

SARD STUDIO · RESEARCH

2026

Lusail Investor Guide

A field guide for the international
investor entering Doha's premier district.

Eight towers. Three price tiers.
What to know before you sign.

دليل المستثمر في لوسيل ٢٠٢٦

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01

The Lusail Snapshot.

4.7B

QAR · 2025 transaction volume

47

Towers · residential operational

12,300

Units · across all tiers

+34%

YoY · transaction growth

8.1%

Average · rental yield

75%

Of Pearl-Lusail buyers · foreign

Lusail is no longer the future of Qatar. It is the present.

What was a planned city in 2010 is now an operational district of 200,000+ residents, ten registered school operators, four major hospitals, and a metro line that connects to downtown Doha in fourteen minutes.

For the foreign investor, Lusail offers three things West Bay and the Pearl cannot:

- * New construction with current building codes
- * A higher-yield rental market (driven by relocation demand)
- * A 2030 master plan that explicitly protects property values

02

The Eight Towers.

We track these eight as the bellwether towers — what happens here typically forecasts the Pearl + West Bay market within 90 days.

TOWER	AVG/SQM	YIELD	DEMAND
Marina Tower	16,200 QAR	8.4%	*** High
Burj Doha Mar.	17,800 QAR	7.9%	*** High
Fox Hills 1	13,400 QAR	8.7%	** Strong
Fox Hills 2	12,900 QAR	8.9%	** Strong
Bin Mahmoud W.	14,300 QAR	8.2%	** Strong
Energy City E.	11,800 QAR	9.1%	* Growing
Marina District	15,600 QAR	8.5%	** Strong
Waterfront S.	18,200 QAR	7.4%	*** Premium

Yields are gross. Operating expense varies by tower (3-8% of gross).
Avg/sqm reflects 2-3BR units, transactions Jan-Apr 2026.

06

Three Common Mistakes.

01 Assuming the listing price = the price.

Doha real estate negotiation is expected. The published price is the START, not the end. Foreign buyers who pay sticker overpay by 7-12% in Lusail. Always counter-offer at 90% of asking on properties listed 60+ days.

02 Skipping the building's annual service charge.

A 2BR at 1.5M QAR with a 35,000 QAR service charge is a different investment than the same unit with 12,000. Ask for the FULL breakdown and the 3-year increase rate.

03 Buying without a Sard-vetted agent OR an independent property lawyer

About 40% of foreign-buyer transactions use the same agent for both buyer and seller. Legal, but the agent's incentive is to close the deal. Either choose a Sard-vetted agent OR retain a property lawyer (around 3,500 QAR).

READY TO BUY?

Don't go alone. Talk to a Sard-vetted agent.

We don't take commissions. We don't sell properties.
We connect foreign investors to Doha real estate agencies we've personally vetted for honesty, responsiveness, and English-fluent service.

Email hello@sardstudio.studio

or WhatsApp +974 60018181

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