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**Headline:**

## *German developer launches townhouse project in Dubai*

BY ISSAC JOHN

DUBAI — German boutique developer Bavaria Gulf yesterday announced the launch of Phase I of its first project in the Emirate — Sandoval Townhouses — at Jumeirah Village. The project marks the German firm's entry into Dubai real estate sector.

Dr Shahriar Daneshjoo, Chairman of Bavaria Gulf, projecting a continued buoyancy in Dubai's high-potential and under-explored mid-segment, said the emirate's property sector is poised to record two to three times growth over the next five to seven years. "Dubai properties are moderately priced vis a vis those in other international cities. Therefore, I see a sustained appreciation in property prices in the coming years," he said.

He said Sandoval Townhouses at Jumeirah Village — Phase I of Bavaria Gulf's project in the region — will feature 36 townhouses. The second and third phases comprising a total of 260 apartments will be announced later this year. Additionally, in a significant departure from past practices in the real estate sector, Bavaria Gulf also announced that each of its 36 meticulously designed townhouses will be separately TUEV-certified. TUEV is one of the most trusted and independent quality evaluators in the world.

Dr Daneshjoo said the Germany company, founded 12 years ago under the name IB Wohnbau, shifted its global headquarters to Dubai in 2006 and was renamed Bavaria Gulf Real Estate. It has already developed over 1000 residential units in the Rhein-Main area recording a consistent and significant 30 per cent

annual growth rate.

The target price for the residential units will tentatively start from Dh1.88 million. "Through Sandoval, which we are confident is amongst the best developments in Jumeirah Village, we plan to introduce the stringent German standards to the region at a very affordable price especially for Dubai's mid-segment market," he said. "Before conceptualising a project, at Bavaria Gulf, we devote a lot of time to market research in addition to interaction with potential buyers. Thus, we view a property through the eyes of customers to ensure that it meets their needs, fulfils their desires and gives them security. Customer satisfaction is the main focus of our policy around which we plan project design and ensure quality standards. Only a customer-driven approach can result in a property which residents like to call their home," explained Raymond Lefevre, General Manager of Bavaria Gulf.

"By providing copies of original product specifications and agreements, we instill confidence and give buyers a sense of security during the course of signing the ownership deal. Thus, we ensure all the material that we use in our projects have a long life and are of low maintenance."

Each Sandoval home will have original German/European brands as fittings and appliances. Home owners will also be offered the choice of having the interiors custom-designed. Additional features will include extra storage space, walk-in wardrobes and shaded balconies. Insulated building material will be used to save energy. Sunlight shafts and bay windows will ensure that natural light creates a bright and spacious ambience.