

AI Visibility Ranking: Dubai Real Estate Developers

Which Dubai developers AI assistants actually recommend when buyers ask about off-plan projects, investment, communities, and luxury residences.

Emaar Properties	925	26	102pp
Most visible developer, 49.4% of answers	AI answers analyzed, 5 engines	developers tracked, 25 above 1% visibility	Top-3 combined visibility

Key findings

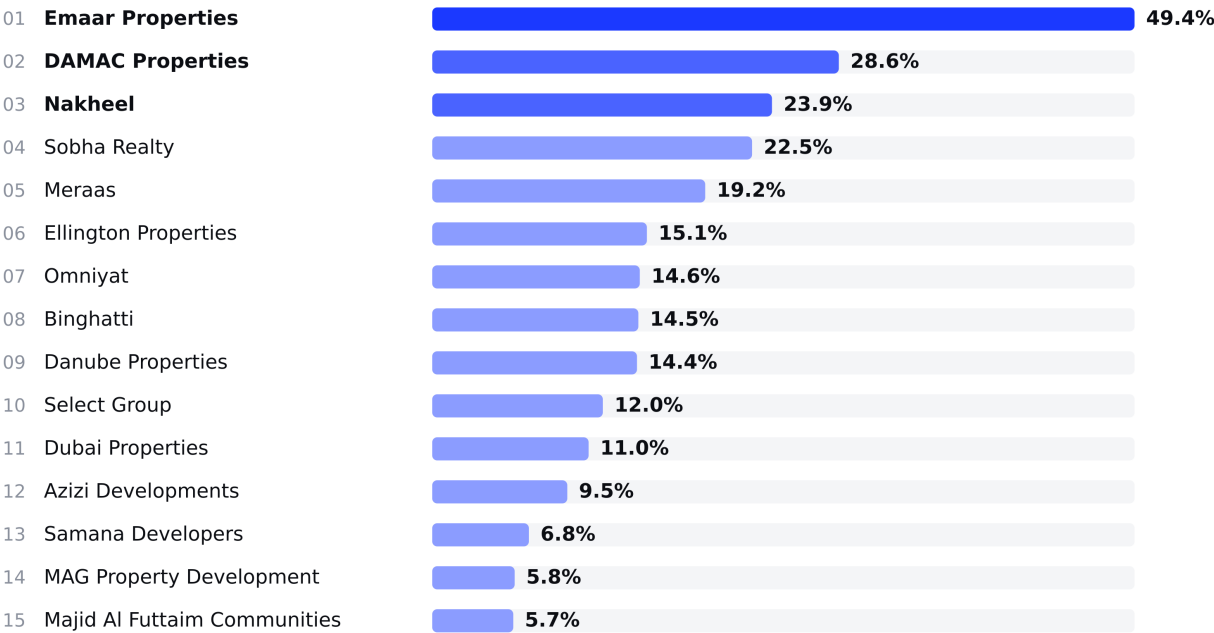
- Emaar Properties is the most-recommended developer in AI answers: named in 49.4% of 925 answers across 5 engines.
- 1 of 26 tracked developers are practically invisible: named in under 1% of answers.
- Emaar Properties leads on every engine, but the spread is wide: from 41.6% on Gemini to 61.1% on Claude.
- Concentration: the top three (Emaar Properties, DAMAC Properties, Nakheel) hold 102 points of combined visibility, versus 177 for the remaining 23 together.
- Even the leader has blind spots: Emaar Properties is named in 71.1% of developer comparisons but only 32.4% of community and location questions.

Leaderboard: share of AI answers naming each developer

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Dubai Real Estate Developers: who AI assistants recommend

Share of 925 AI answers naming each developer · ChatGPT, Claude, Gemini, Google Search, Perplexity · top 15 of 26



Source: Seeno.ai, 185 organic buyer prompts, August 2026. Prompts never name a brand, every mention is earned.
Full ranking and per-developer scorecards: seeno.ai/research/dubai-real-estate-developers · Free to republish with credit (CC BY 4.0)

Top 15 shown. Full ranking of all 26 developers in the table below and online.

Engine by engine

The same developer can be a household name for one assistant and absent from another. Share of each engine's answers naming the developer, top 10 overall.

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Dubai Real Estate Developers: engine by engine

Share of each engine's answers naming the developer · top 10 overall

	ChatGPT	Perplexity	Gemini	Claude	Google Search
01 Emaar Properties	54.6%	44.3%	41.6%	61.1%	45.4%
02 DAMAC Properties	30.8%	23.2%	29.2%	42.2%	17.8%
03 Nakheel	28.6%	22.2%	19.5%	30.8%	18.4%
04 Sobha Realty	27.0%	21.1%	21.1%	23.2%	20.0%
05 Meraas	29.7%	16.8%	14.1%	20.5%	15.1%
06 Ellington Properties	30.3%	13.0%	10.8%	2.7%	18.9%
07 Omniyat	24.9%	13.0%	12.4%	9.2%	13.5%
08 Binghatti	18.4%	13.0%	21.1%	7.0%	13.0%
09 Danube Properties	19.5%	15.1%	17.8%	7.0%	12.4%
10 Select Group	25.4%	8.1%	10.3%	6.5%	9.7%

Source: Seeno.ai, 925 answers to 185 organic buyer prompts, August 2026. Google Search = Google's AI and search surfaces.
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Full ranking: 26 developers

#	Developer	Overall	ChatGPT	Perplexity	Gemini	Claude	Google
1	Emaar Properties	49.4%	54.6%	44.3%	41.6%	61.1%	45.4%
2	DAMAC Properties	28.6%	30.8%	23.2%	29.2%	42.2%	17.8%
3	Nakheel	23.9%	28.6%	22.2%	19.5%	30.8%	18.4%
4	Sobha Realty	22.5%	27.0%	21.1%	21.1%	23.2%	20.0%
5	Meraas	19.2%	29.7%	16.8%	14.1%	20.5%	15.1%
6	Ellington Properties	15.1%	30.3%	13.0%	10.8%	2.7%	18.9%
7	Omniyat	14.6%	24.9%	13.0%	12.4%	9.2%	13.5%
8	Binghatti	14.5%	18.4%	13.0%	21.1%	7.0%	13.0%
9	Danube Properties	14.4%	19.5%	15.1%	17.8%	7.0%	12.4%
10	Select Group	12.0%	25.4%	8.1%	10.3%	6.5%	9.7%
11	Dubai Properties	11.0%	11.9%	5.9%	2.7%	29.7%	4.9%
12	Azizi Developments	9.5%	14.6%	6.5%	11.4%	8.6%	6.5%
13	Samana Developers	6.8%	11.4%	5.4%	8.1%	0.5%	8.6%
14	MAG Property Development	5.8%	8.1%	2.7%	7.0%	9.7%	1.6%
15	Majid Al Futtaim Communities	5.7%	9.7%	6.5%	5.4%	2.7%	4.3%
16	Deyaar	4.2%	8.6%	3.8%	3.8%	1.6%	3.2%
17	Imtiaz Developments	3.1%	4.9%	2.2%	3.2%	0.0%	5.4%
18	H&H Development	2.9%	4.9%	3.8%	3.2%	0.0%	2.7%
19	Aldar Properties	2.8%	4.3%	3.2%	3.2%	1.6%	1.6%
20	Reportage Properties	2.7%	4.9%	0.5%	1.6%	6.5%	0.0%
21	Tiger Properties	2.4%	2.7%	2.7%	3.2%	1.6%	1.6%
22	Wasl Properties	2.1%	3.8%	1.6%	3.8%	0.5%	0.5%
23	Nshama	1.9%	3.2%	0.5%	2.7%	2.7%	0.5%
24	Object 1	1.5%	2.7%	1.1%	3.2%	0.0%	0.5%
25	Iman Developers	1.2%	1.6%	1.1%	1.1%	0.0%	2.2%
26	LEOS Developments	0.6%	0.5%	0.5%	1.6%	0.0%	0.5%

Per-developer scorecards (engine breakdown, question categories, exact prompts where the developer is missing): <https://seeno.ai/research/dubai-real-estate-developers>

Methodology

185 organic buyer prompts about Dubai real estate were put to 5 AI engines (ChatGPT, Claude, Gemini, Google Search, Perplexity) in August 2026, producing 925 answers.

Prompts are written the way buyers actually ask (needs, budgets, areas, situations) and never name a company, so every mention is earned. Visibility is the share of answers that name the developer. Mentions are extracted deterministically with brand and alias matching, then aggregated per engine and per question category. The Google Search column reflects Google's AI and search surfaces for the same queries.

Rankings are a snapshot of August 2026. AI answers change as models and sources change, so Seeno re-runs the panel and publishes updates. Data collected by Seeno.ai.

How to use this data

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- Downloads (PDF, charts as PNG, full CSV, methodology): <https://seeno.ai/research/press>
- Per-developer scorecards and Arabic version: <https://seeno.ai/research/dubai-real-estate-developers>
- Interviews, custom cuts (by area, by question type, competitor sets) and the raw prompt list on request: hi@seeno.ai

About Seeno.ai

Seeno.ai measures how AI assistants (ChatGPT, Perplexity, Gemini, Claude, Google AI) talk about brands: who gets recommended, for which questions, and which sources drive it. Brands and agencies use Seeno to track and grow their AI visibility. Seeno is based in Dubai and publishes independent AI visibility research on Gulf markets.

Anton Kuznetsov, Founder, Seeno.ai

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