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OFF PLAN

HQ by Rove

Location: Business Bay, Dubai

Starting From: AED 2,690,000

Permit No: 2

HQ by Rove

DEVELOPER	PROPERTY TYPE	HANDOVER	PAYMENT PLAN	STATUS
IRTH	**Offices**	**—**	**50/50**	**Off Plan**

ABOUT THE PROJECT

HQ by Rove is a next-generation commercial development in **Marasi Bay, Business Bay**, created by IRTH Group in partnership with Rove Hotels. Rather than following the traditional model of a corporate office tower, HQ by Rove introduces a hospitality-led workplace concept where fully furnished offices, business infrastructure, lifestyle amenities, collaborative spaces and Rove's distinctive design identity are integrated within one destination.

The development is positioned as the **first standalone hospitality-branded office project in the Middle East**, extending the Rove concept beyond hotels and branded residences into commercial real estate.

Its location in **Marasi Bay** places businesses directly within Business Bay and close to the Dubai Water Canal, while Downtown Dubai, DIFC, Dubai Design District and Sheikh Zayed Road are all within convenient reach.

HQ by Rove is therefore aimed at businesses that want more than conventional office space. The concept targets entrepreneurs, growing companies, established firms and creative businesses seeking a workplace that combines professional infrastructure with the atmosphere and service philosophy of a contemporary hotel.

The project is entirely commercial rather than residential. Offices are sold as **fully furnished and smart-equipped workspaces**, reducing the time and additional capital typically required to fit out a conventional shell-and-core commercial property.

Flexibility is one of the defining characteristics of the development. Modular office layouts allow companies to adapt their premises as their teams expand or their requirements change, providing a more adaptable approach to long-term commercial ownership.

Office sizes begin from approximately **625 sq. ft.** for the compact Studio category, with layouts extending through larger Deluxe, Simplex Edge, Executive and A La Carte formats. Published configurations include Studio offices of approximately **625–725 sq. ft.**, Simplex Edge spaces of around **1,230–1,614 sq. ft.**, Deluxe offices of approximately **1,360–1,435 sq. ft.**, and Executive offices of around **1,986–2,227 sq. ft.**

The **A La Carte** concept provides considerably larger office environments starting from approximately **2,700 sq. ft.**, allowing companies with greater space requirements to create more substantial workplaces.

Current registered and marketed commercial inventory extends to approximately **6,324 sq. ft.**, providing options for businesses ranging from smaller professional teams to larger corporate occupiers.

The interior concept is intentionally different from a conventional corporate tower. Rove's design language introduces energetic communal spaces, contemporary furniture, artwork and informal environments intended to make the workplace feel more social and engaging.

Businesses can move into furnished offices rather than undertaking an extensive conventional fit-out process, which can be particularly attractive to investors seeking a more immediately leasable commercial asset and companies wanting greater certainty around setup costs.

The hospitality component extends well beyond interior design. HQ by Rove incorporates reception and business-support services alongside collaborative environments where tenants can meet, work and network.

High-speed connectivity is integrated throughout the development, while meeting rooms with audiovisual equipment provide professional spaces for presentations and client meetings.

Dedicated **phone booths and soundproof pods** allow private calls and focused work to take place away from open office environments.

Content creation has also been incorporated into the project concept. **Podcast and content studios** give businesses access to dedicated environments for recording, marketing and digital communication without requiring their own specialist facilities.

The project's lifestyle facilities represent one of its strongest differentiators. Rove describes more than **120,000 sq. ft. of indoor and outdoor amenities**, creating a scale of communal infrastructure unusual for a conventional office development.

Fitness facilities allow professionals to integrate exercise into the working day, complemented by showers and supporting wellness infrastructure.

Rooftop spaces extend the workplace beyond traditional enclosed offices, creating opportunities for informal meetings, networking and relaxation against the surrounding Business Bay skyline.

Sports and recreation are also integrated into the concept, including **padel facilities**, reinforcing HQ by Rove's emphasis on balancing work with lifestyle.

Café and food-oriented spaces allow meetings and informal conversations to move outside traditional boardrooms. This hospitality-inspired environment is intended to encourage interaction between different businesses occupying the building.

Event and lounge zones provide further opportunities for networking, company gatherings and community events.

Quiet and wellness rooms offer a contrasting environment for professionals who need privacy or time away from the more active communal spaces.

The building provides **24/7 access**, smart-entry systems and CCTV, allowing companies with international operations or non-standard working hours greater flexibility.

Parking is substantial for a central Business Bay commercial project. DLD-validated building information identifies approximately **988 parking spaces**, supporting both office occupiers and visitors.

The project's Marasi Bay location further strengthens its commercial positioning. Businesses are located directly within **Business Bay**, one of Dubai's largest established commercial districts, rather than within a developing peripheral business destination.

The Dubai Water Canal sits at the project's doorstep, giving HQ by Rove a waterfront dimension unusual within Dubai's commercial office market.

Downtown Dubai and Burj Khalifa are nearby, while **DIFC** provides access to Dubai's principal financial district. Dubai Design District is also close, increasing the project's relevance to creative, technology and design-oriented businesses.

Access to Sheikh Zayed Road connects companies with the wider city, while Business Bay's established public transport infrastructure provides additional commuting options for employees.

From an investment perspective, HQ by Rove represents a different proposition from conventional Business Bay office inventory. Buyers are acquiring a branded, furnished commercial product supported by extensive communal facilities rather than simply purchasing an office shell.

The **Rove branding** provides the project with a distinctive identity in the leasing and resale markets, while the hospitality-led operating concept can appeal to companies placing greater importance on employee experience, flexible working and workplace culture.

Smaller offices provide the project's most accessible commercial investment category and may appeal to investors targeting entrepreneurs, boutique companies and professional firms.

Larger Executive and A La Carte offices provide opportunities to target established companies requiring more substantial headquarters or regional office environments.

Modular layouts also give companies greater flexibility to adapt their workplace as staffing requirements change, potentially extending the period during which a business can remain within the same development.

For owner-occupiers, the fully furnished format can substantially simplify the transition into new premises. Traditional commercial acquisitions can require extensive expenditure and project management before occupation, whereas HQ by Rove has been conceived around a more turnkey workplace experience.

For investors, individual office selection remains particularly important. **Floor level, Dubai Canal or skyline outlook, internal configuration, usable area, parking allocation and price per square foot** can materially affect leasing and resale positioning.

DLD transaction activity demonstrates significant early demand. DLD-derived data through September 2026 recorded **321 sales during the preceding 12 complete months**, with a median registered transaction value of approximately **AED 3.19 million**.

The project is scheduled for completion in **Q1 2029**, with current DLD-validated project information identifying **31 March 2029** as the expected completion date.

With **DLD Project Number 4143**, a Business Bay waterfront address, Rove branding, furnished modular offices and more than 120,000 sq. ft. of lifestyle-oriented facilities, HQ by Rove introduces a distinctive hospitality-led proposition to Dubai's commercial property market.

Why Buy HQ by Rove Through A1 Properties?
Buying an office at **HQ by Rove through A1 Properties** gives clients access to experienced Dubai commercial property advisors who can compare available units according to exact square footage, office category, floor level, orientation, canal or skyline views, parking allocation, DLD transaction benchmarks, price per square foot and payment structure.

With **{YEARS_IN_MARKET} years in the market**, A1 Properties provides extensive knowledge of Dubai's commercial and off-plan property market, helping buyers evaluate HQ by Rove against other premium office opportunities throughout Business Bay, Downtown Dubai and surrounding commercial districts.

For investors, our advisors can assess entry pricing, registered transactions, office scarcity, expected tenant positioning, service charges and potential resale opportunities. Owner-occupiers can receive tailored guidance according to team size, layout requirements, workplace strategy and future expansion requirements.

A1 Properties provides end-to-end support throughout the property journey, from property selection and negotiation to documentation, financing, ownership transfer, leasing and future resale.

Whether you are buying, selling, renting, or investing, our expert advisors are ready to help you find the right opportunity.

PAYMENT PLAN

15% Down Payment	**35%** During Construction	**50%** On Handover