

Off-Plan Project Evaluation Checklist

Mastering Off-Plan: From Developer Relationships to Client Success | By Dalila Laaribi

Use this checklist before recommending any off-plan project to a client. A thorough evaluation protects your credibility and ensures every recommendation is backed by research, not just marketing material.

Project Details

Project Name

Developer

Location / Community

Expected Handover Date

Date of Evaluation

1. Developer Track Record

Evaluate the developer's history and reliability:

- ☐ Number of completed projects in Dubai
- ☐ On-time delivery track record (check DLD records)
- ☐ Build quality of previous handovers (visit completed projects if possible)
- ☐ Financial stability and reputation in the market
- ☐ Post-handover service and defect management record

2. Payment Plan & Pricing

Assess the financial structure:

- ☐ Payment plan breakdown (construction-linked vs. time-linked)
- ☐ Percentage required during construction vs. post-handover
- ☐ Price per sqft compared to similar projects in the area
- ☐ Service charge estimates provided by developer
- ☐ DLD registration fees and admin costs factored in

3. Location & Infrastructure

Evaluate the area and surroundings:

- ☐ Proximity to key landmarks (metro, schools, hospitals, malls)
- ☐ Current and planned infrastructure developments nearby
- ☐ Comparable projects in the area and their performance
- ☐ Community master plan and future phases
- ☐ Road access and connectivity

4. Product & Layout Quality

Review the unit specifications:

- ☐ Unit layouts reviewed (bedroom sizes, balcony, storage)
- ☐ Floor plan efficiency (usable sqft vs. total sqft)
- ☐ View analysis by floor level (blocked views, future construction)
- ☐ Finishes and specifications as per sales brochure
- ☐ Amenities offered (pool, gym, parking, concierge)



5. Resale & Rental Potential

Assess investment viability:

- ☐ Expected rental yield based on comparable ready properties
- ☐ Historical price appreciation in the area
- ☐ Demand indicators (transaction volume, inventory levels)
- ☐ Target tenant or buyer profile for this product
- ☐ Exit strategy feasibility (resale before or after handover)

Overall Assessment

Recommendation

Key Risks Identified

Best Suited Client Profile

Tip: If you wouldn't invest in this project yourself, think twice before recommending it to a client. Your credibility is your most valuable asset.