

ABOUT

At REEF Luxury Developments, we redefine luxury living in Dubai by blending innovation with practical solutions. Our commitment to excellence delivers high-quality, elegant homes that integrate thoughtful practices with timeless design.

We create vibrant, connected communities that offer exceptional value.

Aligned with HH Sheikh Mohammed bin Rashid's vision of positioning Dubai as number one across all sectors, and in accordance with the Dubai 2030 vision, which emphasizes innovation and technology, we have unveiled our pioneering Climate-Controlled Sunken Balcony.

This patented concept, the first of its kind globally and initiated in Dubai, merges innovation with luxury and value.

At REEF Luxury Developments, we are crafting interconnected, vibrant, and practical communities, enriched with lush amenities and a variety of sports activities.





OUR VISION

Our vision is to shape future communities that stand as symbols of innovation, convenience and simplistic designs.

OUR MISSION

Transforming everyday life by integrating innovative and seamless design into every home we build by setting the highest standard of living.





OUR INVESTMENT APPROACH

Our approach is designed to significantly impact the real estate market by launching unique projects within rapidly developing communities. We are committed to ensuring both an exceptional living experience and a high return on investment (ROI) for our buyers. We are excited to lead the way in shaping vibrant communities that enrich the quality of life for all residents.

A testament to our dedication to innovation is the successful launch of REEF 1000, which features our groundbreaking, patented Climate-Controlled Sunken Balconies. This one-of-a-kind feature set us apart in the industry, establishing new standards in real estate and demonstrating our unwavering commitment to excellence and forward-thinking design.

CEO MESSAGE

Our projects deliver an exceptional experience and investment value by maximizing livable space and integrating innovative design elements, tailored to the modern lifestyle. We believe luxury living should transcend aesthetic appeal to include functionality and sustainability. The Climate-Controlled Sunken Balconies and Winter Gardens are a testament to our commitment to enhancing the quality of life for our residents.



CEO PROFILE

Samer Ambar is a highly regarded CEO in the real estate industry, known for his innovative approach to property development, investment strategies, and leadership. With over two decades of experience, Samer has consistently demonstrated an ability to adapt to market shifts and capitalize on emerging trends in both residential and commercial real estate. Under his stewardship, many companies have been founded and grown to become a market leaders in their field.

Samer attended the University of Dubai, where he earned a bachelor's degree in Banking and Finance, followed by an MBA from London Business School. During his time at London Business School, he focused on Private Equity, Management and Finance, gaining a strong foundation in both the financial and operational aspects of the industry.

Samer's professional journey began at a prestigious International Financial Institution, Citigroup, where he climbed the ladder from a Credit Analyst to Credit Manager, to Alternate Channels Sales Head and some other function within the Bank in different international regions. He honed his skills in financial Analysis, Operations, marketing, Sales and strategic acquisition. After 10 successful years in Citigroup, Samer transitioned into the entrepreneurship side of the business, where he Founded Several Real Estate related companies in Brokerage, Property Management, Facility Management and Property Development. His reputation as a visionary young leader grew as he successfully launched multiple residential and mixed-use projects.

Samer is known for his dynamic and inclusive leadership style. He believes in empowering his team and fostering a culture of innovation and accountability. He places a strong emphasis on collaboration, often bringing together experts from different areas of real estate development to tackle complex challenges and create unique and innovative solutions.

He is also a firm believer in the power of technology to drive efficiency and customer satisfaction. He has invested heavily in innovative real estate solutions, smart building technologies, and digital platforms to streamline operations and enhance clients experience.

OUR 6 CORE VALUES

1. INNOVATION

2. VALUE

3. ELEGANCE

4. TIMELESS

5. COMMUNITY

6. EXCELLENCE



NEWS AND PRESS RELEASE

ENGLISH NEWS AND PRESS RELEASES



The company has acquired a substantial land bank that will bring 5,000 residential units to Dubai.

Dubal-based Reaf Luxury Developments has officially launched in the UAE with an innovation that's set to make year-long outdoor living a brezze. All apartments in Reaf properties will come with temperature-controlled sunken balconies, an innovation getented by the developer. With over a decade of industry experience collaborating with renowned developers, Reef is set to make a significent impact on he real estate sector. Reef Luxury Developments will focus on isunching unique projects in fast growing communities to ensure both an exceptional living experience and high return on investment (RDI) for buyers.

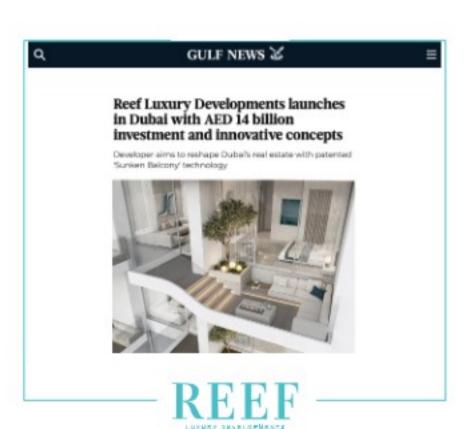
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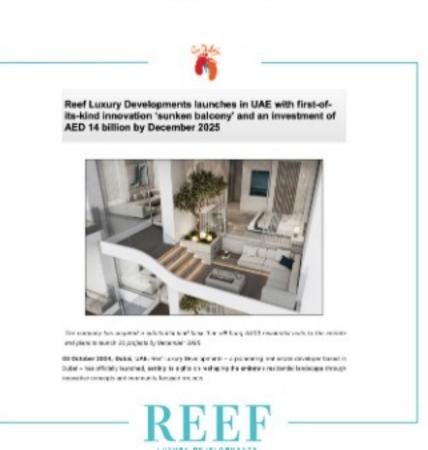


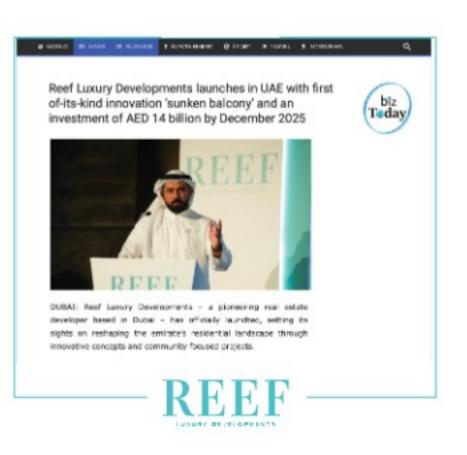












ARABIC NEWS AND PRESS RELEASES















REEF LUXURY DEVELOPMENTS LAUNCH

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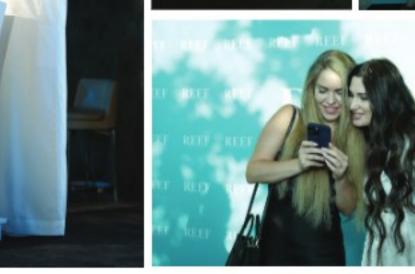


























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