



**Maison & Wells** is a Dubai-based real estate and design-led investment company. We specialize in acquiring distressed luxury villas, enhancing them through our 20+ years of in-house interior design expertise, and reselling them as premium-ready assets. Our model blends disciplined investment structures with creative execution, offering global investors a transparent path to participate in Dubai's fastest-growing real estate segment."

*Premium Villas in Dubai – Rebuilt. Repositioned. Resold.*



## *In Love with Investment & interiors*

in symbiosis investment, design & trend....

**At** Maison & Wells Technical Services LLC, we believe cultural and natural heritage is our legacy of the past, what we live today, and what we pass to future generations - a living source of identity, well-being, and irreplaceable inspiration.

So, our vision is to unite that heritage with design excellence and disciplined, transparent co-ownership. Born from two decades of luxury interior craft—an in-house studio and bespoke furniture lineage whose clients became our earliest investor-partners.

We don't flip houses; we listen to each villa's unique memory and re-compose it with architecture, materials, and detail, then deliver modern, luxury-ready homes. In a world where limits are diluted and the standard is demanded, we choose to be passionate, fearless guardians of place: acquiring overlooked villas, restoring them with our in-house interiors (Design Doves® ethos), and returning them to market as aspirational, high-performing assets.

Our mission is to turn neglected properties—too often abandoned, forgotten, or distorted by short-term trends—into residences that dazzle, creating belonging for families and compounding value for co-owners; our values are integrity in execution, innovation in design, and stewardship of patrimony, so that what we craft today is worthy to be passed on tomorrow.

Adnan Ahmed

Founders of Pennyup Investment Pvt. Ltd. Maison Valentino India. Maison & Wells Technical Services LLC UAE.

Maison & Wells Technical Services LLC UAE.



# Dubai Real Estate Momentum

Dubai ranked fifth place in the '2025 World's Best Cities Report' out of 100 cities

## Global Hub



Dubai ranks among the world's **Top5** cities for property investment inflows in 2025

**0% Capital Gains Tax**  
All investor profits are net gains, **TAX FREE**



## Residential Sales Hike

**AED 262.7B** in residential sales value recorded in H1 2025-  
*Major capital flows into property.*

## Villa-Centric Shift

Villas sales jumped **65%** in H1 2025 as global buyers seek luxury family homes



Economic Opportunities

Tourism and Hospitality

High Standards of Living

Real Estate Development

Strategic Location

## Population growth (2024-25)

Dubai added **+231,000** residents in the past year, pushing demand for quality villas.

# The Problem

Why Investors **Lose** in Dubai

## Locked Out Real Estate Deals



About 10% of distress sellers do not use public platforms, In Dubai, off-market transactions are uncommon.



## Brokers Sell Brochures

Agents push glossy brochures and developer stock. Brokers in Dubai earned AED 3.2+ billion H1 2025. Brokers keeping commissions in some projects up-to 10-12%



## Delays Destroy Value

Off-plan villa projects often DRAG 2–3 years,. Such long timelines erode investor momentum and reduce the expected profit.

## Cash Purchases Under Scrutiny

### Digging Deep

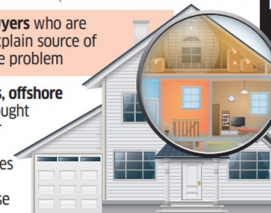
ED has collated info received from I-T dept and RBI on Dubai property deals

Will see if funds meant to be brought back were used for purchases to check for FEMA violations

Property buyers who are unable to explain source of funds to face problem

In some cases, offshore properties bought under ODI for commercial or biz purposes but used for something else

Some buyers have breached FEMA rules by raising money as loan against the asset with debt being serviced from rental earnings



Transactions above AED 55K in cash now require banking transfers and full due diligence. Buying with cash no longer shields you. it opens you to legal & regulatory exposure

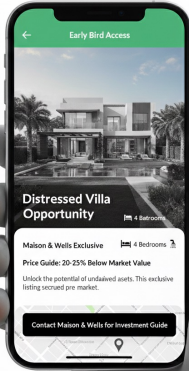


## The Solution

How Maison & Wells Fixes It

### Early Access to Distressed Villas

We source under valued ready to move in villa **20–25%** below market before they reach agents.



### Beyond Brochures – Real ROI



Where brokers chase glossy brochures and push on sales for commissions, we focus on acquisitions that deliver **20–30% ROI** per cycle. Our model is ROI-driven, not sales-pitch driven.



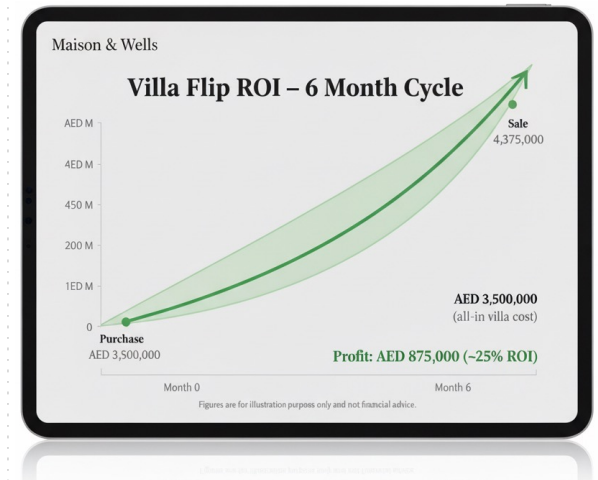
### Fast Cycles, Not Long Delays

No waiting years on land or towers. We operate in **4–6 month** villa cycles:

*Acquire → Renovate → Resell.*

### Design-Led Value Creation

With **20+ years** of luxury interior design expertise, our in-house team transforms distressed villas into aspirational luxury homes that command premium resale prices



Our Product & Services

THE MOST POWERFUL

Experience

HAVE A SIMPLE

REASON TO BE

At **Maison & Wells**, every villa begins as a story - some hidden, some forgotten, all waiting to be rediscovered. We seek out distressed and undervalued properties in Dubai's most desirable communities, homes with potential beneath their worn-out walls.

Through our **Club Investment** model, we bring together investors who share in the opportunity to unlock that hidden value.

Our craft lies in transformation. With in-house luxury interior design and renovation expertise, we reshape villas into residences of timeless elegance - blending refined aesthetics with modern functionality

Every detail, from **Bespoke** layouts to premium finishes, is chosen to create homes that inspire both comfort and prestige.

Once **Renewed**, our properties are positioned for Dubai's most discerning buyers. We work hand-in-hand with top-tier real estate brokerages and high-profile property vloggers to showcase each villa to the right audience. For investors, this ensures short cycles.

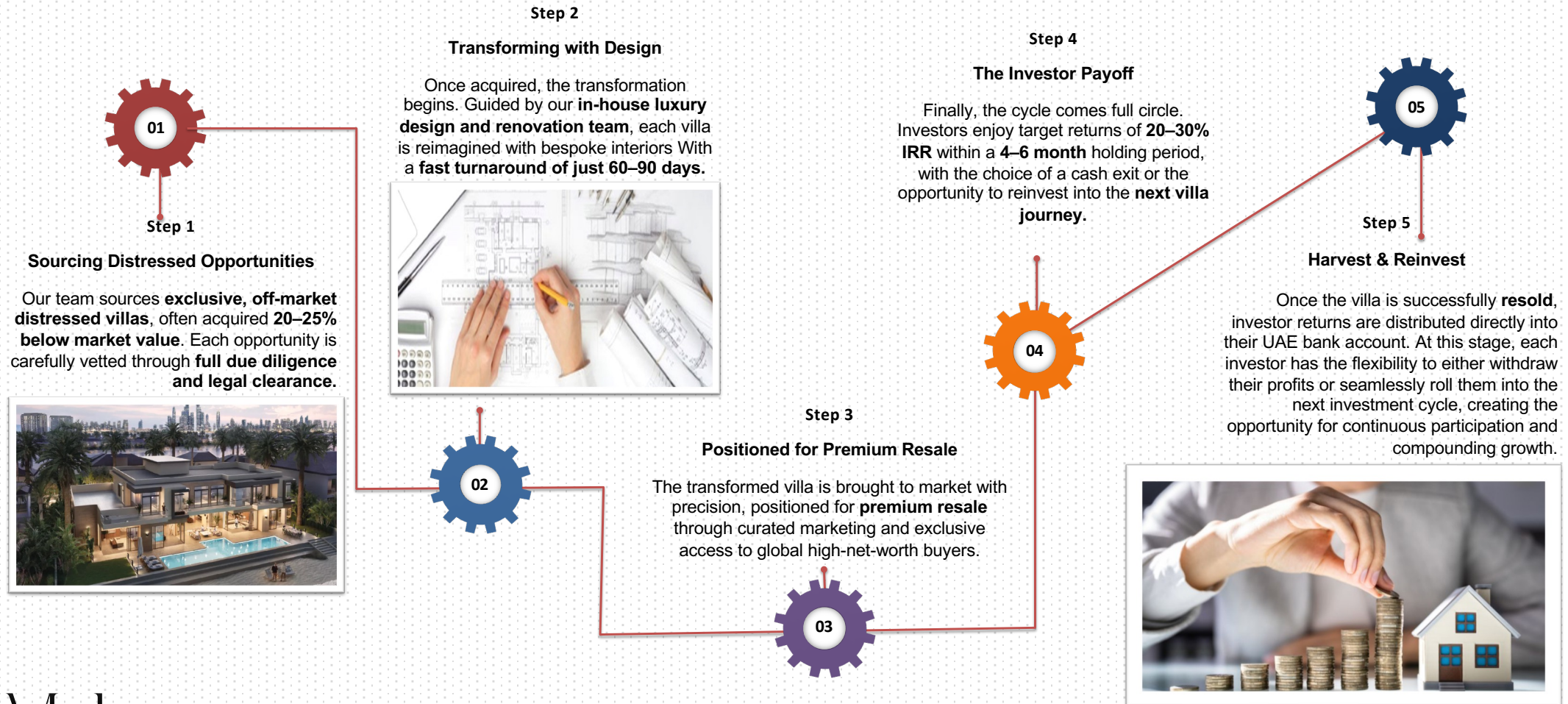
Maison & Wells doesn't just invest in property - we transform value, preserve trust, and create homes that tell stories of renewal.





# Our Process – The Investor Journey

The journey starts when our investors are welcomed with a secure agreement and funds placed in a UAE bank account.



# Case Study – Spring Villa # 1006

## Step 1 – Buy Below Market

4-bed villa acquired at **AED 3.2M** (≈ AED 400K below market).

Secured entry at a discount = built-in cushion against risk.

## Step 2 – Controlled Investment

Renovation budget: **AED 300K**.

All-in cost: **AED 3.5M**.

## Step 3 – Resale at Premium

Repositioned for high-net-worth buyers.

Sold at **AED 4.2M**.

## Step 4 – Returns Delivered

Net Profit: **AED 700K**.

ROI: ~**20% in just 6 months**.

Profits credited **directly into investor bank accounts**, supported by exit MoU & audited closure report.





# Why Invest With Us

## *Maison & Wells – Built Different, Built Strong*



We audit villas like startups. Years of incubation and angel investing taught us forensic screening - title, liabilities, approvals, extensions. No one else in Dubai real estate digs this deep.



### Investor-First Structures

Your money, your choice. Fixed ROI (25% SAFE, 36 months) or Direct Villa Cycle (20–30% in 4–6 months).

### In-House Design Power

We don't outsource value - we create it, our villas don't just sell, they command premiums.



### Skin in the Game

We always invest alongside our partners — never apart. Our own capital enters every deal, ensuring our skin is always in it.

### Market Validation

Dubai residential sales crossed **AED 260B in H1 2025**, with villas leading demand. Distressed-to-luxury flips consistently outperform and **Maison & Wells is the only UAE investment firm that builds in-house interior design into the model**



### Capital Protection

Every acquisition is secured **20–25% below market value**, creating a built-in margin of safety.

## Invest with Maison & Wells

### Option A –Fixed ROI

Step  
01



#### Minimum Ticket:

AED 200,000

Designed for investors at a lower investment entry point.

Step  
02



#### Lock-In Duration

36 months

Capital is committed long-term

Step  
03



#### ROI

Fixed 25% per annum

Payouts: Annual (25%) or Semi-Annual (12.5%)

Step  
04



#### Security

iSAFE

Agreement and security cheques.

Step  
05



#### Fund Flow

Transfer

Capital is deposited into the Maison & Wells corporate account.

Step  
06



#### Best For

Investment

Investors seeking stable & fixed returns with zero volatility.



## Direct Invest

### Option B – Co-Buying

Step  
01



#### Minimum Ticket:

AED 500,000

Suited for investors comfortable with a higher entry point.

Step  
02



#### Cycle Duration

4–6 months

Each project completes within six months (3 months renovation + 3 months resale)

Step  
03



#### ROI Target

20–30% IRR (per cycle)

Returns linked to real villa transformations and resales, allowing compounding potential when reinvested.

Step  
04



#### Payouts

6 Months Cycle

After each resale Investors receive profits immediately after a cycle.

Step  
05



#### Security

Bank Deposit

Funds flow only through UAE bank accounts. Direct property allocation.

Step  
06



#### Fund Flow

Directly to Seller

via a UAE bank account

# Investor Onboarding – Streamlined Flow

01



## Step 1 – Apply & KYC (Day 0–2)

- ✓ Submit passport / Emirates ID / trade license + UBO declaration.
- ✓ Proof of funds as required.
- ✓ Sign MoU or Letter of Intent.

02



## Step 2 – UAE Setup (Day 2–7, if needed)

- ✓ Residency visa + Emirates ID arranged (if required).
- ✓ Local AED bank account opened in investor's own name.

03



## Step 3A – Agreements & Fund Transfer-Direct Investment

- ✓ Funds transferred directly from investor's UAE bank account to seller's account
- ✓ Allocation Agreement / SPV participation signed.

04



## Step 3B – Agreements & Fund Transfer – Fixed ROI

- ✓ iSAFE Agreement + Allocation Certificate signed.
- ✓ Funds wired to Maison & Wells corporate UAE account.
- ✓ Investor receives Welcome Kit.

04



## Step 4 – Confirmation & Access (Day 7–15)

- ✓ Investor receives Allocation Code + confirmation.
- ✓ Data Room access with due diligence, comps, legal docs, and reporting framework.

04



## Step 5A – Direct Investment ROI & Exit (Month 4–6):

- ✓ ROI paid directly into investor's UAE bank account within 30 days.
- ✓ Exit MoU + audited closure report issued.

04

## Step 5B – iSAFE Fixed ROI (Months 36):

- ✓ Fixed ROI **25% per annum**, paid annually (or semi-annually at 12.5%).
- ✓ At maturity (36 months): Principal returned in full.



# Investor Compliance & Capital Flow

## Individual Investors – Required Documents

Valid passport (minimum 6 months validity)  
Address proof (utility bill or bank statement)  
Source-of-funds declaration  
FATCA / CRS self-certification



## Compliances

## Facilitation by Maison & Wells

Arranging UAE Residency Visa & Emirates ID  
Opening Investors bank account  
Enabling direct payments sellers bank account

## comprehensive legal due diligence pack

- Company MOA & license
- Seller ownership documents
- Draft Sale & Purchase Agreement (SPA)



## Corporate Investors – Required Documents

Valid trade license (for corporate entities)  
Shareholder & Ultimate Beneficial Owner (UBO) declaration  
Passport + Emirates ID (for UAE-based shareholders/UBOs)  
Board Resolution authorizing investment

## Capital Flow Assurance

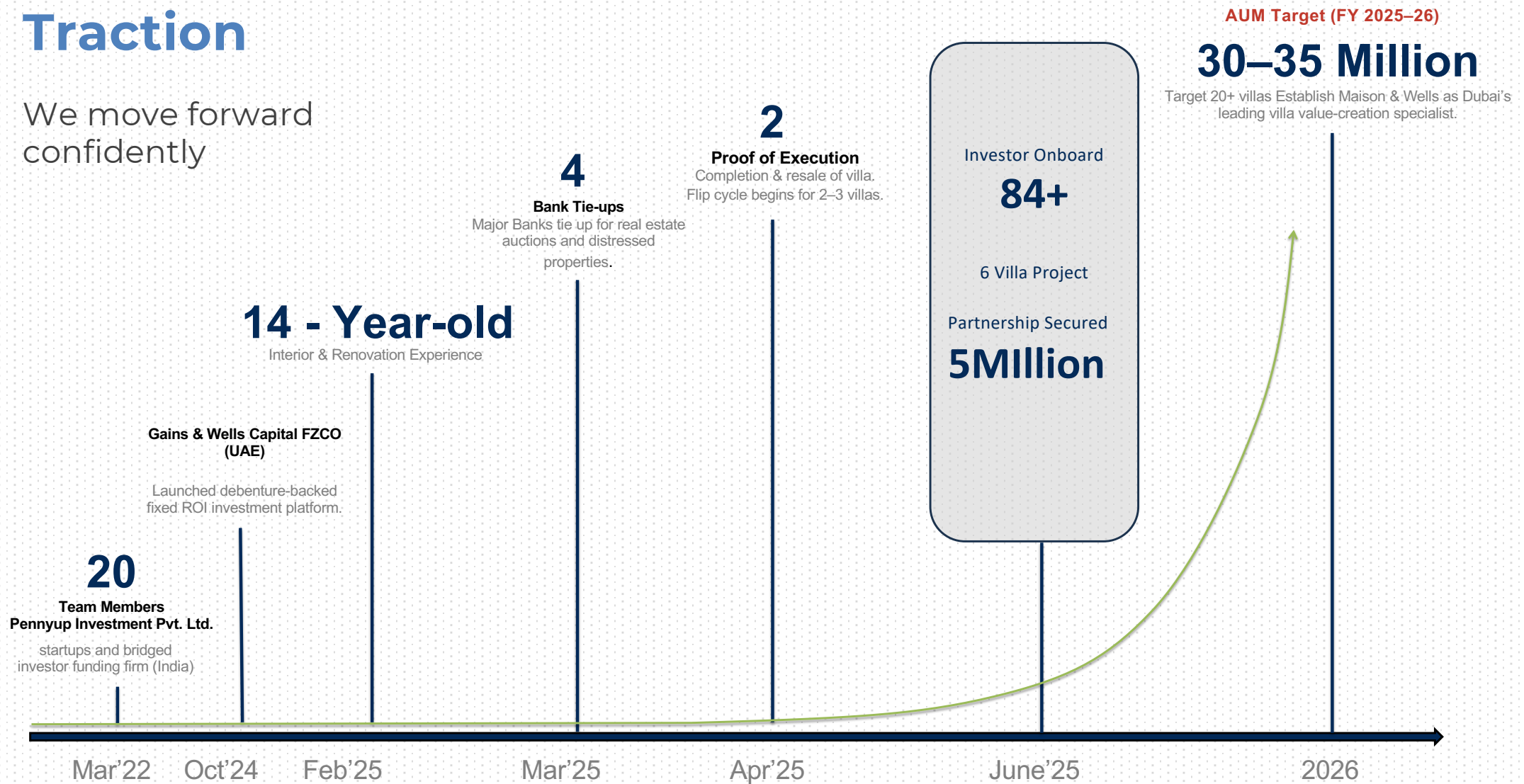
**Funds never pass through Maison & Wells.**

Investor capital is transferred **directly from the investor's UAE bank account to the seller's account**, only after due diligence clearance.

This ensures **full transparency, regulatory compliance, and direct asset linkage**, reducing counterparty risk.

# Traction

We move forward  
confidently





A WORLD TO REIMAGINE  
AN EXPERIENCE OF *A Design Driven Returns*  
VALUE & TRUST

Your investment deserves more than promises — it deserves protection, clarity, and results.  
At Maison & Wells, we structure every deal to keep investor capital secure, transparent, and profitable.

Discover and explore the world of Maison & Wells on your tablet or smartphone.  
Learn how we transform investments into value with speed, design, and certainty.  
Or connect with us directly through the contacts below.

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