



# NEAL SERRA

**Neal** joined Emaar in 2002, just when the first ever freehold projects started to take shape. He played a key role in selling iconic developments like Emirates Hills, Dubai Marina, The Greens, Arabian Ranches, and Downtown Dubai including the VIP launch of Burj Khalifa.

**His Dubai** real estate journey continued with Hamptons International, where he was instrumental in creating a winning sales team and implemented forward looking policies and strategies. Neal then moved into commercial real estate with Better Homes, before a stint with Colliers International and Provident Real Estate.

**Headhunted** by Fine & Country to fill the role of Associate Director, Neal handles countless VIP clients and established firm ties with many family offices.

**In 2013**, Neal co-founded Property Boutique, where he focused on restructuring and future-proofing UHNI portfolios and consulting with property developers to assist them with improving and innovating their operations.

**To date**, Neal can look back at over AED 2.5 billion worth of property transactions in the UAE. His specialization in luxury communities like Emirates Hills, Jumeirah Bay, The Palm Jumeirah, and Dubai Hills and his experience in both real estate sales and development make him a go-to person for anyone looking for local real estate expertise and innovation.

**Neal** established Magnum Central Real Estate in 2023 looking to combine his varied experiences and skills and bringing to the city a rare combination of sales, advisory, and development capabilities. He continues to develop projects and collaborates with international developers seeking to enter regional markets. He specializes in sourcing land and advising on setup, growth, and diversification strategies.



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