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OFF PLAN

Jumeirah Asora Bay

Location: Port De La Mer, Dubai

Starting From: AED 45,000,000

Permit No: 2

Jumeirah Asora Bay

DEVELOPER	PROPERTY TYPE	HANDOVER	PAYMENT PLAN	STATUS
Meraas	**Apartments & Penthouses & Mansions**	**Q1 2029**	**60/40**	**Off Plan**

ABOUT THE PROJECT

Jumeirah Asora Bay is an ultra-luxury beachfront residential destination developed by **Meraas** and associated with the **Jumeirah** hospitality brand. Located on the Jumeirah coastline at the La Mer peninsula, the development comprises an exceptionally limited collection of residences designed around privacy, elevation, sea views and resort-style living.

The project contains only **29 residences**, making it one of the more exclusive branded residential developments on Dubai's coastline. The collection spans large-format 4 to 6-bedroom apartments, seven-bedroom penthouses and a limited selection of 6 and 7-bedroom Ocean Mansions.

Unlike a conventional beachfront tower, Asora Bay is conceived as a **landscaped coastal sanctuary**. The architecture is integrated into a sculpted hillside environment, allowing residences to step upward from the shoreline while maintaining views toward the Arabian Gulf.

The project's elevated design is a major differentiator. Residences are positioned across terraced levels rather than within a conventional vertical skyscraper, creating expansive horizontal homes with substantial outdoor spaces, gardens and terraces.

At the upper end of the development are the **Ocean Mansions**, which function more like private estates than apartments. These residences incorporate extensive indoor and outdoor living areas and are designed for buyers seeking significantly greater privacy and scale than a typical branded residence.

The penthouse collection similarly occupies the project's ultra-prime tier, offering substantial internal areas, panoramic Gulf views and expansive terraces. Given the scarcity and scale of these residences, penthouses and Ocean Mansions should be evaluated separately from the four and five-bedroom apartment inventory.

Landscape architecture plays a central role throughout Asora Bay. The development combines **lush gardens, water features, private pathways and elevated terraces** to create separation between residences while maintaining visual connections with the coastline.

Residents are planned to have access to an extensive wellness and leisure environment, including **private beach access, swimming pools, spa and wellness facilities, fitness areas, landscaped gardens, residents' lounges and private dining and social spaces**.

The Jumeirah association adds a hospitality dimension to the development, positioning Asora Bay within the branded-residence segment rather than as a conventional Meraas residential project. Buyers should therefore consider both the underlying property and the premium associated with service standards, branding and exclusivity.

Location is another significant advantage. The development sits on the **Jumeirah coastline**, close to J1 Beach and the wider La Mer area, while remaining within convenient reach of **Downtown Dubai, DIFC and Dubai International Airport**.

This positioning is unusual because it combines genuine beachfront living with proximity to Dubai's central business districts. Many competing beachfront developments are located considerably further from Downtown Dubai and DIFC.

The project has an entry price of approximately **AED 45 million**, immediately positioning it within Dubai's ultra-luxury residential market. Pricing increases substantially for larger six and seven-bedroom residences, penthouses and Ocean Mansions.

The payment plan is structured approximately **60/40**, allowing buyers to make staged payments during development with the remaining balance due toward completion. Individual reservation and SPA documentation should be used to confirm the exact instalment schedule for each residence.

Jumeirah Asora Bay is scheduled for completion in **Q1 2029**, with **March 2029** generally identified as the target handover period.

From an investment perspective, Asora Bay's principal differentiators are **extreme scarcity, direct beachfront positioning, Jumeirah branding, Meraas development and exceptionally large residences**. With only 29 homes, its supply characteristics differ fundamentally from luxury developments containing hundreds of units.

The project's investment case should therefore be considered within Dubai's **ultra-prime market**, alongside trophy beachfront residences, branded penthouses and private mansions rather than conventional luxury apartments.

Buyers should compare residences according to **residence type, elevation, exact internal and external area, sea orientation, terrace and garden size, private pool configuration, privacy and acquisition price per square foot**. For the Ocean Mansions, plot characteristics and the relationship between indoor and outdoor space become particularly important.

Why Buy Jumeirah Asora Bay Through A1 Properties?
Purchasing **Jumeirah Asora Bay** through **A1 Properties** gives buyers access to experienced Dubai real estate advisors who can evaluate individual residences according to size, elevation, Gulf views, outdoor space, privacy and price positioning. With **{YEARS_IN_MARKET} years in the market**, A1 Properties can also benchmark Asora Bay against Dubai's limited selection of ultra-prime beachfront and branded residences.

For investors and private buyers, our advisors can assess **scarcity, branded-residence premiums, beachfront positioning, price per square foot and long-term resale potential**. For buyers considering the penthouses or Ocean Mansions, the selection process can focus on privacy, scale, outdoor space and the individual characteristics that distinguish trophy residences at this level of the market.

From private property selection and negotiation through documentation, financing, ownership transfer and future resale, A1 Properties provides comprehensive support throughout the property journey. **Whether you are buying, selling, renting, or investing, our expert advisors are ready to help you find the right opportunity.**

PAYMENT PLAN

10% Down Payment	**50%** During Construction	**40%** On Handover