

REBI

REAL ESTATE
BRAND INDEX

UAE 2026

Investor, Partner
& Launch Strategy Deck

Real Estate Brand Index

Top Real Estate Brand Index | 2026
United Arab Emirates

An independent benchmark of real estate brand strength, reputation and market influence.



What Is REBI?

REBI™ — Real Estate Brand Index is an independent international benchmark of real estate developer brands, founded and published by agency **3CUBA**. It transforms brand strength — often treated as an intangible — into a structured and comparable business indicator.

Independent

Ranking results are based on a fixed methodology and remain fully separate from advertising, partnerships and award participation.

Annual

Each edition tracks how developer brands build recognition, trust, market preference and long-term value over time.

International

Beginning with the UAE in 2026, REBI is designed as a regional series with a broader global perspective.



What REBI Measures

METHODOLOGY SNAPSHOT

Scale

Market presence, development footprint and portfolio strength.

Brand Awareness

Recognition, visibility and familiarity within the market.

Visual Identity

Quality, consistency and distinctiveness of the brand's visual language.

Media Presence

Visibility across media, digital channels and public communication.

Reputation

Trust, credibility, customer perception and market confidence.

Product & Architecture

Design quality, architectural ambition, product experience and placemaking value.

Each company receives a final REBI score based on a weighted methodology. Advertising or partnership participation does not influence ranking positions, scores or award outcomes.

Partner opportunity

A New Platform for the UAE Real Estate Ecosystem

REBI UAE 2026 is currently selecting a limited number of founding partners from industries connected to real estate development, investment, design and urban growth.

Audience:

- Real Estate Developers
- Investors & Family Offices
- Architects & Designers
- Banks & Wealth Managers
- Legal & Advisory Firms
- Hospitality Operators
- PropTech Companies
- Construction Technology Providers
- Interior & Furniture Brands
- Industry Media & Opinion Leaders

Partnership with REBI is not positioned as standard advertising. It is an opportunity to align with a premium independent benchmark at the moment of its launch.



From The UAE To A Global Benchmark

REBI begins with regional depth. Each edition reflects its market while contributing to a consistent international view of real estate developer brand strength. One methodology. Regional context. A growing international perspective.

UAE 2026

- The inaugural edition establishes the benchmark in one of the world's most brand-led real estate markets.

SAUDI ARABIA & GCC

- The next regional perspective extends the index across high-growth markets shaped by transformation, investment and global ambition.

EUROPE

- Future editions apply the framework to mature and diverse markets, where legacy, design and long-term reputation carry greater weight.

GLOBAL REBI

- Regional editions connect into an international reference point for real estate brand leadership.

Become A Founding Partner

REBI UAE 2026 is the first edition of a new international benchmark for real estate brand leadership.

We are currently inviting a limited number of selected partners to join the inaugural launch.

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