

IWR / INVEST WITH RAJ

DUBAI · OFFICE ACQUISITION

Dubai Office Entry-Cost Comparison.

Testing the AED 2,500
per square foot budget.

O1NE / DAWN · WOW offices · The Yards Plaza

Purchase price. Usable space. Capital to open.

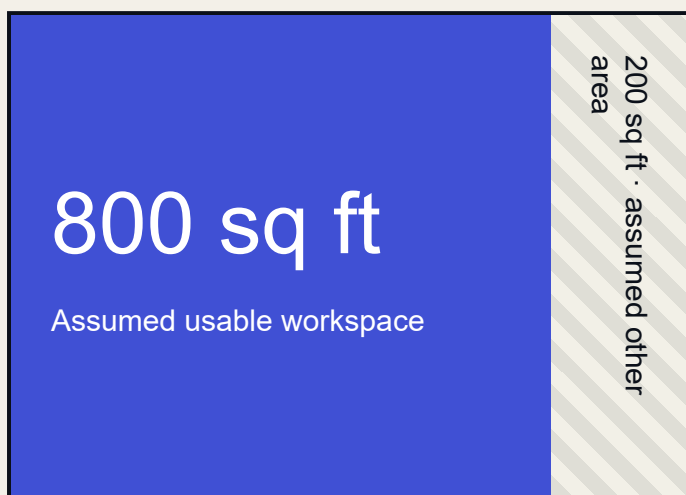
October 2026 · Original research published 10 October 2026

Cover: The Yards Plaza · BEYOND developer visualisation.

Cover subject is one of the compared schemes, not the other projects.

The same office. A different price per square foot.

The purchase-price test and the usable-workspace test answer different questions.
Keep the area basis beside the figure.



Illustrative total sale area: 1,000 sq ft. This diagram is not a plan or measured efficiency ratio for any compared project.

PURCHASE PRICE / SALE AREA

AED 2,400 / sq ft

AED 2.4M ÷ 1,000 sq ft.

Passes the headline AED 2,500 test.

PURCHASE PRICE / USABLE WORKSPACE

AED 3,000 / sq ft

AED 2.4M ÷ 800 sq ft.

25% higher on this different denominator.

Illustration only: assumed AED 2.4M purchase, 1,000 sq ft sale area and 800 sq ft usable workspace. Acquisition fees, fit-out and operating costs excluded. No project quotation, efficiency ratio or valuation inferred. Original IWR comparison published 10 October 2026.

O1NE district. DAWN office tower.

Motor City · AVENEW

Read the building within its district—not
the district as one office product.



Separate the area basis.

DAWN is Office Tower 1. Its Level 3 plan lists Office 301 as 2,824 sq ft office + 1,053 sq ft balcony = 3,877 sq ft total. Those are different comparison denominators.

Six does not mean six offices.

The masterplan labels four office towers and two healthcare facilities around a central shopping mall. Keep those uses separate.

Underwrite the office.

The official floorplans state shell-and-core delivery. Shown furniture, partitions and internal fit-out are indicative—not included. Obtain a dated unit quote and cost the workplace separately.

AVENEW official O1NE page/masterplan, accessed 12 October 2026; DAWN floorplan PDF p3 visually reviewed 13 October. Developer visualisation; proposed design, not completed construction. Original comparison 10 October 2026.

WOW offices. Read the commercial product.

Business suites on floors 1–15. Shell-and-core delivery with service connection provisions.

Furniture is another budget.

Establish the suite's delivered scope before pricing partitions, finishes, MEP distribution and business-specific works.

A payment headline is not an agreement.

The webpage and linked factsheet show conflicting terms. No schedule or developer-return option is imported into this office model.

MR8 official WOW business factsheet, pp 3–4; project page checked 9 October 2026. No current price/area pair or suite parking allocation established. Original comparison published 10 October 2026.



WOW Tower · Mr. Eight architectural visualisation. Office suites occupy floors 1–15 with a separate business arrival; level 16 is described as an executive outdoor lounge. This render is not a location map or evidence of completed construction.



The Yards Plaza · BEYOND developer visualisation
Proposed architecture and landscaping—not completed construction.

IWR / OFFICE ENTRY-COST COMPARISON

The Yards Plaza.

Four commercial blocks. Shell-and-core offices on levels 3–6.

272

Offices · whole scheme

4

Blocks

The interior is another investment.

The supplied factsheet excludes internal finishes, partitions and MEP distribution from the delivered office. Rendered interiors are illustrative: fit-out is separate owner capital, not an included specification.

BEYOND supplied Yards Plaza factsheet, pages 8–9 and 16; acquired 11 October 2026, document undated. Exact supplied render c01.jpg, 5,000×3,750. No unit price or parking entitlement inferred. Original comparison published 10 October 2026.

A district is not a unit quotation.

The three schemes establish different office settings. None of these building-level facts establishes a selected unit below AED 2,500 per square foot.

Identity

[O1NE / DAWN](#)

DAWN: first office building within O1NE’s six-tower Motor City district.

[WOW offices](#)

Commercial offering within WOW Tower, DLRC.

[The Yards Plaza](#)

272 offices across four commercial blocks. Not Arancia residential.

Delivery / access

[O1NE / DAWN](#)

Office facilities and integrated retail podium described by the developer.

[WOW offices](#)

Shell-and-core offices, floors 1–15; separate business lobby and lifts.

[The Yards Plaza](#)

Shell-and-core offices, floors 3–6; owner-funded internal fit-out.

Unit-level costs

[O1NE / DAWN](#)

Current dated quotation, stated area basis, fit-out cost and exact parking allocation not established by this comparison.

Income test

[O1NE / DAWN](#)

No comparable achieved office rent, annual ownership-cost schedule or independent net-yield calculation established.

The next comparison is three actual offices—not three launch labels.

Primary developer records checked 10 October 2026:
[avenewdevelopment.ae/projects/one-district/](#) · [mr8.ae/projects/wow-tower](#) · [beyonddevelopments.ae/Projects/yards-plaza/](#) . Yards supplied factsheet, pp 8–9/16, acquired 11October; document undated. Original comparison published 10October 2026.

Three settings. One acquisition test.

01

Select the actual office.

Obtain a dated unit quote, annotated floorplan and area definition. Establish the delivered specification and exact parking entitlement.

02

Price the usable workplace.

Add applicable acquisition costs, owner fit-out and opening reserves. Compare the same area basis and a realistic occupation date.

03

Match the ownership purpose.

For your business: capacity, access and occupancy costs. For income: supported achievable rent, recurring costs and vacancy assumptions.

AED 2,500 per square foot is a shortlist filter—not proof of affordability or investment quality.

O1NE/DAWN: AVENEW official O1NE project page and masterplan.
WOW: MR8 project page/business factsheet; conflicting payment wording remains unresolved. Yards Plaza: supplied BEYOND factsheet, pp 8–9/16, acquired 11 October 2026.

No project ranking, achieved yield or current unit-price eligibility asserted. Original comparison published 10 October 2026.