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OFF PLAN

Serro

Location: The Heights Country Club & Wellness, Dubai

Starting From: AED 6,500,000

Permit No: 2

Serro

DEVELOPER	PROPERTY TYPE	HANDOVER	PAYMENT PLAN	STATUS
Emaar	**Villas**	**Q4 2029**	**80/20**	**Off Plan**

ABOUT THE PROJECT

Serro is a premium villa development by **Emaar Properties** within **The Heights Country Club & Wellness**, a master-planned community designed around wellness, greenery and active outdoor living. Serro combines large-format family villas with landscaped greenways, water features and an extensive network of recreational and wellness facilities.

The residential collection comprises **3, 4 and 5-bedroom villas**, positioning Serro within the premium family-home segment. Published layouts place built-up areas from approximately **3,340 sq. ft. to 5,884 sq. ft.**, with the larger five-bedroom residences providing substantially more space for families seeking long-term owner occupation.

The villas feature a contemporary architectural language characterised by clean forms, generous glazing and a strong connection with the surrounding landscape. Emaar's design approach prioritises natural light and open living spaces, while private gardens and outdoor areas extend the usable environment beyond the interiors.

Inside, the residences use a refined palette of neutral tones, natural textures and understated finishes. Spacious living and dining environments are designed for family use and entertaining, while the larger villa types provide additional flexibility for households requiring more private rooms and functional space.

Wellness is central to the project's identity. Serro residents benefit from the wider community's **Wellness Centre, meditation areas, landscaped parks, fitness facilities, yoga spaces, walking and cycling**

environments, water features and social areas. These facilities are integrated throughout the masterplan rather than concentrated within a single clubhouse.

The wider **The Heights Country Club & Wellness** community is designed as a low-density residential destination where nature and wellness shape the everyday living environment. Landscaped corridors connect neighbourhoods with parks, recreational spaces and community amenities, while the Country Club and wellness facilities provide central lifestyle destinations.

The community's location within Dubai's expanding southern corridor is another important factor. The Heights is positioned close to **Expo City Dubai and Al Maktoum International Airport**, giving Serro exposure to the long-term development of Dubai South while maintaining road connectivity toward Dubai Hills Estate and central Dubai.

Serro is scheduled for **Q4 2029**. The project follows Emaar's construction-linked **80/20 payment structure**, with the majority of the purchase price paid during construction and the final 20% payable at completion.

From an investment perspective, Serro combines **Emaar's development track record, substantial villa sizes, wellness-oriented positioning and proximity to Dubai South's major infrastructure projects**. The development is particularly relevant for buyers seeking exposure to the southern growth corridor without purchasing within a dense apartment-led community.

Unit selection should focus on **villa type, built-up area, plot size, orientation, privacy and proximity to parks, greenways and wellness amenities**. Buyers should also compare Serro with subsequent releases within The Heights, as differences in launch price and community position can materially affect relative value.

Why Buy Serro Through A1 Properties?
Purchasing **Serro at The Heights Country Club & Wellness** through **A1 Properties** gives buyers access to experienced Dubai real estate advisors who can compare available 3, 4 and 5-bedroom villas according to built-up area, plot size, orientation, community position, price per square foot and payment structure. With **{YEARS_IN_MARKET} years in the market**, A1 Properties can also help buyers compare Serro directly with **Serro 2, Salva and other Emaar villa communities**.

For investors, our advisors can assess Serro against competing developments across Dubai's southern growth corridor, considering entry pricing, future supply, infrastructure development and potential resale positioning. For end-users, the selection process can focus on family space, privacy, landscaping, access to wellness facilities and long-term lifestyle requirements.

From property selection and reservation through documentation, financing, ownership transfer and future resale, A1 Properties provides comprehensive support throughout the property journey. **Whether you are buying, selling, renting, or investing, our expert advisors are ready to help you find the right opportunity.**

PAYMENT PLAN

10%	70%	20%
Down Payment	During Construction	On Handover

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