



ديار الحرم  
DYAR ALHARAM

BY  ARABIAN DYAR

Tower 3

Where Neighborliness is Cherished



{And [remember] when We showed Abraham the site of the [Sacred] House [the Ka'bah at Makkah] [saying]: “Associate not anything [in worship] with Me, and sanctify My House for those who circumambulate it, and those who stand up [for prayer], and those who bow, and make prostration [in prayer].”}

The Holy Qur'an [Chapter 22: Verse 26]

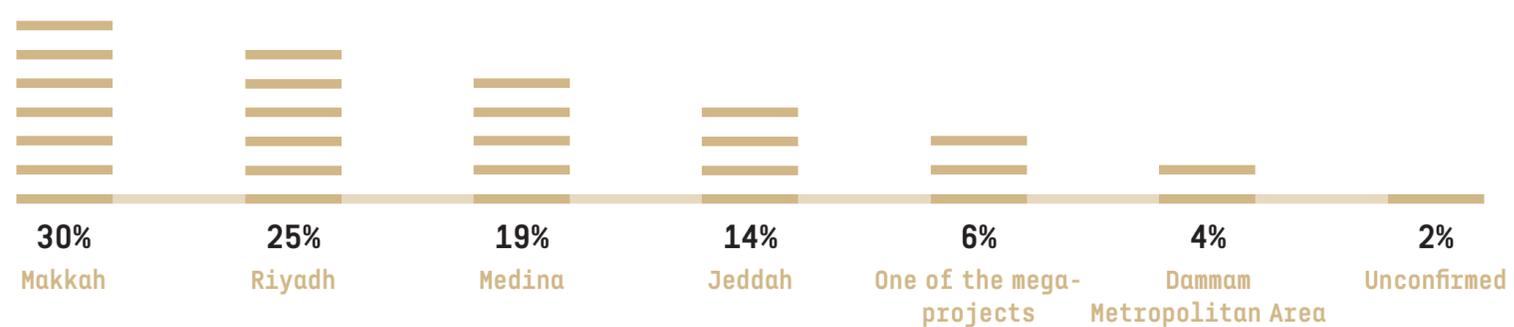
# Makkah's Real Estate Outlook

Saudi Arabia's real estate market is poised for renewed momentum, with high-net-worth Muslim individuals expected to allocate up to \$2 billion in the properties of the Holy Cities, Makkah Al-Mukarramah and Madinah Al-Munawwarah, over the next two years.

In Knight Frank's 2024 Saudi Arabia Destination Report, 92% of surveyed respondents said they plan to purchase a home in an internationally branded residence in Makkah or Madinah.

“Makkah Al-Mukarramah and Madinah Al-Munawwarah represent some of the most desirable locations in Saudi Arabia for global high-net-worth individuals seeking to own property. The opportunity to live not only in the Kingdom but in one of the two Holy Cities in itself constitutes a major driver of demand.”

## Best targeted Locations



Source: Knight Frank

Historically, foreign ownership regulations shaped market dynamics across the Kingdom. Today, the introduction of the new set of visa pathways represents a strategic boost to the market for international investors and high-net-worth expatriates. By broadening residency options beyond property ownership, Saudi Arabia is supporting the sector while attracting global talent and long-term capital to fuel economic growth.

“While Premium Residency options do not grant full ownership in the Holy Cities, the option of securing a 99-year lease is expected to unlock new demand, particularly across Muslim-majority markets.”

# Introducing Masar

Masar is a landmark urban destination crafted to elevate experiences, thoughtfully designed to serve the diverse needs of every visitor and to inspire every journey while preserving a singular sense of place. Spanning over 1.2 million square meters in the heart of Makkah, Masar is set to become a defining landmark. It will enrich life for residents and visitors alike through hospitality, mobility, retail, culture, entertainment, and more. All while honoring Makkah's spiritual aspect, safeguarding its heritage, and enhancing sustainable economic potential.

Umm Al-Qura for Development and Construction is the owner and developer of the Masar destination, advancing a vision that elevates the urban and investment standards of Makkah Al-Mukarramah. This is realized through ongoing development of Masar and exploring new avenues to improve the quality of life for Makkah's residents, visitors, and pilgrims.

## Invest in Masar

The Masar destination will enrich the experience of Makkah's residents and visitors and facilitate seamless access to and from Al-Masjid Al-Haram. It is supported by advanced infrastructure enabled by advanced infrastructure and future-ready technologies designed to meet evolving needs for decades to come. Every component within Masar will benefit from integrated services and smart solutions.

**82**

**Tower**

**13,000**

**Residential unit**

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## Dyar Alharam

### Masar's First Residential Address

Within Masar Makkah, and within the boundaries of the Haram, Arabian Dyar envisioned Dyar Alharam as an expression of refined architectural beauty. A collection of modern, freehold residential towers is being developed to offer the perfect place to live near the Grand Mosque, crafted to the highest standards by experienced and highly qualified teams. The project is in a vital location that connects you to the main roads.



## Steps Away from the Grand Mosque

Dyar Alharam is located on the western side of Masar Makkah, an urban destination defined by a clear developmental vision and investment potential. Masar is anchored by King Abdulaziz Road, forming its primary urban spine. The destination is distinguished by integrated infrastructure and a distance of no more than 550 meters from the Grand Mosque. The surrounding area contains government services, medical centers, and a wide range of commercial, cultural, social, and recreational facilities. This positioning grants Dyar Alharam a strategic advantage with several key features, most notably its exceptional proximity to the Grand Mosque.



## **Dyar Alharam . . Where Neighborliness is Cherished**

Dyar Alharam is a community dedicated to providing an elevated experience for those visiting Makkah Al-Mukarramah. The project consists of several residential towers in distinguished locations close to the most important attractions within the Masar destination project. These towers, with their luxurious and sophisticated style, offer a home that allows the individual to enjoy every moment of life and create lasting memories.



## Advantages of Ownership at Dyar Alharam

- Freehold ownership
- Strategic location near the Grand Mosque
- Steps away from the Haramain High-Speed Rail station and the largest mall in Makkah
- An integrated service environment that meets the needs of residents
- Units equipped with luxurious furniture
- Smart design with a modern and attractive style
- Diverse floor plan models and different views

# Where Proximity Meets Investment Value

## Dyar Al Haram

Boulevard

Haramain High-Speed  
Train Station

Mall



# Connected destination



60m-wide Pedestrian Walkway



11 Shuttle Bus Stops



Two 80-wide Main Roads



6 Underground Vehicle Pathways



Haramain Train Station



Makkah Metro

## Minutes

### From Masjid al-Haram

2

m

Car



3

m

Metro



4

m

Shuttle Bus



# Surrounded by an Enhanced Living Environment



Transportations



Marketplaces and Malls



Medical Centers



Governmental Services



Social Facilities



Cultural Facilities



Recreational Facilities



Commercial Facilities

## THE BOULEVARD







ZAYTONI

AL-ZAHRA

LOUIS VUITON

Fashion Zone





# Full-Service Residences



Private Parking



Reception Area



Gym



Spa



Daycare Center



Swimming Pool & Children's Games



Outdoor Seating & Garden



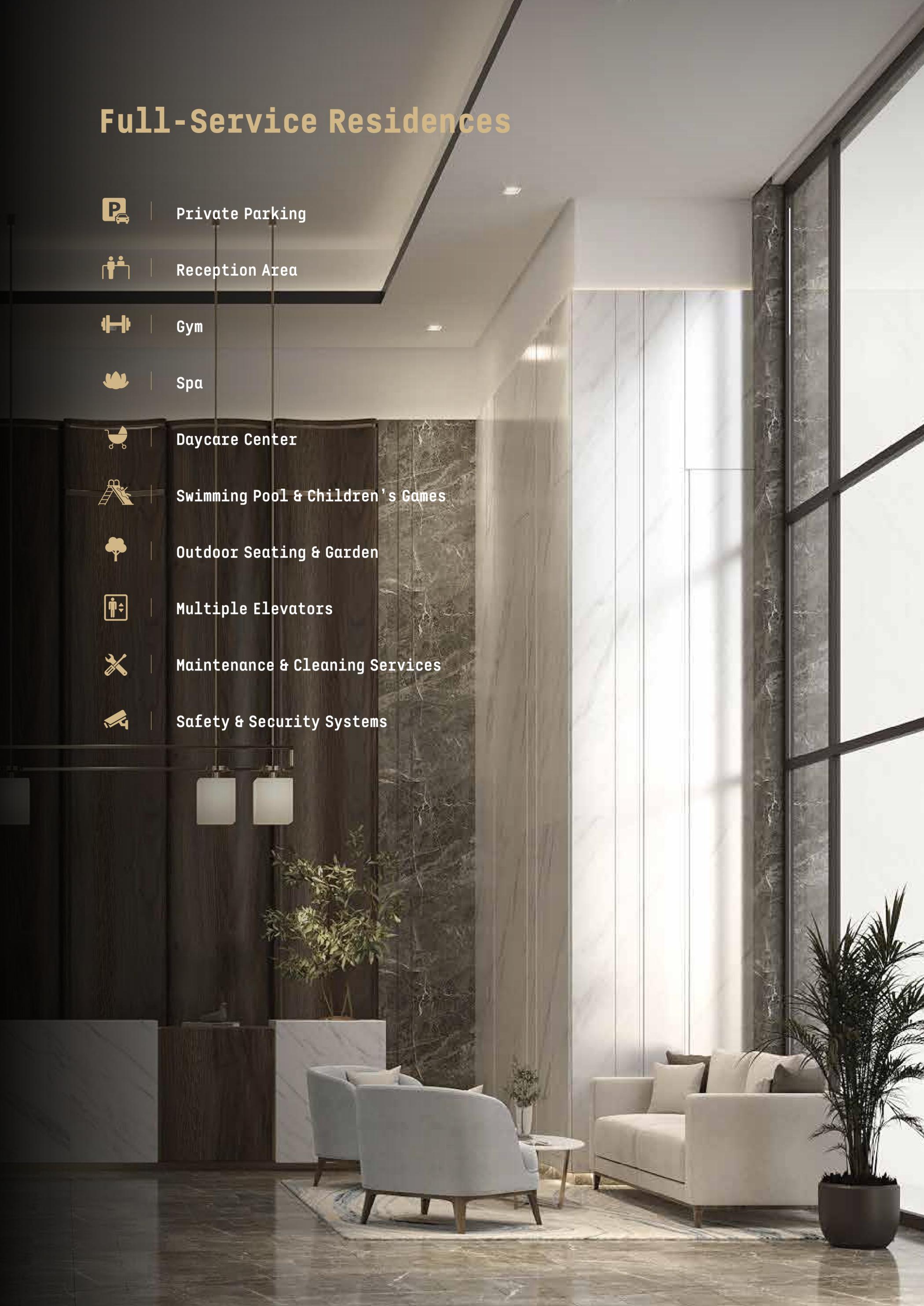
Multiple Elevators



Maintenance & Cleaning Services



Safety & Security Systems





Foyer



Gym

Spa





Daycare center



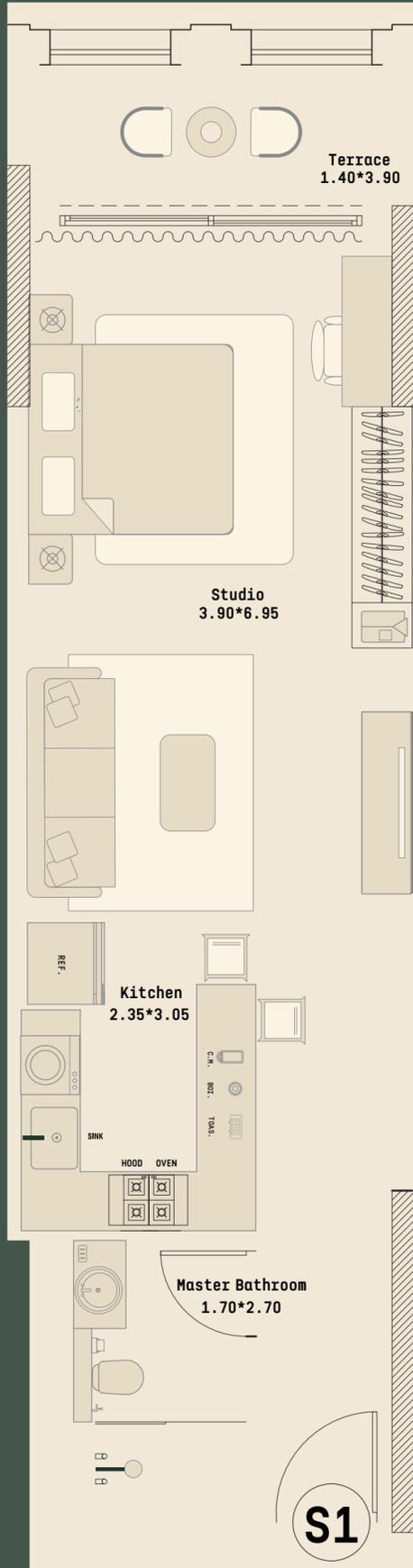
Lounge



# Floor Plan

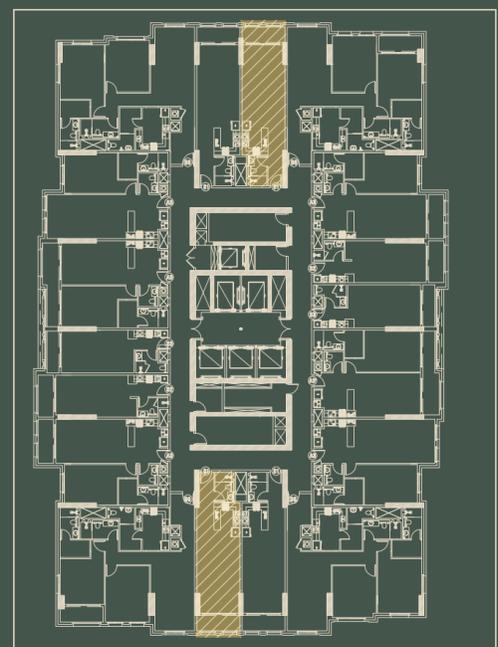
# S1

Studio



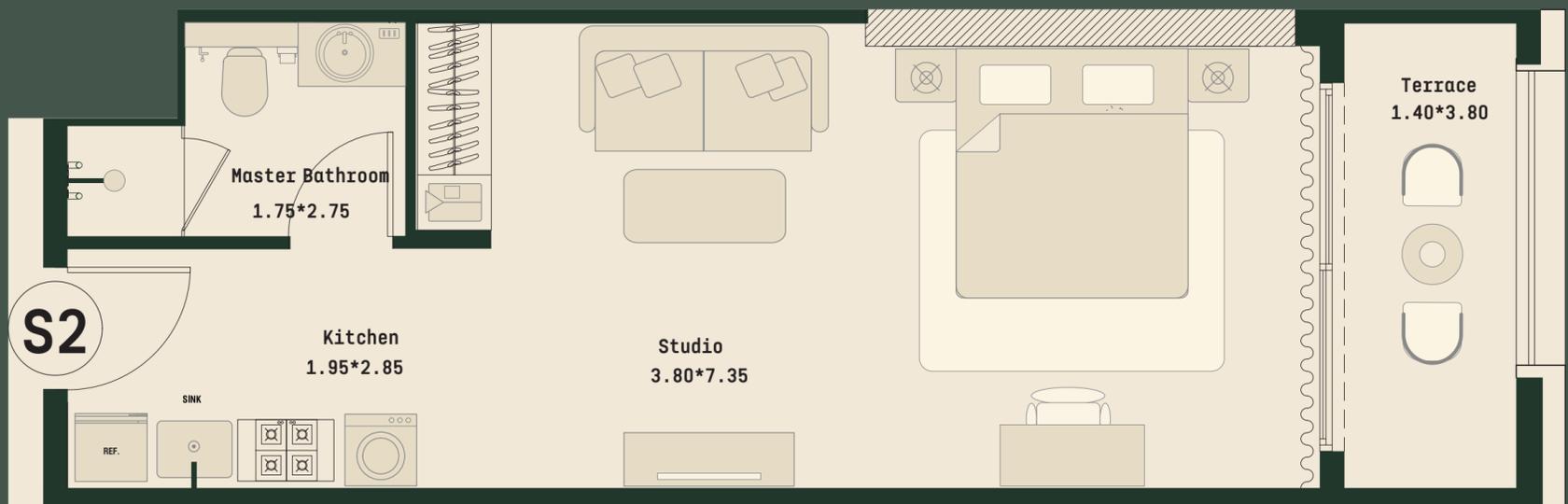
58.65 m<sup>2</sup>

2 Units/floor



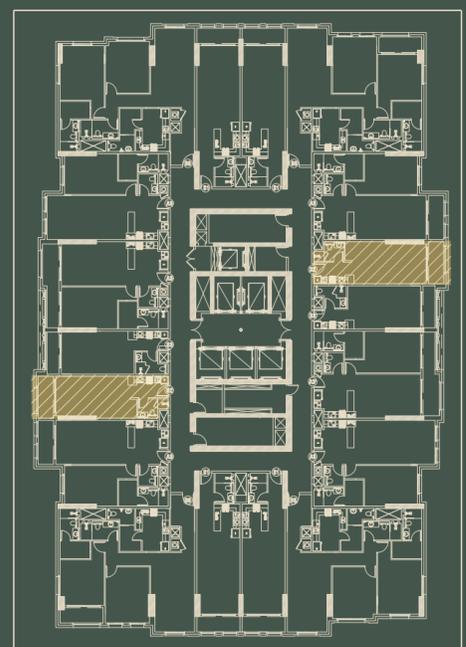
# S2

Studio



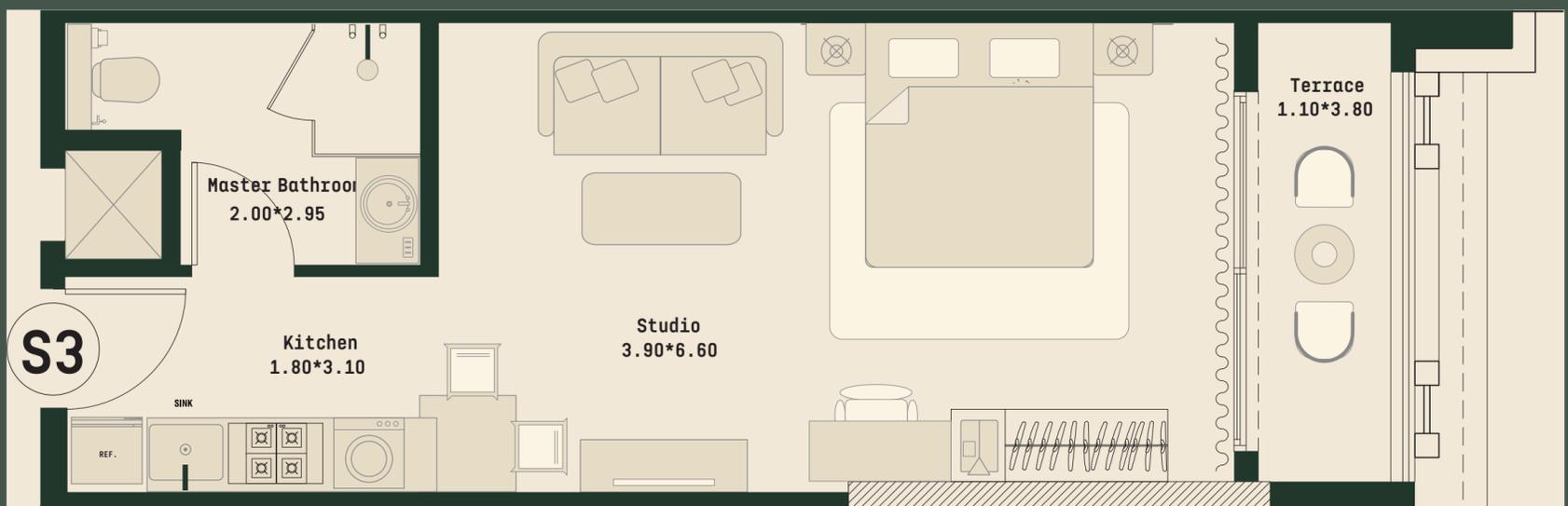
47.55 m<sup>2</sup>

2 Units/floor



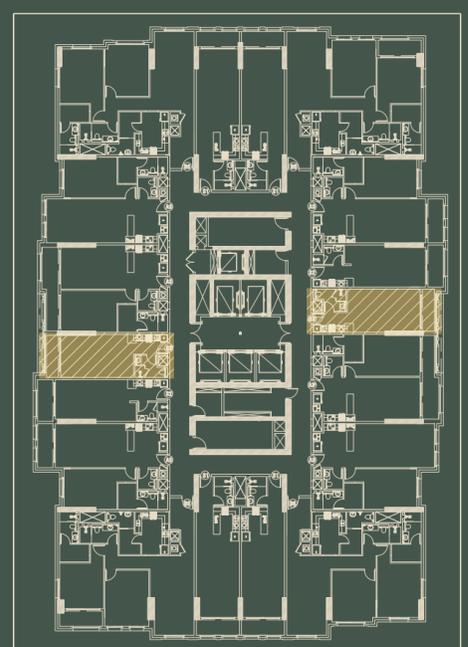
# S3

Studio



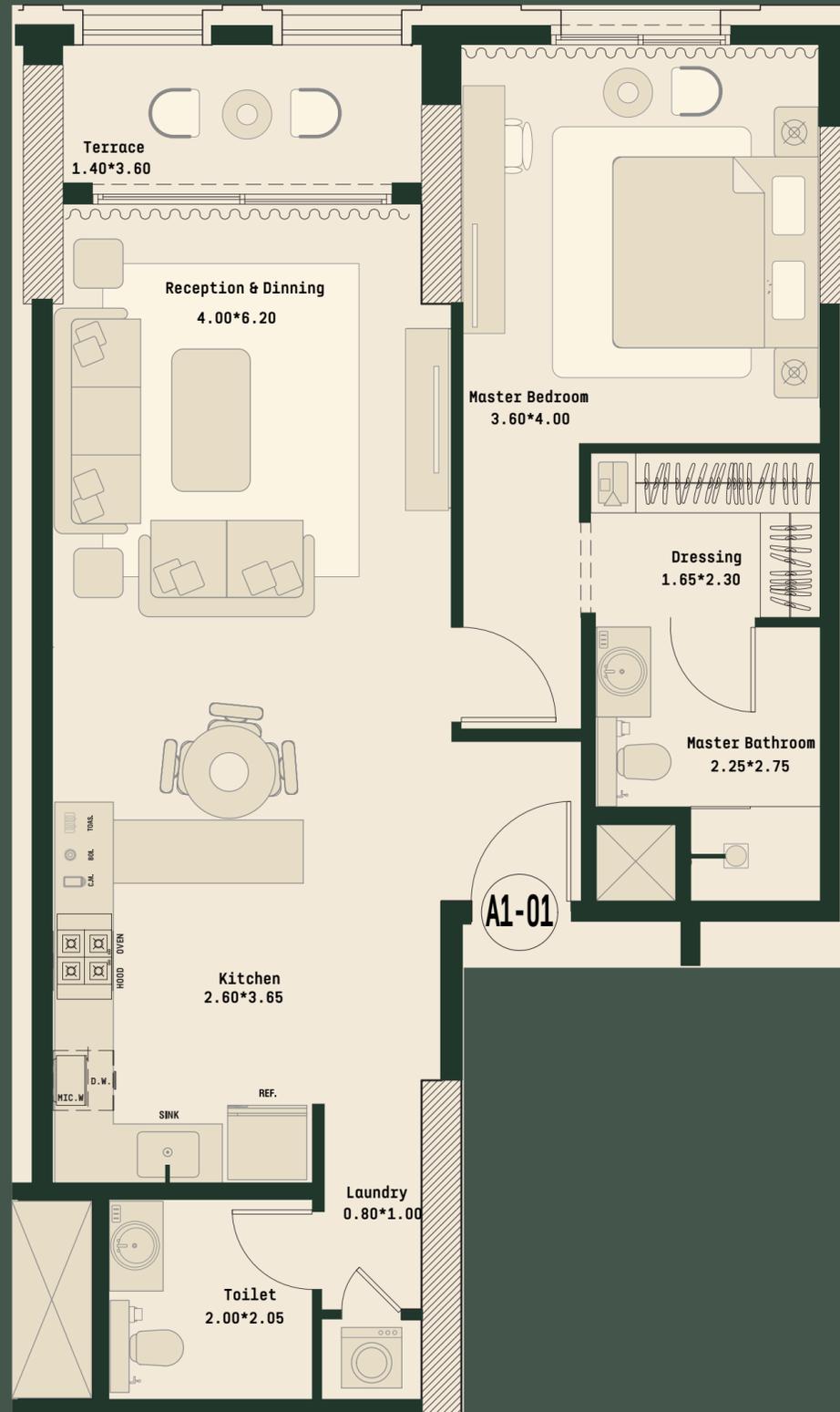
45.55 m<sup>2</sup>

2 Units/floor



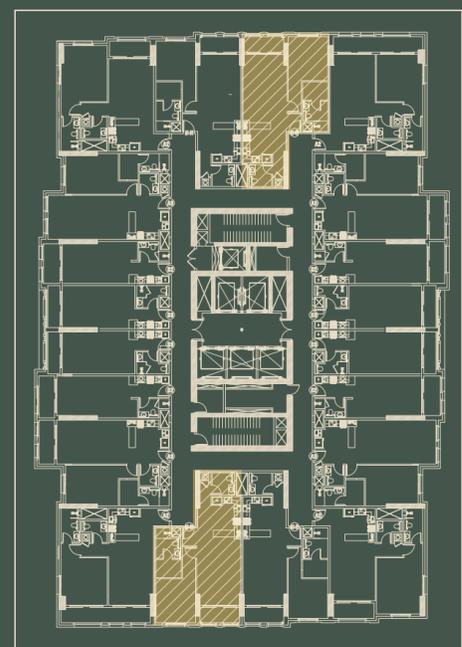
# A1-01

1 Bedroom



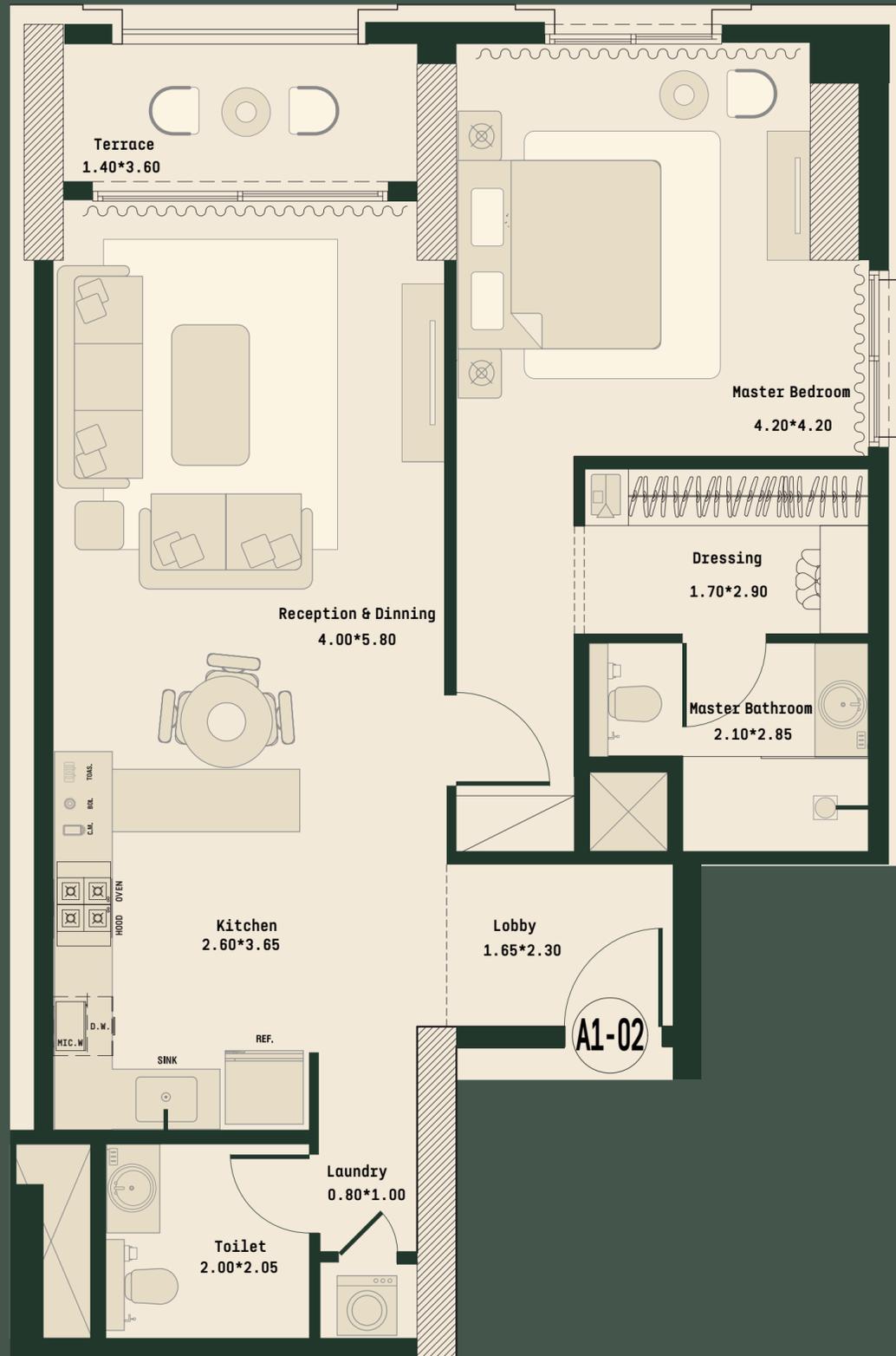
88.63m<sup>2</sup>

2 Units/floor



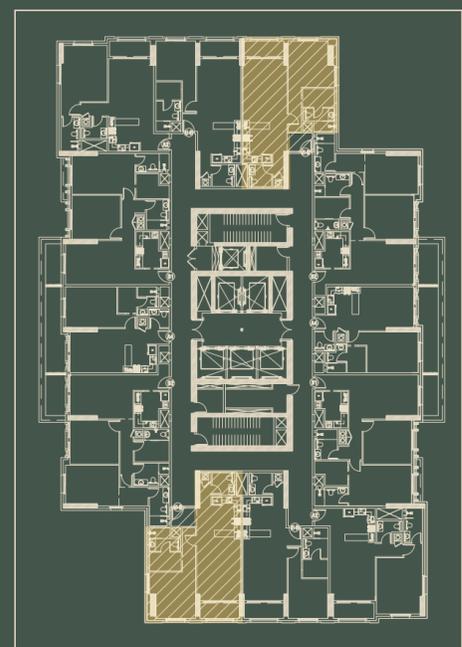
# A1-02

1 Bedroom



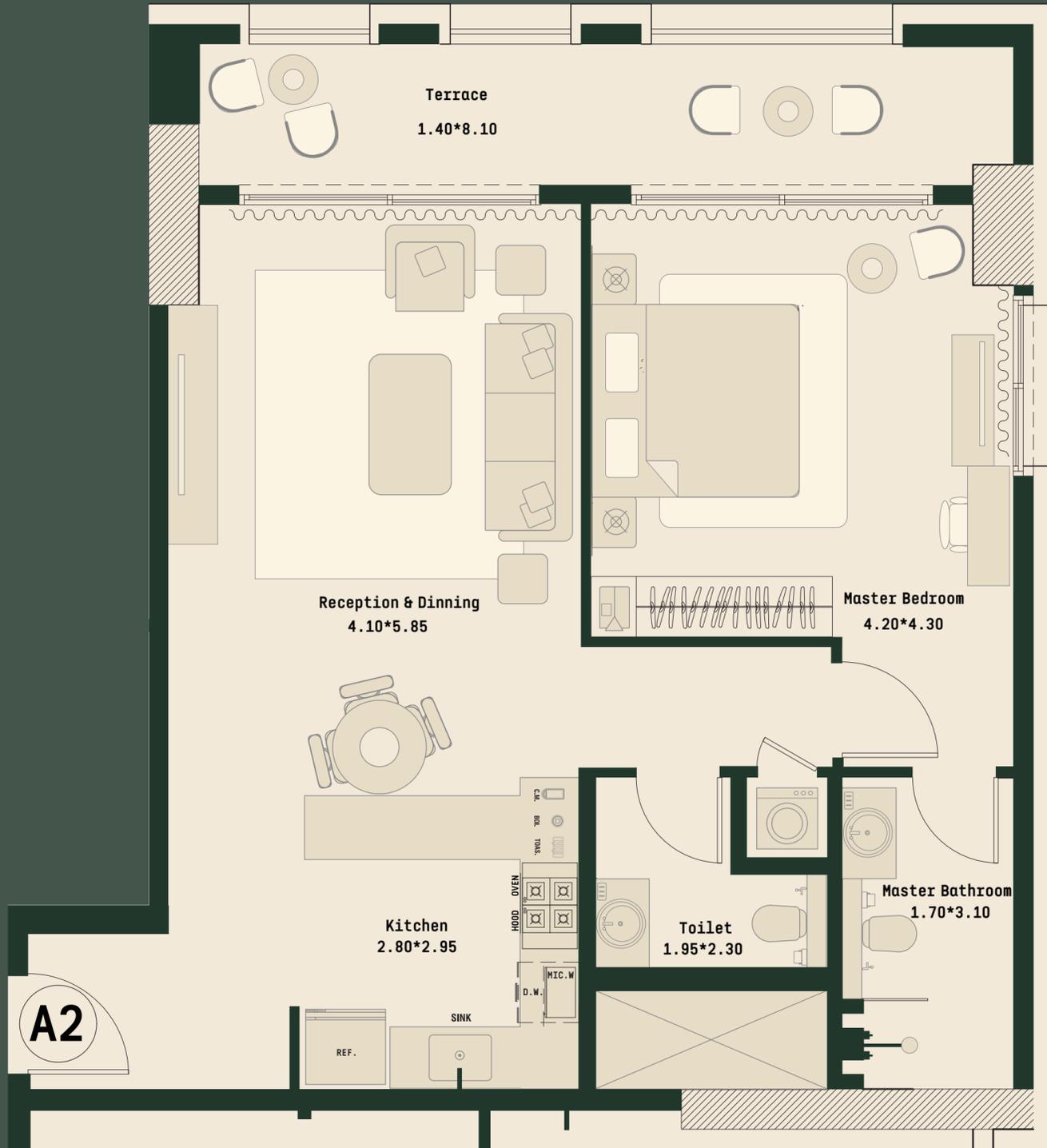
95.77 m<sup>2</sup>

2 Units/floor



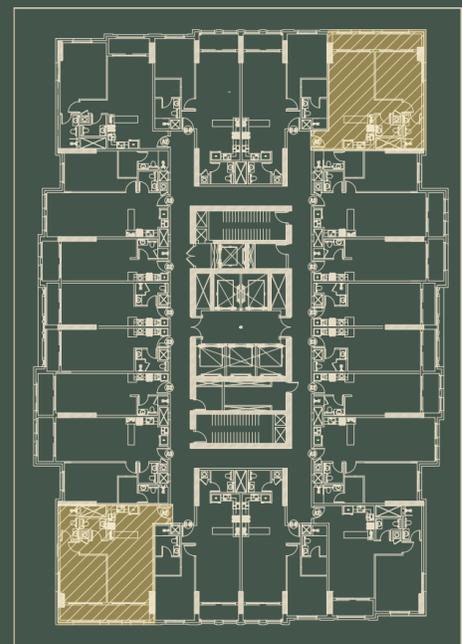
# A2

1 Bedroom



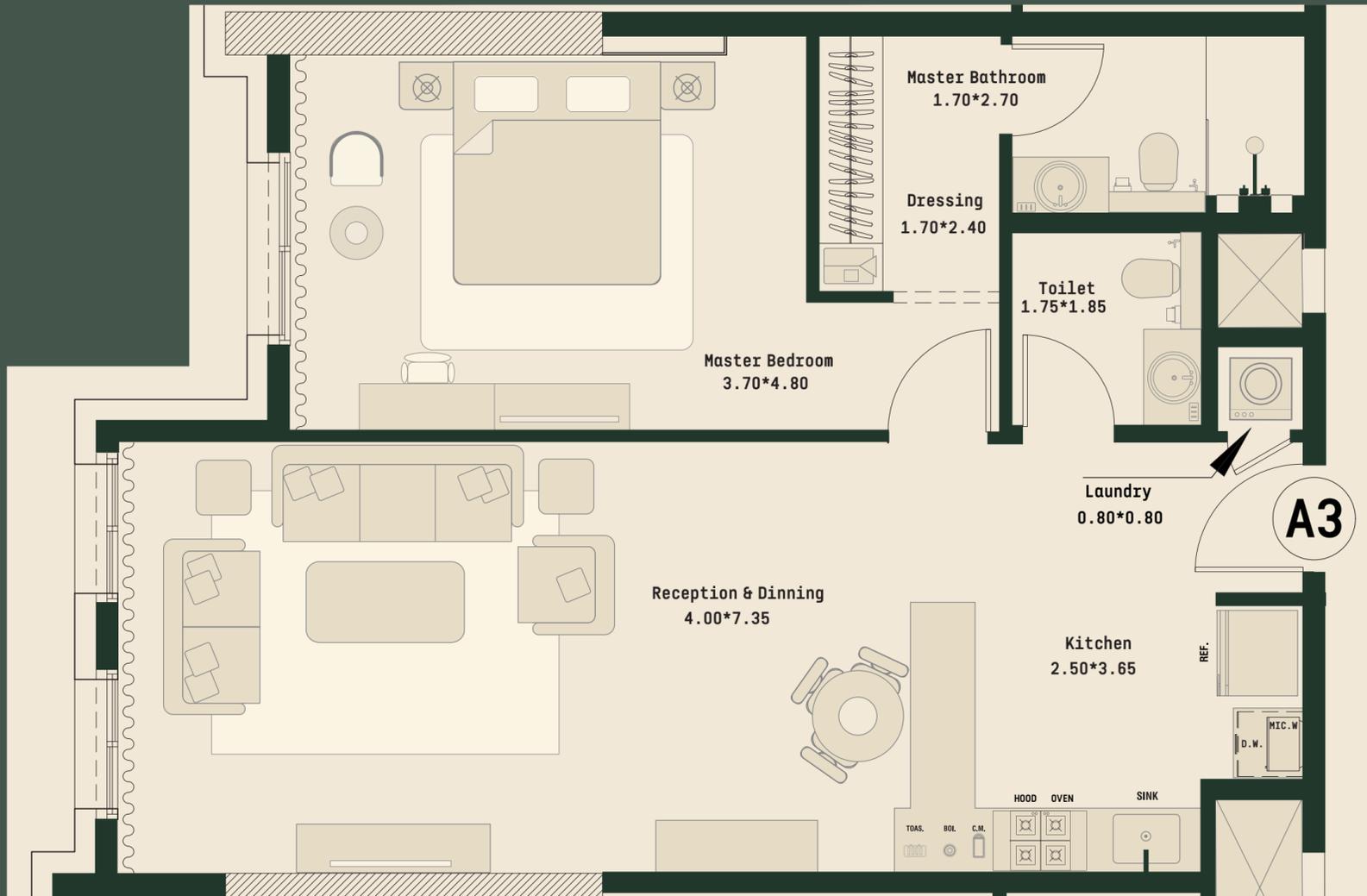
92.73 m<sup>2</sup>

2 Units/floor



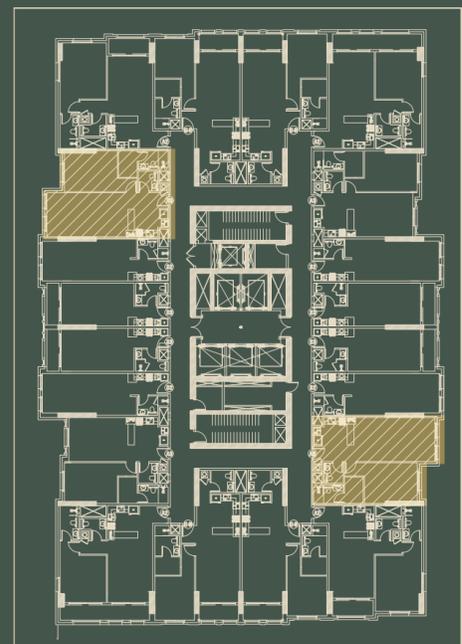
# A3

1 Bedroom



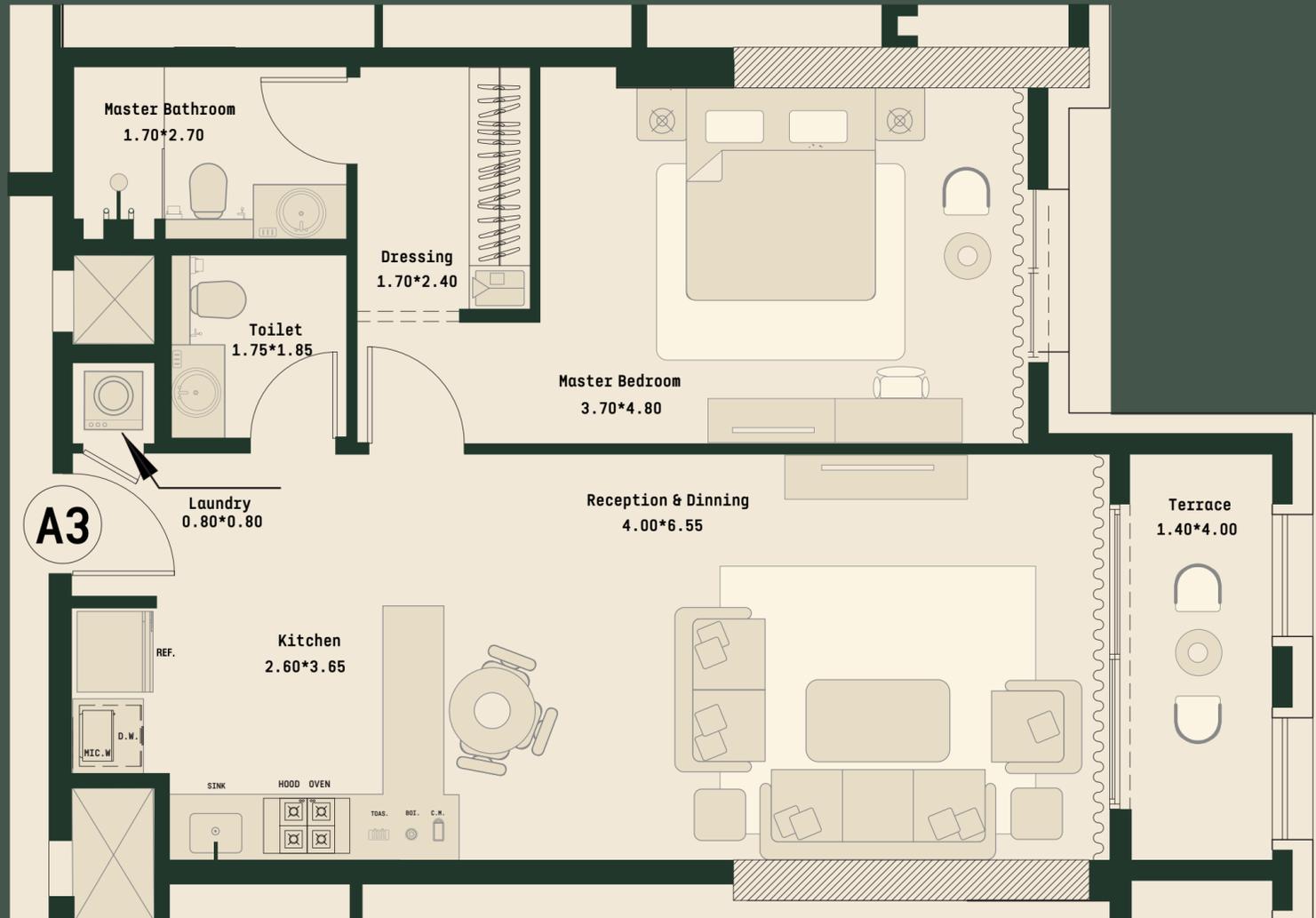
82.76 m<sup>2</sup>

2 Units/floor



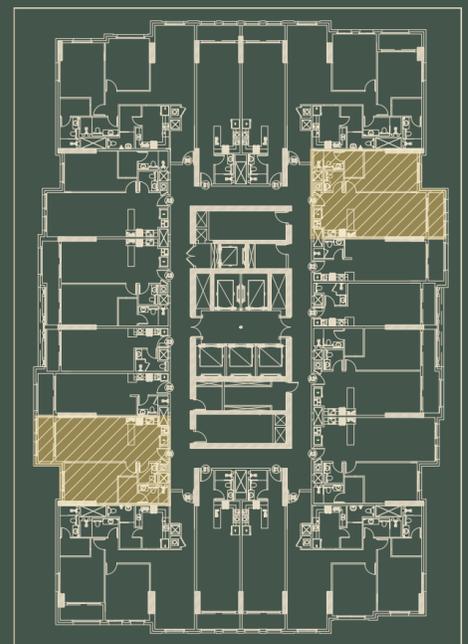
# A3'

1 Bedroom



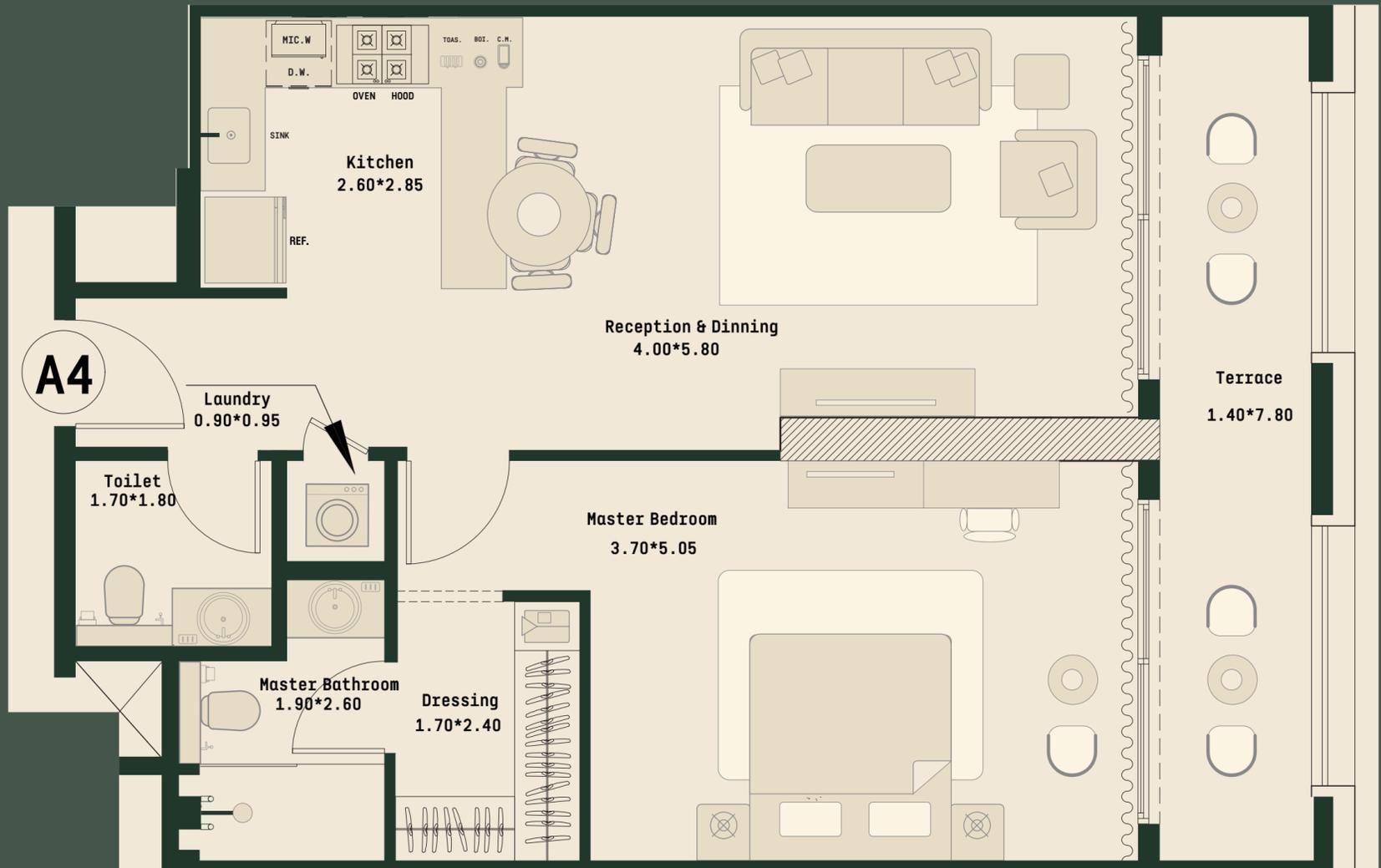
86.16 m<sup>2</sup>

2 Units/floor



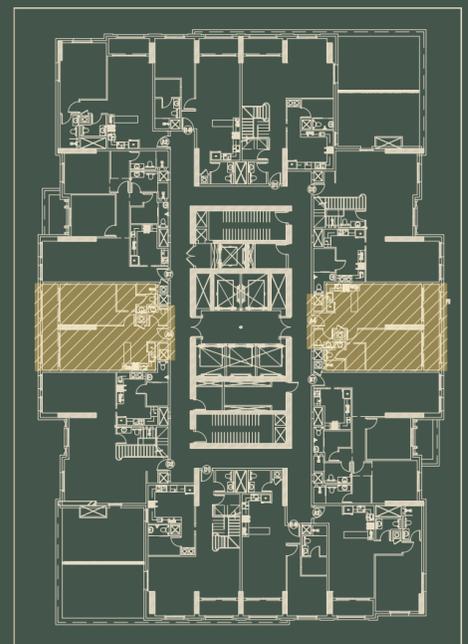
# A4

1 Bedroom



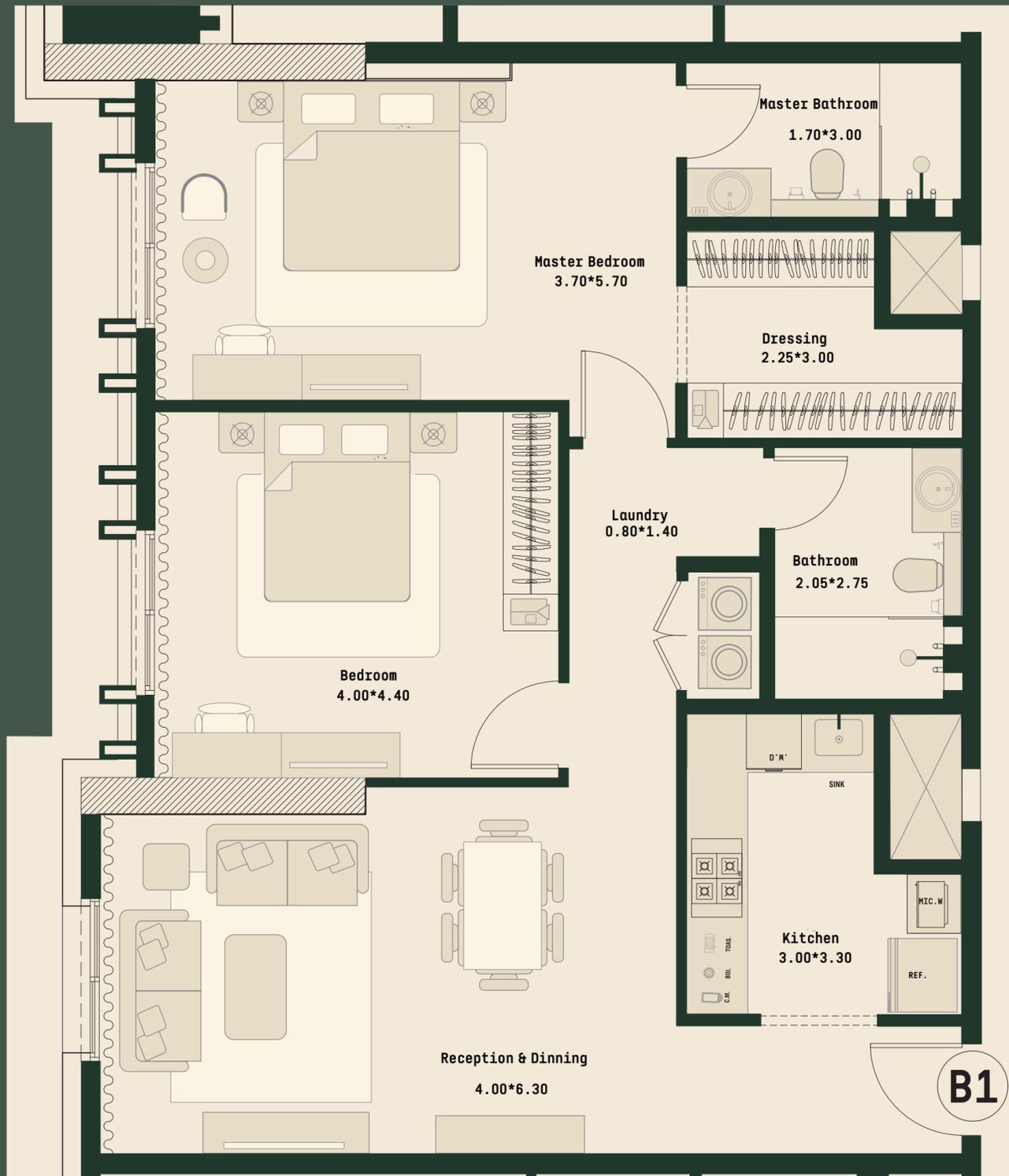
88.74 m<sup>2</sup>

2 Units/floor



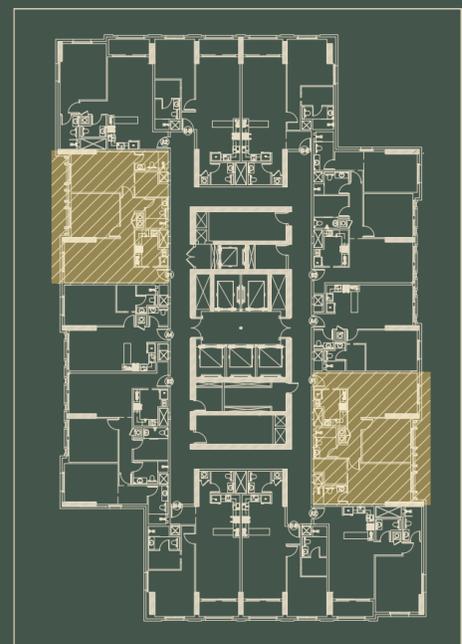
# B1

2 Bedrooms



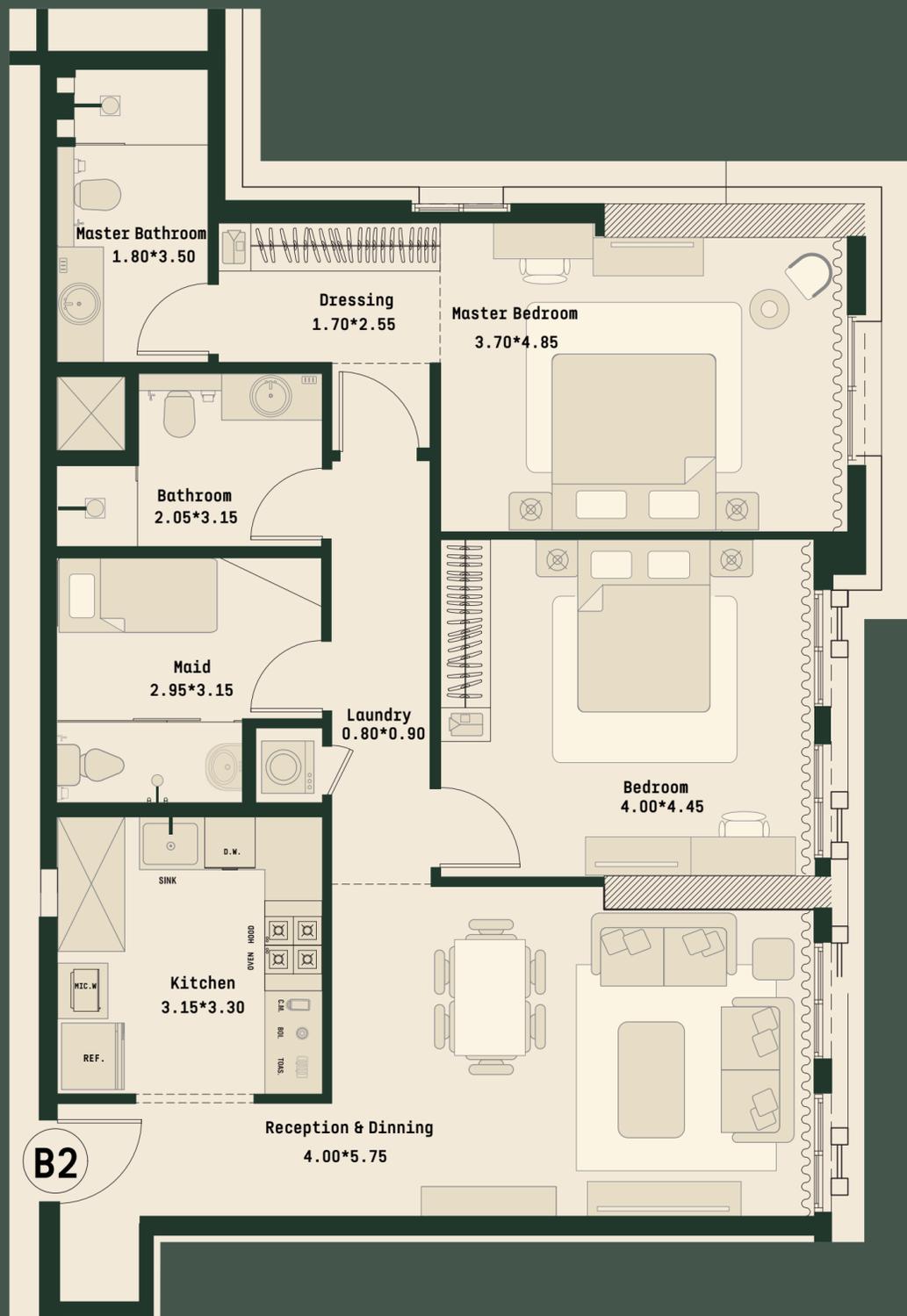
110.19 m<sup>2</sup>

2 Units/floor



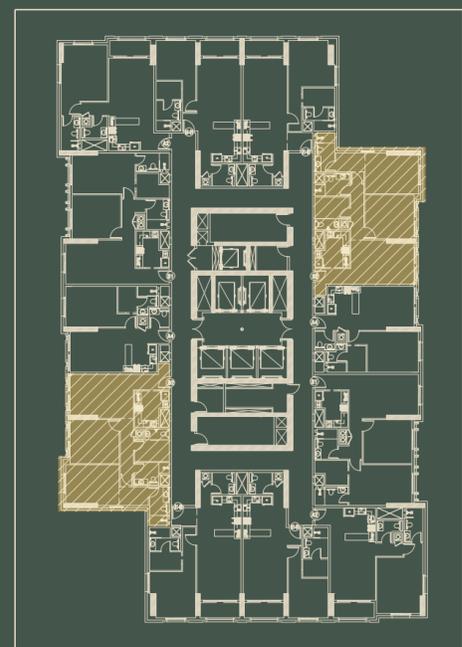
# B2

2 Bedrooms



117.20 m<sup>2</sup>

2 Units/floor



# B3

2 Bedrooms



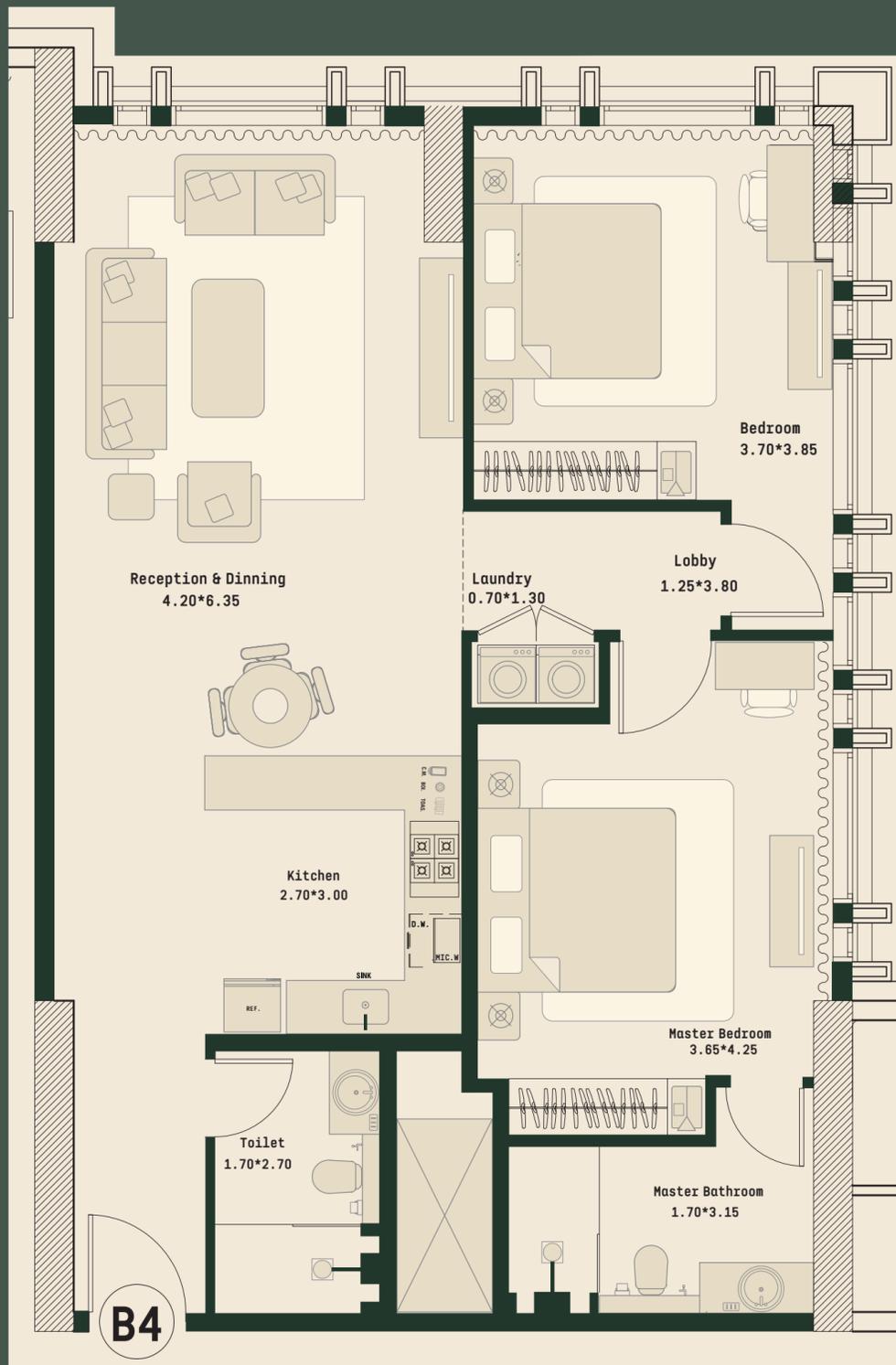
121.52 m<sup>2</sup>

2 Units/floor



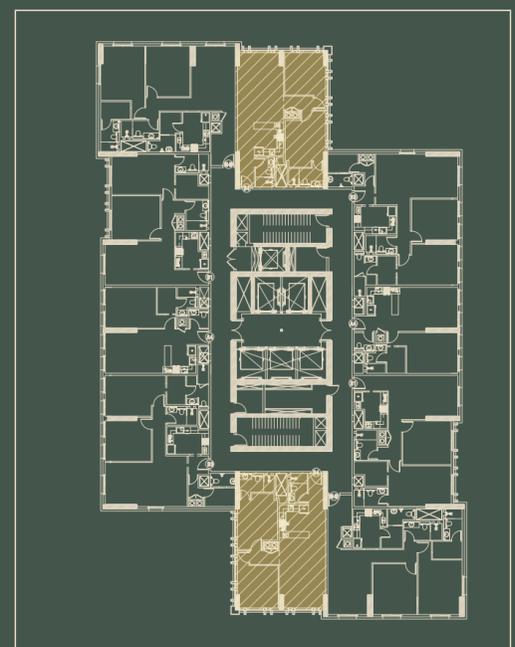
# B4

2 Bedrooms



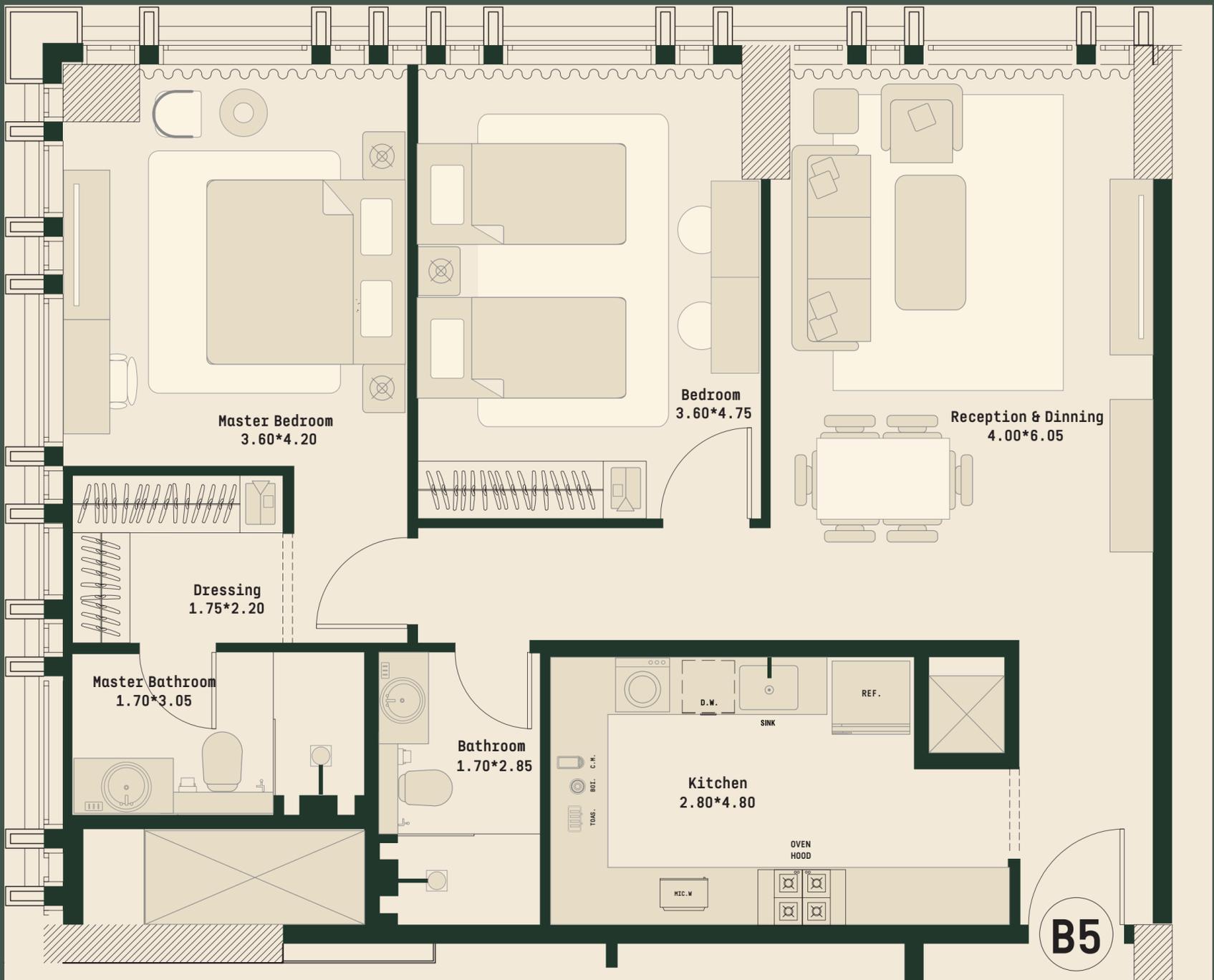
100.44 m<sup>2</sup>

2 Units/floor



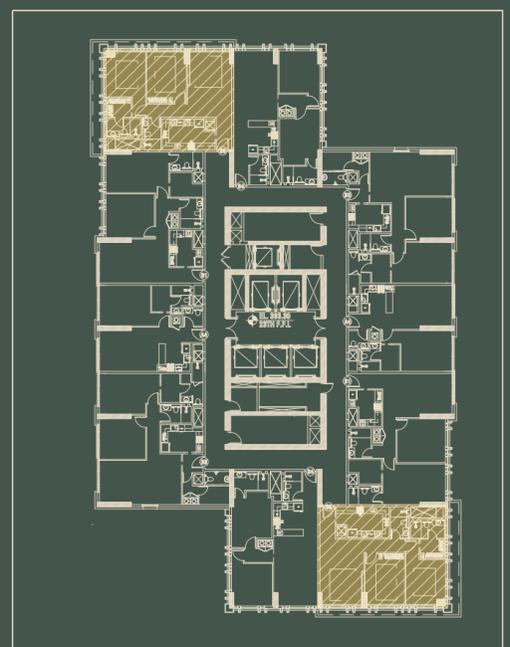
# B5

2 Bedrooms



103.79 m<sup>2</sup>

2 Units/floor



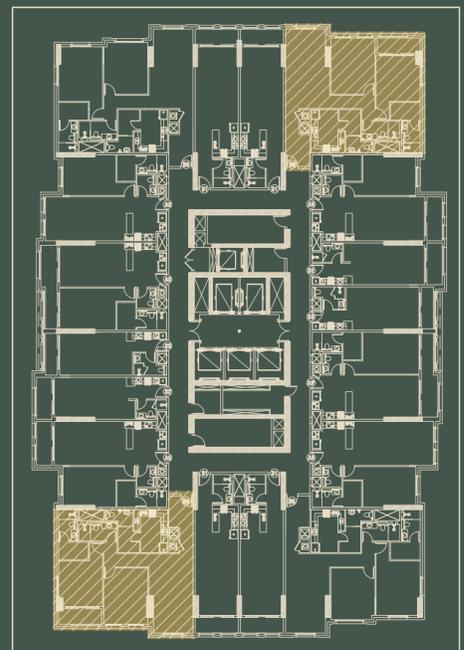
# B6

2 Bedrooms



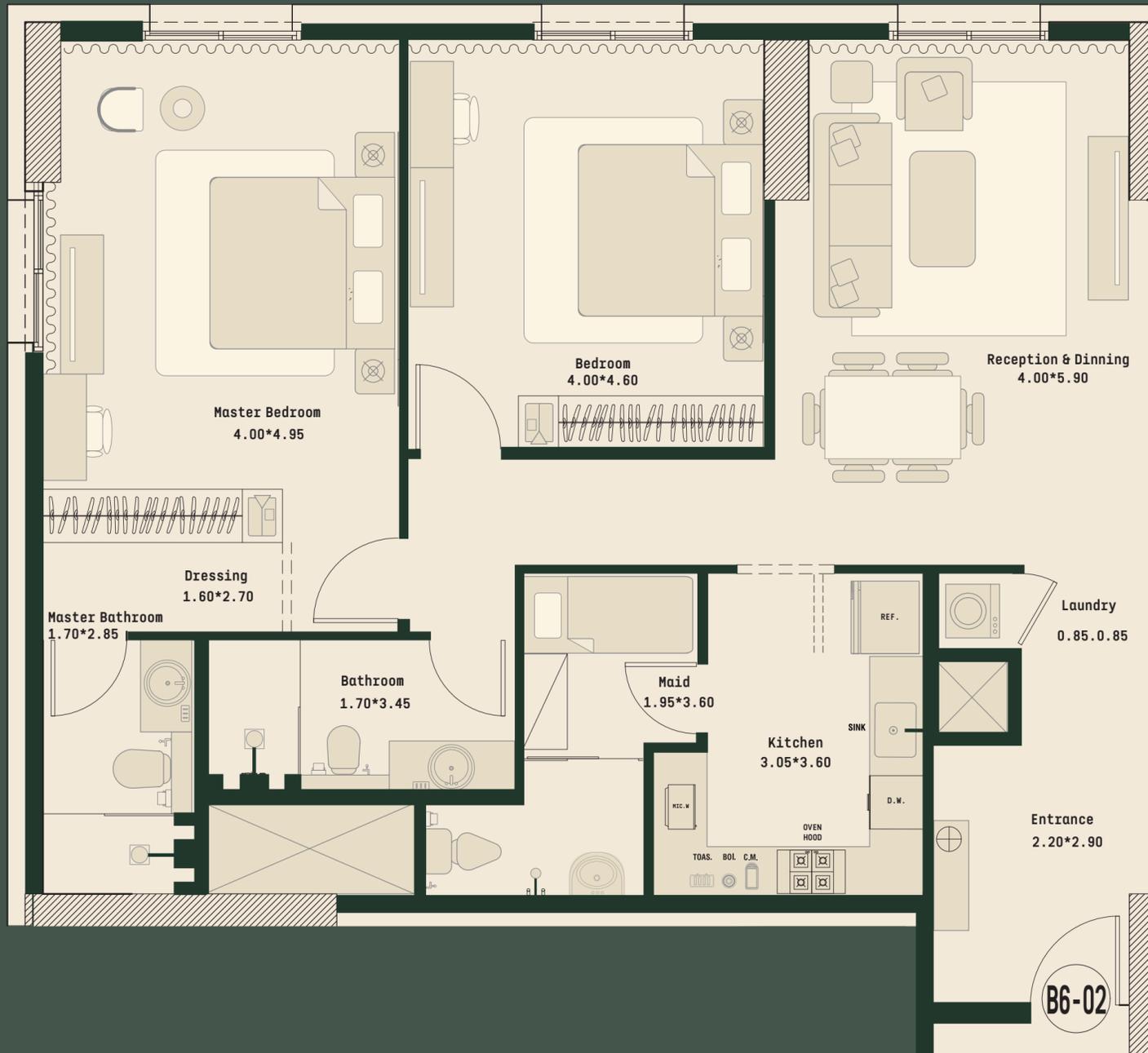
136.09 m<sup>2</sup>

2 Units/floor



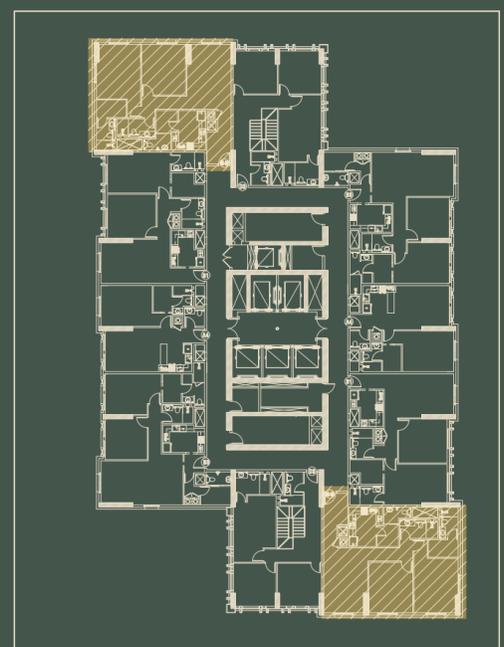
# B6-02

2 Bedrooms



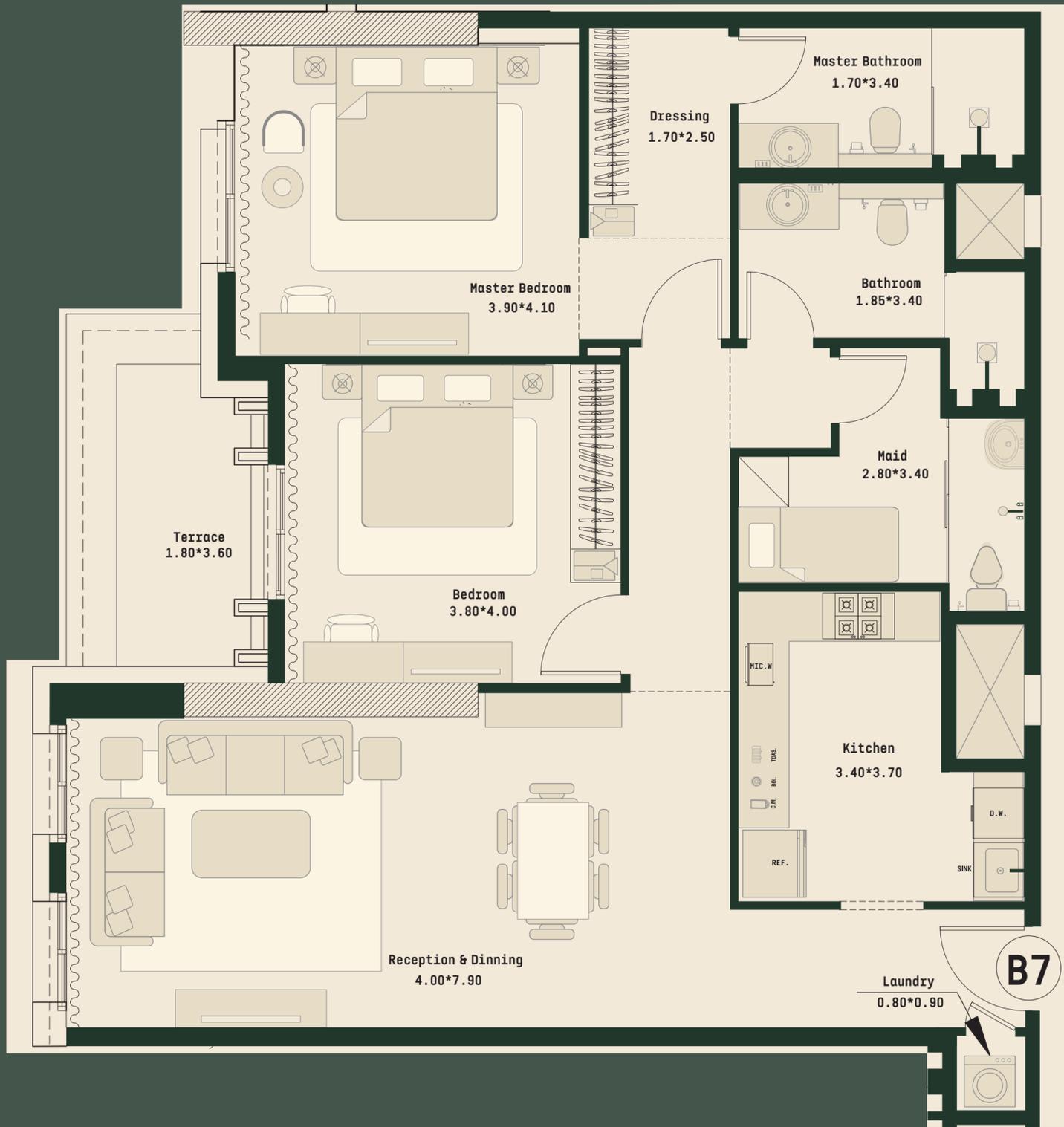
122.97 m<sup>2</sup>

2 Units/floor



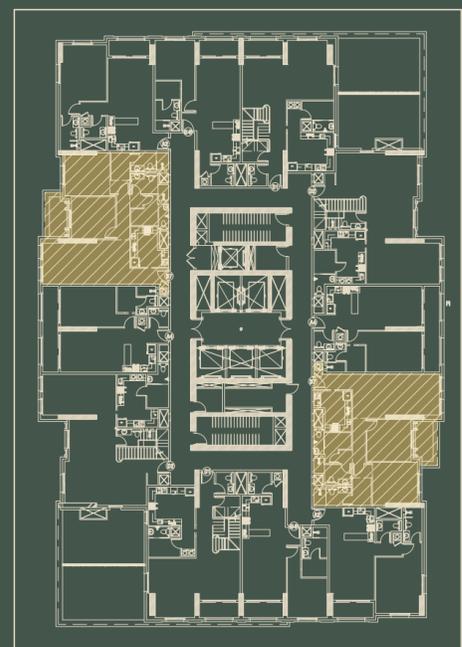
# B7

2 Bedrooms



121.90 m<sup>2</sup>

2 Units/floor



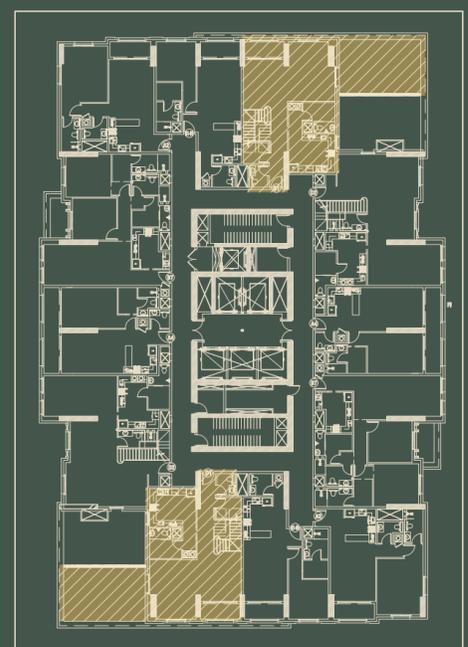
# D1-Lower

3 Bedrooms



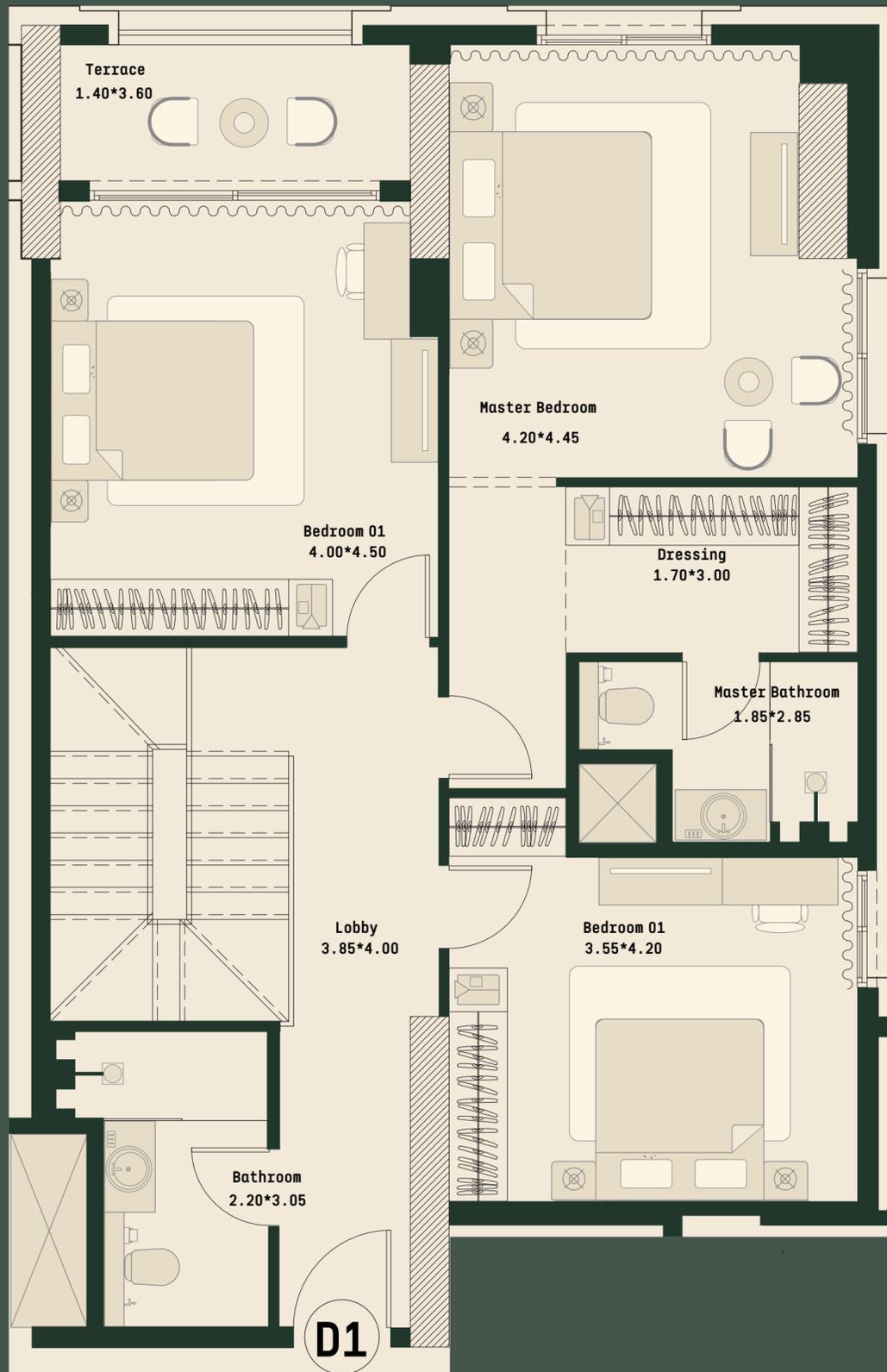
215.60 m<sup>2</sup>

2 Units/floor



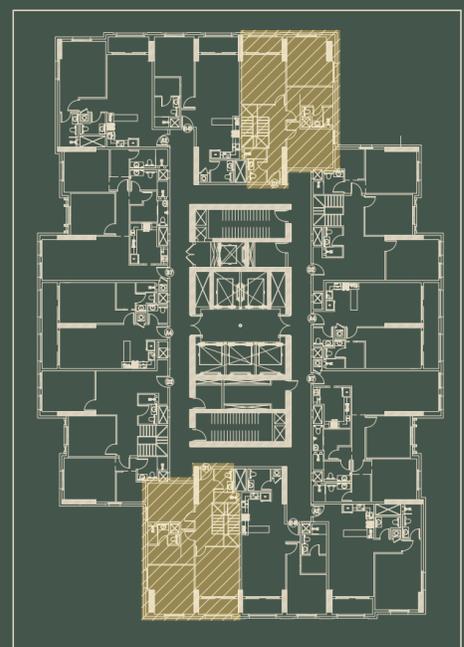
# D1 - Upper

3 Bedrooms



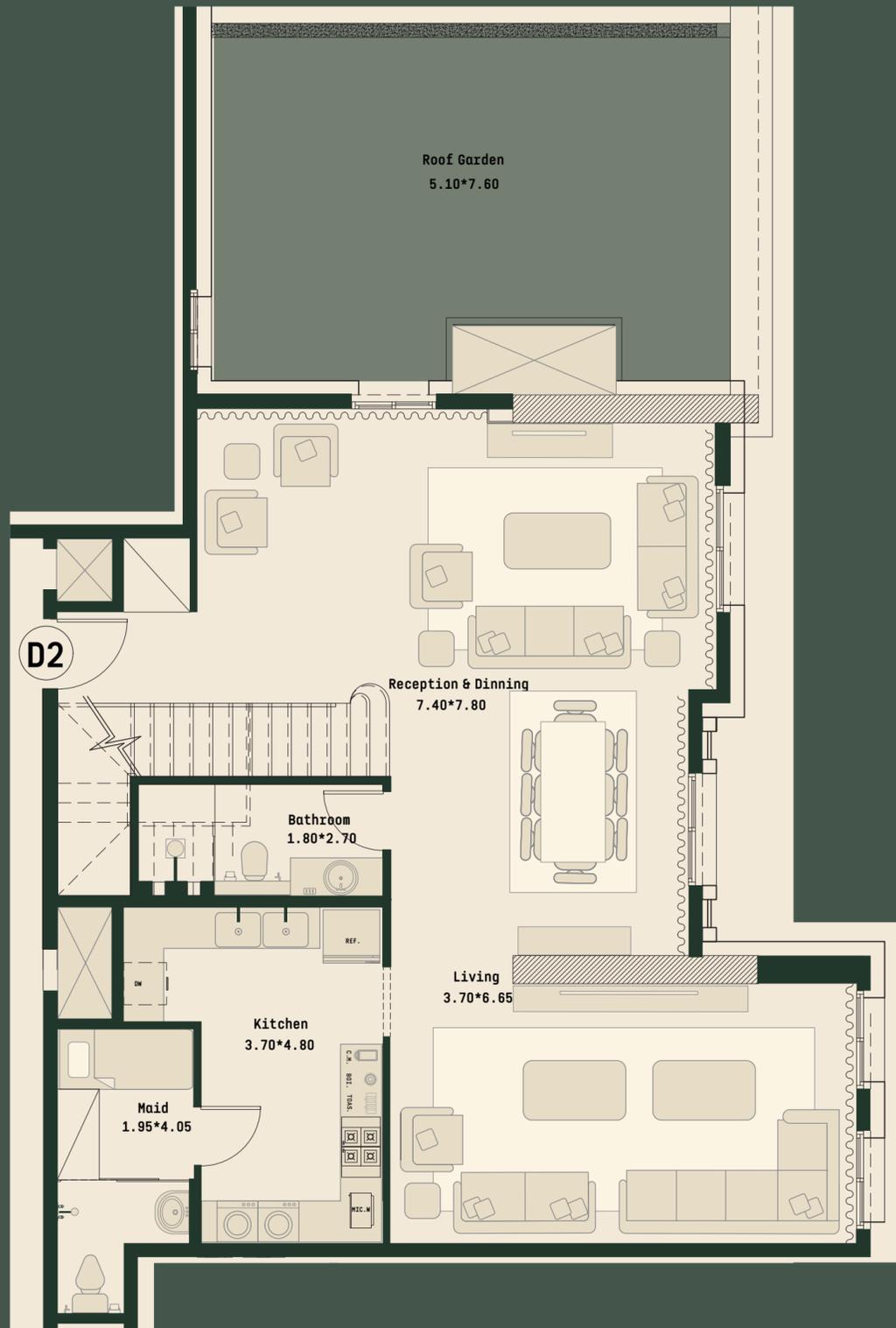
215.60 m<sup>2</sup>

2 Units/floor



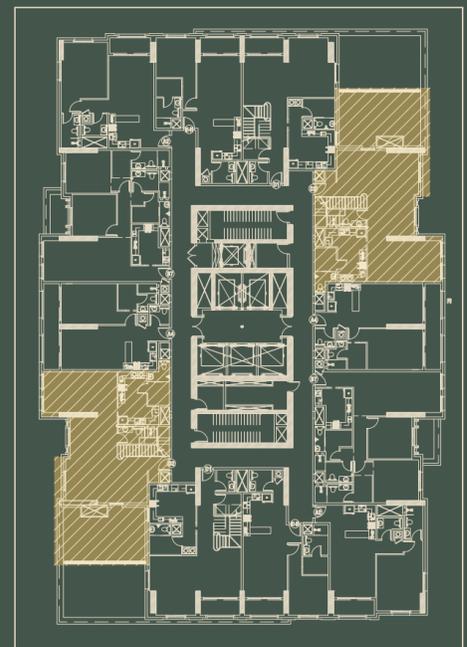
# D2 - Lower

3 Bedrooms + Living



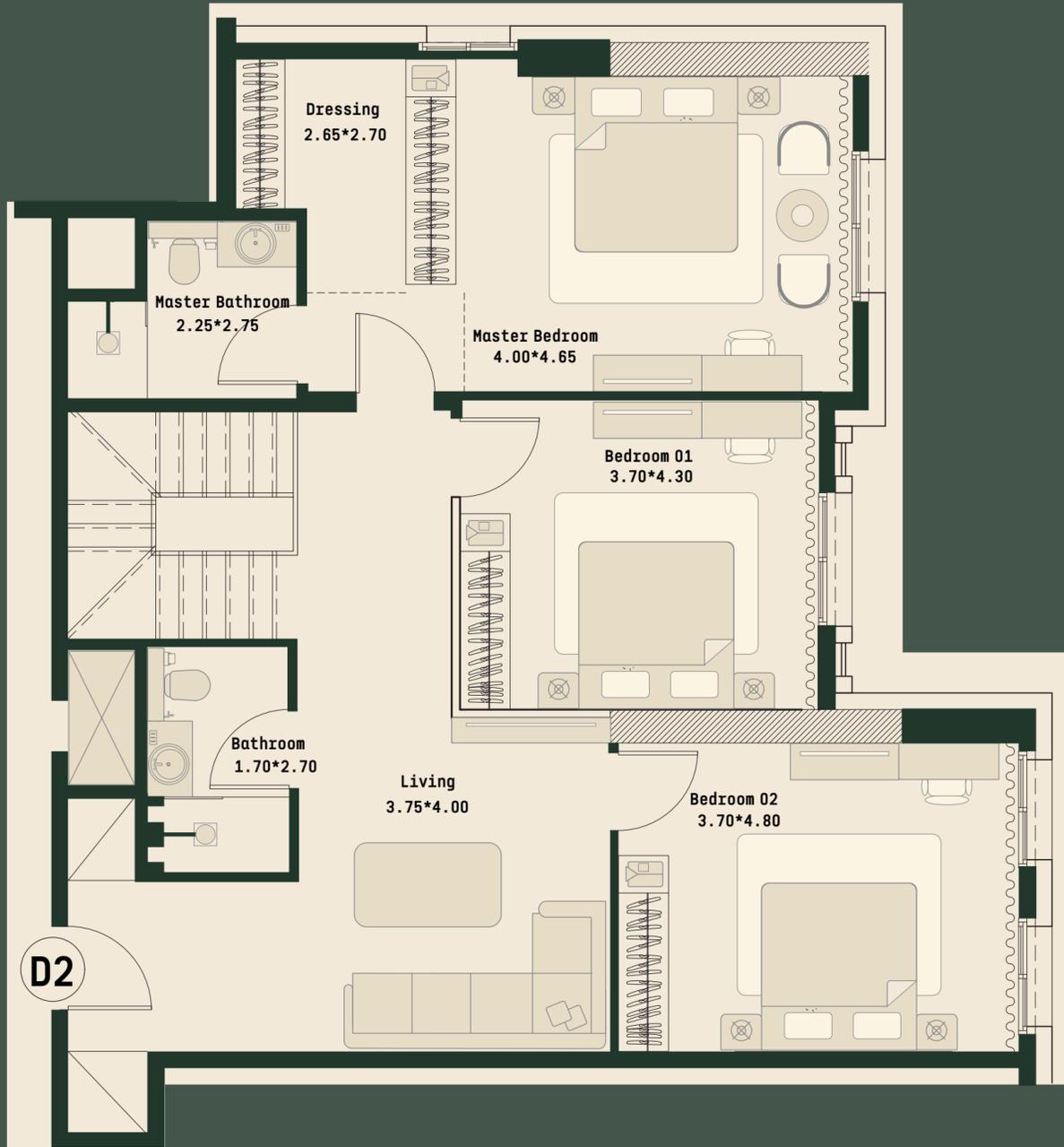
239.62 m<sup>2</sup>

2 Units/floor



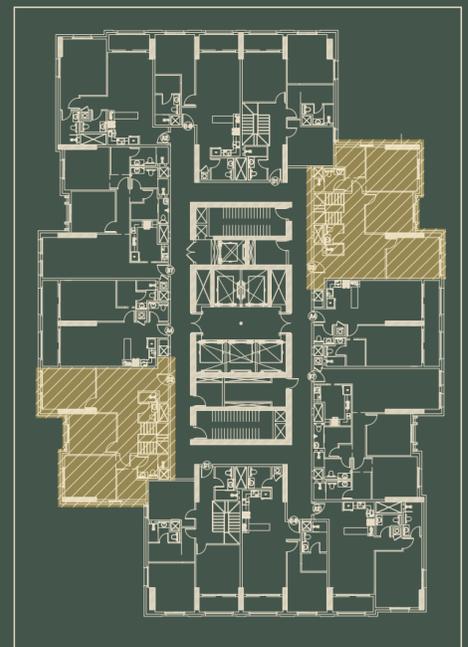
# D2 - Upper

3 Bedrooms + Living



239.62 m<sup>2</sup>

2 Units/floor

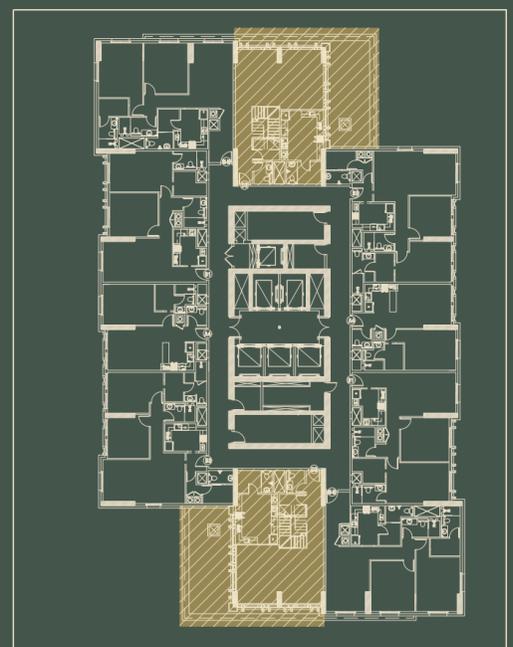


# D3 - Lower



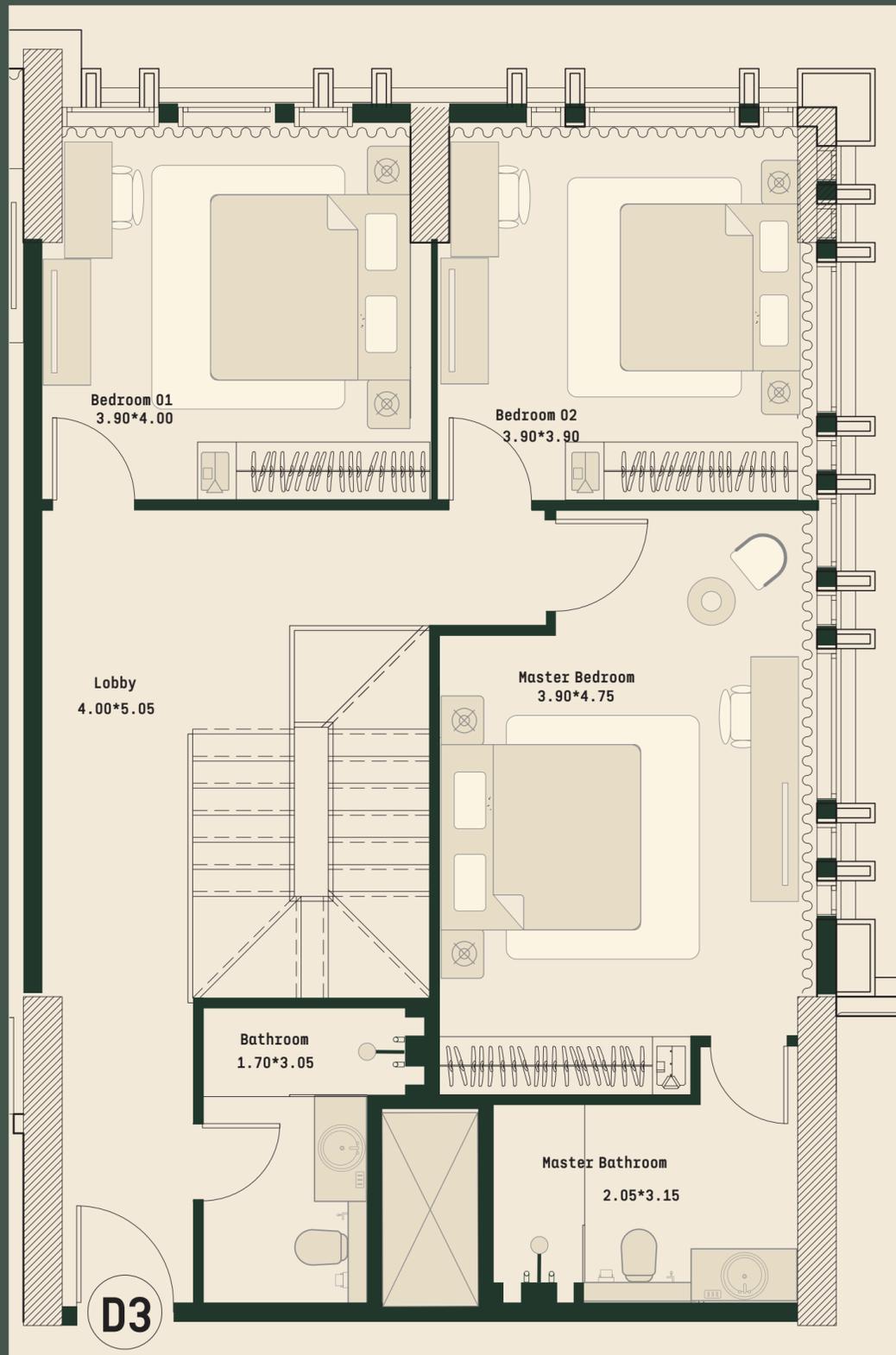
202.22 m<sup>2</sup>

2 Units/floor



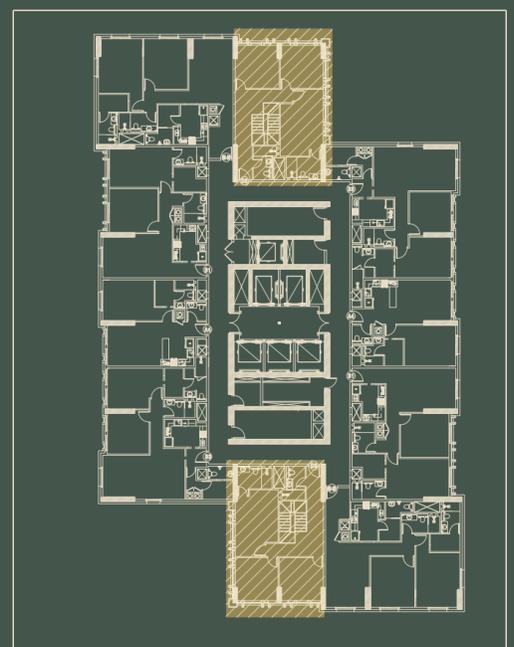
# D3 - Upper

3 Bedrooms



202.22 m<sup>2</sup>

2 Units/floor



# Warranties

## 10 years

Warranty on the construction work related to the unit foundation, concrete and insulation.

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## 1 year

Warranty on mechanical and electrical installations.

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## 1 year

Warranty on common components.



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