

Dear House Matters

The idea of a vacation or second home in Dubai is more appealing today than at any time in recent years. There is no capital gains tax, no income tax, no tax on rental income and prices have never been so inviting.

I am writing to you, primarily because I know of people like you, (some you may know) who are actively pursuing home ownership deals in the Dubai property market. I am also writing as head of a British owned and managed family firm of experienced professional mortgage consultants.

You may or may not be aware that a vast majority of Britons, who have moved abroad, have identified the United Arab Emirates as the area in which they are most confident. And I feel we are well placed to guide you through the workings of mortgage finance in Dubai, United Arab Emirates.

So backed by our years of experience in mortgage finance in Dubai and the UK you can approach your dream for a home in the sun with confidence. I will tell you more about our years of experience. But first here is a low-down on recent events that have influenced a dramatic correction in property prices here.

An acute shortage of liquidity in the banking sector here has had a negative effect on property transactions. After over-the-top rises in 2008, property prices have declined rapidly this year and are now around half of the going prices of a year ago. This makes for good value in what is now a buyers market. It also means that you can pursue your dream in deluxe locations that would have been unapproachable a year ago. Added to all this, smaller banks are stepping up to fill a mortgage finance void created, when the big players cut back on new business, and HSBC has upped its maximum loan to value from 50 to 75%. Also, new rules set by the Real Estate Regulatory Agency (RERA) instil trust in buyers and there are plans for a new multi-entry residents' visa.

### **House Matters Expertise**

We are an independent mortgage services company. We are owned and managed by a British family in Dubai. Between us, our team embodies over 70 years of experience in finance, attained as executives with companies including HSBC, Standard Chartered and Coutts.

At House Matters, we work to ensure that you always get a more beneficial deal. To do this we analyse all reasonable factors that could influence your mortgage solution and we scour lenders so that you are always in place, to benefit from any improvements in terms.

As trusted consultants, we manage the entire buying process and support you continually, until you achieve your goal. What's more, because our fees are performance based, you don't pay a penny (in Dubai a dirham) until your mortgage pre-approval is confirmed.

We believe there may never be a better time to invest in a vacation or second home in the Dubai. So if ever you wish to learn more about moving here now, I shall be happy to talk with you.

Sincerely

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House Matters.

*(All references to the company by name have been changed.)*