?

Dubai is still the fastest-growing major metropolitan city in the world and consistently year on year there are more people moving to Dubai than new units are being built. As long as this trend continues there will be global demand. Dubai is one of the most visited and safest cities in the world, which will only encourage more people to relocate here. No other growing metropolis has the infrastructure or space to continue to expand as rapidly as Dubai, as such Dubai will always be the choice for most savvy investors.

11. How will I develop as a broker with Phoenix?

Without question, all our partners improve as brokers the moment they're liberated from the conventional business model. They gain valuable time to build lasting client relationships and focus on matching those clients with their ideal homes.

Phoenix Homes provides ongoing training and development for all partners—real-world insights drawn from over 50 years of collective experience.

Our model offers a rare opportunity in Dubai's real estate market for partners to achieve a healthier work/life balance and improved mental wellbeing.

“Surround yourself with people who bring out the best in you” -
Richard Branson

12. What other services does Phoenix offer to buyers & investors?

a. Conveyancing

Phoenix Homes offers expert Sales Progression (Conveyancing) services, connecting clients with trusted professionals for:

Property handover certificates, snagging reports, legal services via licensed Dubai lawyers, title deed coordination through Dubai Land Department, Power of Attorney, property dispute resolution & mediation, RERA & DLD related matters, property consultation.

b. Mortgage

Navigating a mortgage search involves understanding interest rates, borrowing amounts, calculators, costs, fixed and variable options, and fees.

Phoenix Homes partners with top UAE Mortgage Service providers to deliver expert, impartial advice, saving you thousands in upfront costs and interest over the loan term. With decades of experience and a trusted advisor network, we ensure you receive exceptional care.

c. Immediate free property valuation

Wondering about your property's current market position or future trends? Considering your portfolio options?

At Phoenix Homes, our Private Client Managers leverage extensive experience and data-driven insights from years in Dubai's Real Estate Market to provide expert guidance. Request our company brochure and contact us for a free, no-obligation valuation from your local expert to see how Phoenix Homes delivers professional results.

d. Currency conversion

Phoenix Homes partners with trusted currency experts to mitigate risks in international property transactions, investments, or relocations.

Exchange rate fluctuations can impact costs significantly. Our advisors offer competitive rates, minimise losses, and ensure secure, timely payments through global banking networks, saving you money and providing confidence.

13. Why should I sell my home with Phoenix Homes?

If you would like to have a best-in-class, elite and professional broker who is an expert in the area and all aspects of the sales process you should only sell with Phoenix Homes.

This job is not all about the company name and how big you are or how much revenue the company generates- it is all about the people and “people buy from people”.

A seller needs to have immense trust in their broker to place such a prized asset in their hands so make sure to interview your broker and make sure they will work hard for you and not just chase their commission.

14. I have never bought in Dubai, is it difficult & does it take long?

The answer to both questions is surprisingly, NO – from deciding to purchase, to collecting the keys, can be as little as a few days with no lawyers or solicitors involved!

The most complex transactions, when both the new buyer and the current owner have a mortgage, would typically take a maximum of 2-3 months. Also, almost all transactions get completed as neither party can pull out without suffering a financial penalty (minimum 10% of the purchase price).

The whole process is smooth and provided you have an experienced agent by your side it can be an enjoyable and stress-free experience!

15. How do I apply to work with Phoenix?

We are always looking to expand our talent pool and partner with agents that fit our profile. We would love to invite you to our beautiful office to discuss this opportunity in person.

Please reach out, in complete confidence, to our Recruitment Team today on +971 50 950 1897

At Phoenix, we pride ourselves on transparency. Marketing costs are the first topic we discuss with potential partners. We calculate your exact monthly expenditure to provide a precise picture of your costs before you consider joining us. At this point, a simple calculation reveals that marketing expenses represent only a fraction of the additional 20-30%

16. Where do I find out more about Phoenix Homes?

We would welcome any further questions you have; it would be great to hear from you. Please request us to contact you and leave your contact details at the bottom of this page and one of the team will get back to you very soon.

Alternatively, you can call our office during our working hours on +971 4 584 1033.

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+971 4 584 1033

www.phoenixhomes.ae

ORN - 26497



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