



Serena Community

Newsletter 2024

The Serena Community

Serena is an exceptional development spanning 761,804 sqm, characterised by its Mediterranean-Spanish architectural style across three phases: Bella Casa, Casa Dora, and Casa Viva. Offering luxurious 3-bedroom villas and affordable 2 and 3-bedroom townhouses, Serena creates a dynamic, vibrant lifestyle in an efficiently designed community, ensuring affordability and superior quality materials and finishing. Its convenient location ensures easy access to Academic Road, Al Qudra Road, and Emirates Road, connecting residents to popular areas like Downtown Dubai, Sustainable City, and Arabian Ranches.

What's New & Happening in Serena?

Padel Tennis Court & Football Pitch

Experience more family-friendly activities with astate-of-the-art [padel tennis court and football pitch](#).

The Serena Marketplace

Achieve fitness goals at [Titanium Fitness](#), enjoy fabulous nails at [Nbar](#), or receive expert real estate advice from [AQUA Properties](#) and more, all at [Serena Marketplace](#).

Saudi German Clinic at the Serena Marketplace

Access top-notch healthcare conveniently with the addition of the [Saudi German Clinic at Serena Marketplace](#).

Enhanced Accessibility

The recently constructed E 311 road not only links Serena to two neighbouring communities but also offers a direct exit from the community and seamless connection to Emirates Road.

Schools & Nearby Universities

Families in Serena can choose from nearby nurseries like Step by Step and Creakids in Sustainable City, along with [Blossom Mudon Nursery](#), all just a 15-minute drive away. Serena is conveniently located near renowned schools such as [GEMS Vertus School](#), [Fairgreen International School](#), and [GEMS Metropole School](#).

Sales Transactions Data - 2023

Bella Casa

2 Bedroom	11
3 Bedroom	39

50

Total Transactions

Total Sales **AED 102,125,000**

Casa Dora

2 Bedroom	11
3 Bedroom	48

59

Total Transactions

Total Sales **AED 127,803,000**

Casa Viva

2 Bedroom	8
3 Bedroom	40
4 Bedroom	2

50

Total Transactions

Total Sales **AED 103,843,000**

AED 333,771,000

TOTAL SALES VALUE

159

TOTAL TRANSACTIONS

3.15M

HIGHEST TRANSFER

650K

LOWEST TRANSFER

852

AVE. PRICE AED PER SQFT

Why Serena?

High Value for Money

Family-Centric Environment

Quality Healthcare

Near to place of worship

Serena Marketplace

Pet Friendly Community

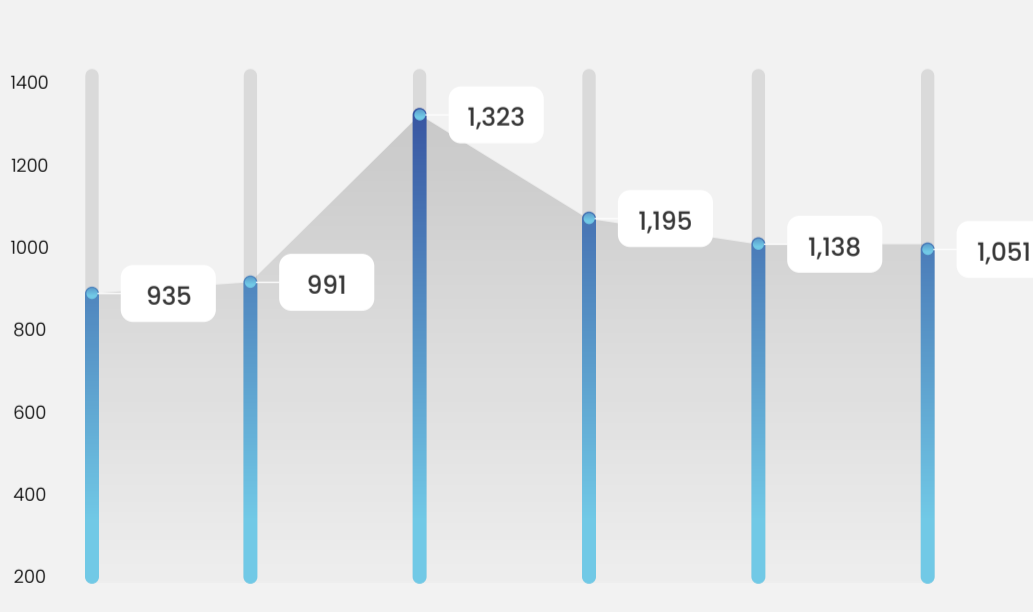
Access to Leisure & Entertainment

Accessibility to Dubai Main Roads

Serena

Serena offers spacious homes with a remarkably low price per square foot

AED 935



Property Management

LIMITED TIME OFFER

14 MONTHS

HASSLE-FREE PROPERTY MANAGEMENT FOR THE PRICE OF

12 MONTHS

Our Top Agents Specialising in Serena

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★★★★★

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