



Prescott COMPANY PROFILE

2024

<https://www.prescottuae.ae/>

Building a Better Future for the People

We at Prescott Development develop
Quality-Ensured Buildings in Dubai's
Prime Locations.



PRESCOTT DEVELOPMENT

Story of The Company



Our History

Prescott was established in 2006 to deliver exceptional real estate solutions to individuals. We focus on building premium commercial and residential structures with a lavish and sophisticated style. From the initial stage, we've developed the highest-quality buildings to satisfy our clients and exceed their expectations.

3 P's of Prescott

Every Prescott creation is built on 3 layers. As a company, Prescott is committed to providing its clients with the highest quality standards and designs to meet their needs.



PRIME QUALITY



PRIME LOCATION



PRIME PRIVILEGE





SHAFI TABANI

Founded by M. Shafi, Prescott Real Estate is a prominent and established real estate development company that has been a key player in Dubai's thriving real estate industry for over two decades.

Since 2006, we have been dedicated to delivering exceptional residential and commercial projects in Dubai's most strategic locations. Our primary focus is acquiring and developing strategic land locations, planning, designing, constructing real estate, and selling spaces we build.

As a company, Prescott is committed to providing its clients with the highest quality standards and designs to meet their needs. We take great pride in delivering each development project to the highest quality, design, and workmanship standards.

Our team comprises international architects, engineers, and R&D experts who bring years of experience and innovation to each project. As a result, Prescott is recognized today as one of Dubai's emerging leaders in real estate development.

From Residential to Commercial Buildings, Developing Customer- centric Projects Since 2006

Company Mission And Vision



01 OUR MISSION

We aim to design deluxe and luxurious living spaces that cater to the evolving needs of our clients while prioritizing environmental sustainability.

02 OUR VISION

At Prescott, we strive to establish ourselves as a prominent developer of cutting-edge residential and commercial developments in the UAE by building properties that offer a modern and sustainable lifestyle.





TEAMWORK

OUR FOUNDATIONAL PRINCIPLES OF DISTINCTION

Working Together for a Better Future

Through our unwavering commitment to teamwork, we bring together the best minds in the industry to develop projects that are aesthetically stunning but also sustainable and innovative.

We understand that real estate development is about more than just creating buildings - it's about building a better future for the people. That's why we are dedicated to working with our clients and partners to develop projects that meet and exceed the needs of the people we serve.

Join Hands With Us



Our Values



01

QUALITY

Developing Exceptional Living Spaces. With Prescott, you can rest assured that you'll receive nothing but the best, with every detail meticulously planned and executed to create a luxurious and seamless experience.



02

EFFICIENCY

Delivering Excellence on Time, Every Time. Prescott's utmost priority is ensuring that every project we undertake is delivered on time and to the highest quality standards, providing our clients with a stress-free experience.



03

HONESTY

Building Trust Through Transparency. By fostering an unwavering commitment to honesty and integrity, Prescott strives to provide our clients with unflappable levels of luxury and sophistication, setting a new benchmark for excellence in the industry.

Our Portfolio of Prime Projects

Prescott has a rich portfolio comprising several notable projects like Fairway Residences by Prescott, Serene Gardens I and II by Prescott, Elevate by Prescott, Prime Gardens, Prime Residency III, Prime Townhouses, Prime Views, Prime Villas, Prime Residency I & II, and Prime Business Centre. Each of these properties has been planned and designed to cater to the diverse needs of our clients.



1900+
Property Units

2M SQ FT
Delivered

1M SQ FT
Under Construction

2.5M SQ FT
Planned by Q4 2025

FAIRWAY RESIDENCES BY PRESCOTT

Fairway Residences is a stunning 14-floor architectural marvel that embodies modern elegance and exceptional design. Its sleek, contemporary lines and expansive glass facades seamlessly blend with the breathtaking views of the verdant golf course. From the moment you step into this exceptional property, you will be captivated by its remarkable architecture and design excellence, creating a sense of absolute harmony and infinity.



FULLY FURNISHED SMART HOMES

Some units are fully furnished, fitted, and equipped with the latest smart home technologies.

184 UNITS

This luxurious icon consists of 156 units, comprising 42 studios, 42 1-BR, 66 2-BR, and 6 3-BR apartments.



SERENE GARDENS II BY PRESCOTT

Discover tranquility at Serene Gardens II, an idyllic residential haven in the lively Discovery Gardens. Embraced by a family-oriented neighborhood and verdant scenery, this community combines contemporary living with natural beauty. Our fully furnished and well-appointed apartments boast cutting-edge smart home technology, exemplifying a commitment to comfort, convenience, and elegance.



FULLY FURNISHED SMART HOMES

It offers fully furnished studio, 1, 2, and 3-bedroom apartments. The structure rises gracefully across G+2P+10 floors, embracing the verdant surroundings. It is a sight to behold.

285 UNITS

it includes 97 studios, 117 1-BR, 20 2-BR, 30 maid+2-BR, and 21 3-BR apartments.

SERENE GARDENS BY PRESCOTT

With a prime location and impeccable design, Serene Gardens epitomizes convenience and sophistication. With 184 units, this development offers exquisite living spaces. Located in the vibrant community, just a 2-minute walk to the Discovery Gardens metro station, Serene Gardens seamlessly combines accessibility with luxury.



FULLY FURNISHED SMART HOMES

Immerse yourself in abundant amenities and captivating surroundings, experiencing a world of comfort and luxury.

184 UNITS

It consists of stylish studios and spacious 1 and 2-bedroom residences across G+1P+10 floors.





ELEVATE BY PRESCOTT

A residential project being built to offer high-end designer-styled, fully furnished smart homes. The 223-unit community will consist of studio, 1-bedroom, and 2-bedroom apartments emphasizing on comfort, luxury, & smart living. These apartments all come fully equipped with cutting-edge amenities and city-wide connectivity.



FULLY FURNISHED SMART HOMES

Each apartment will offer fully furnished prime-quality interiors and a layout structure allowing homeowners to make the best of the available space.

223 UNITS

It consists of studio, 1-bedroom, and 2-bedroom apartments.



PRIME GARDENS BY PRESCOTT

Modern luxurious furnished apartments comprise 139 apartments with 46 studios, 75 1 BR, and 18 2BR apartments. Located in a thriving community of Arjan with superb design and prime leisure facilities, these residencies inspire energy, convenience, and a real community living experience.



FULLY FURNISHED SMART HOMES

Prime Gardens has dedicated smart spaces and amenities that define the project's focus on a smart lifestyle.

139 UNITS

It comprises 46 studios, 75 1-bedroom, and 18 2-bedroom apartments.





PRIME RESIDENCE 3 BY PRESCOTT

A remarkable residential development located in Al Furjan, one of Dubai's most thriving neighborhoods. Our clients experience an exceptional living experience with spacious studios and 1-bedroom apartments featuring distinctive design concepts.



FULLY FURNISHED SMART HOMES

The building offers luxury and affordable apartments that are fully automated and provide an unmatched smart home experience.

292 UNITS

It consists of spacious studios, and 1-bedroom, apartments.

PRIME TOWNHOUSES BY PRESCOTT

Designed in the highly coveted district spanning 560 hectares, south of the prominent Ibn Battuta Mall, Prescott presents a collection of 8 townhouses within a modern and distinctly family-centric community. Exquisitely designed to cater to the needs of a growing family, these houses distinguish themselves from their counterparts.



SMART HOMES - SMART LIVING

It has dedicated smart spaces and amenities that define the project's focus on a smart lifestyle.

8 UNITS

It consists of 8 townhouses in a contemporary and distinctly family-oriented community.



PRIME VIEWS BY PRESCOTT

Experience the epitome of luxury living at Prime Views, the exquisite residential development in the heart of Meydan Avenue. With a one-of-a-kind horse racing backdrop on one side and a breathtaking Dubai Downtown skyline on the other, Prime Views offers a sophisticated urban lifestyle like no other.



URBAN LIVING

A residential project that combines urban luxuries with contemporary designs and features.

292 UNITS

It consists of 1-bedroom and 2-bedroom apartments.

PRIME VILLAS BY PRESCOTT

This an exceptional offering from Prescott Developers that will make your dream of an ideal life a reality. Strategically located in Dubai Sports City, our development provides the perfect blend of work and play, all within a few minutes of reach.

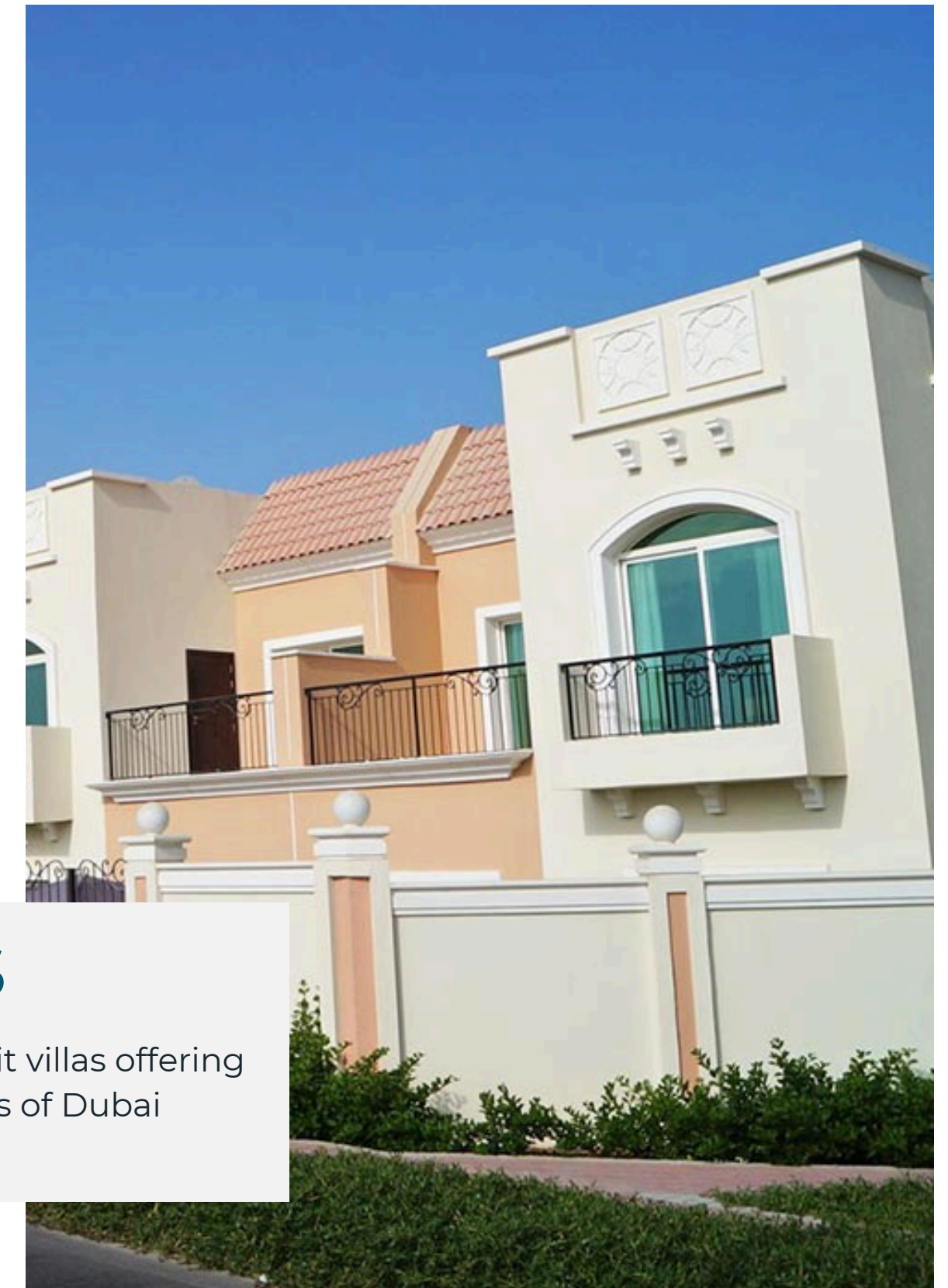


STRATEGIC LOCATION

These villas are located in an ideal location offering spectacular views and lush green exteriors, creating a serene ambiance for your loved ones to cherish.

31 UNITS

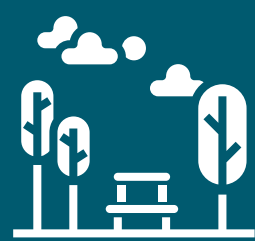
It consists of 31-unit villas offering breathtaking views of Dubai Sports City.





PRIME RESIDENCY I AND II BY PRESCOTT

This stunning four-story residential building showcases 41 flawlessly designed flats on each floor, boasting a total built-up area of 251,176 sq ft. This freehold apartment block is a haven of sophistication that harmoniously blends contemporary living with a charming Spanish ambiance, evoking a breathtaking environment of manicured gardens.



LEISURE FACILITIES

Residents enjoy access to world-class health and leisure facilities, including enchanting landscaped gardens and children's recreation areas.

348 UNITS

It consists of 328 apartments and 20 retail units in international city.

PRIME BUSINESS CENTRE BY PRESCOTT

It is a combo of two individual buildings, each uniquely characterized by its distinct layout and features. This exquisite development is the perfect location for those looking to establish their business in a tax-free environment with the potential to reap significant profits.



LUXURY COMMERCIAL LIVING

Strategically located just off Emirates Road, the Prime Business Centre is perfectly positioned in the heart of Dubai's bustling business district, ensuring accessibility and unparalleled connectivity.

178 UNITS

It consists of 2 commercial buildings, each comprising 2 basement levels, a ground floor, 2 parking levels, and 17 additional floors.



Recognized Developers of UAE

With a proud history of delivering superior-quality developments, Prescott has earned a reputation for industry excellence. Our steady commitment to excellence has led us to be awarded two prestigious awards for Prime Residency I and II. These awards testify to Prescott's dedication to sustainable and environmentally conscious building practices and our enthusiasm to provide exceptional customer service.



PRIME RESIDENCY II

Leed – Gold
Achieve this award for new project construction.



PRIME RESIDENCY I

Leed – Silver
Achieve this award for new project construction.