



Explore

*Affordable Luxury*



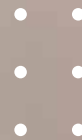
Tahliah Residents (6 Residential Units)

# Redefining Affordable Luxury Homes



Welcome to **LaRa**, a real estate concept designed for a changing Saudi Arabia.

**LaRa** offers cleverly designed, affordable luxury. It moves young families away from traditional housing schemes or compounds. Instead, **LaRa** creates low-rise communities with world-class shared amenities. Here is modern, contemporary living crafted to a uniformly high standard across all **LaRa** properties.





# A Powerfully Differentiated Brand

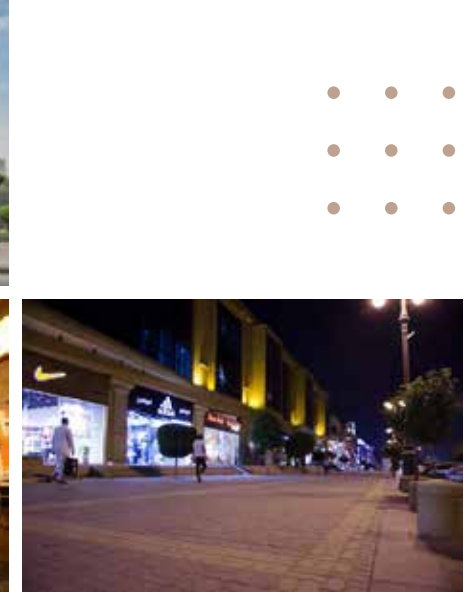
We wanted to change how you think about residential lifestyles in Saudi Arabia. Historically, the choice has been between insulated walled compounds, traditional villas or small urban locations where build quality can suffer.

We wanted to take a completely fresh approach. So, we began by studying the audiences we wanted to serve – young Saudis between 25-35 years of age, just starting out in their careers and establishing their own family units. These young Saudi families are looking for affordable starter homes to call their own, near their workplaces and areas of interest.

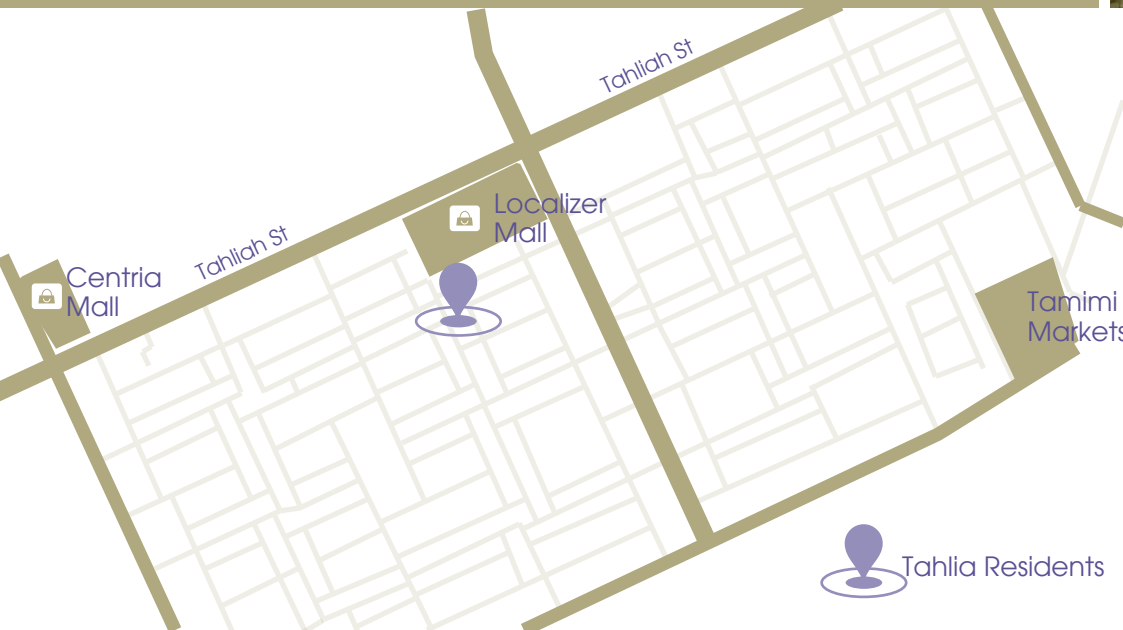
We made room for spacious apartments, each family unit also comes with dedicated parking spaces for maximum convenience. **LaRa** is designed around families, with contemporary design and quality finishing.

**LaRa** communities also take advantage of smart systems and technologies for energy conservation, security and safety.

**With LaRa, we don't just construct buildings. We craft cohesive communities instead.**



# Prime Location, Ensuring Accessibility



A prime location in a lively area

Accessibility and location are essential to tenant well-being, and also serve to maintain asset value for each **LaRa** community. Our **LaRa** development plan starts by scouting ideal locations, close to business areas and social hubs. This cuts down commute times, increases tenant well-being and adds another layer of convenience.

Day View



(6 Residential Units)

Night View



Ground Floor



First Floor



Roof





# Walkthrough



Step through the doors of a **LaRa** low-rise community and see how we're redefining affordable luxury for young families in Saudi Arabia.



Type  
**A**

Interior Space  
**162 M<sup>2</sup>**  
+  
Outdoor Space  
**53 M<sup>2</sup>**



### Two Bedroom layout

A home to grow into for small families, where a spacious central living room leads the way to two generous bedrooms. The living and kitchen areas are inviting and open, with natural light, while the bedrooms offer seclusion and privacy down a corridor.

# Your Living Room



## Space for life

Your living area is the centerpiece of family life. Large windows let in natural light, while high ceilings create airiness. It is your hub for socializing and family time. Spacious to make you and your family enjoy all day living.



# Master Bedroom



## Uninterrupted rest and seclusion

Comfort and seclusion meet in a private haven where every inch of space is put to use. Carefully integrated wall closets maximize open area, while AC split units for cleaner lines, reduced noise and lower utility bills.



# Kids Bedroom



## Comfort and safety

Comfort and safety are always **LaRa** priority for kids. Rooms are designed to accommodate all kids and guest requirement equally. In suite toilet make them luxury to enjoy a good night sleep. It is really **LaRa** style.



# Kitchen



Carefully designed around your needs

Every **LaRa** kitchen follows a smart layout that shadows your needs. Shelves and cabinets are easily accessible. Your kitchen comes pre-installed with appliances, including a large vertical double-door refrigerator and freezer.

## Laundry Room



### Towards clean design

A dedicated well-ventilated laundry room keeps heavy appliances away from living areas. Washer and drier units fit seamlessly into a specially-designed wall closet.

## Maid's Room



### Comfortable maid's quarters

A separate maid's room with its own in suite bathroom creates comfortable living quarters for hired help. Smart design creates generous room for daily tasks such as ironing.

Type  
**B**

Interior Space  
**147 M<sup>2</sup>**



### Two Bedroom layout

Designed for dynamic couples and small families, with smart design that amplifies living space and puts conveniences close to hand. A generous living area flows seamlessly towards private sleeping quarters. Large windows let in natural light, and the apartment's contours make the most of available space.



# Your Living Room



## Space for life

Your comfortable living space is **LaRa's** focus to family life. Large windows let in natural light that provide life to the space. Your dining area is contemporary and opens out towards the kitchen. Here is ample space to bond with your family.



# Master Bedroom



## Uninterrupted comfort and relaxation

Sound-resistant walls shield you from the bustle of family life, while unobtrusive smoke detectors provide additional peace of mind. Lighting and AC controls are placed next to the bed for easy access. Here is where rest is enjoyed uninterrupted.



# Kids Bedroom



## Cheerful children's room

Carefully designed to provide relaxing space to kids and guest. Smart wall closets designed to accommodate all requirement. Comfortable rooms are judged by being equipped with latest smart design and services.



# Kitchen



Carefully designed around your needs

Every **LaRa** kitchen follows a smart layout, sourced from high-quality kitchen designers. Clean contemporary lines create openness and space. Heat detectors and professional ventilations provide an additional layer of security and safety.

## Laundry Room



## Maid's Room



### Towards clean design

A dedicated well-ventilated laundry room keeps heavy appliances away from living areas. Washer and drier units fit seamlessly into a specially-designed wall closet

### Comfortable maid's quarters

A separate maid's room with its own in suite bathroom creates comfortable living quarters for hired help. Smart design creates generous room for daily tasks such as ironing.

Type  
**C**

Interior Space  
**67 M<sup>2</sup>**  
+  
Outdoor Space  
**70 M<sup>2</sup>**



### One Bedroom layout

**LaRa** one-bedroom apartment are ideal for single person or a couples. Keeping luxury and comfort in mind, these units are designed to serve your living needs and beyond. All units are located on the roof top with an open roof terrace for outdoor activities.

# Your Living Room



## Space for life

Your living area is the home for your life. Modern in design, beautiful yet functional; they feature best use of space and functions. Large windows let in natural light from the open terrace that make you feel live in a penthouse.



# Master Bedroom



## Live the penthouse luxury

Comfort and luxury space open to the private roof make you feel like living in a mansion. Carefully integrated wall closets while all required services at the tip of your finger. Top of the art water and heat insulations are used to lower utility bills.





# Kitchen



Carefully designed around your needs

The living room and kitchen of these units feature both, laminated wood and lacquer joinery, and are interconnected to extend more spacious feel. The look and feel of the kitchen add value to the unit interior design with a full functional requirement for a couples.

# Terrace



## Extra Space to enjoy

Your living area is directly connected to a double sized terrace with a shaded area for outdoor setting and activities. Resident's family and friends can enjoy barbecue parties or sport activities at the outdoor terrace - it is really the best unit for you and your partner.



# Differentiators



## Finishing Quality

Selection of material and workmanship have been outsourced and applied based on a professional interior designs.



## Air-conditioning

All spaces are fully air-conditioned with energy conservation units to reduce operating cost.



## Kitchen cabinets

Designed by specialized kitchen provider to fulfill home user's operation and to match **LaRa** interior design guidelines.



## Kitchen appliances

Kitchen appliances have been provided from reputable local suppliers to satisfy **LaRa** brand requirements and to give best operation.



## Wall closets

Functionally designed to provide smart storage and comfort for users and to add value to the interior design.



## Smart home

Carefully designed and installed to provide cost effective energy usage and convenient controls through internet services to include AC, CCTV, Fire and security systems.

## Guaranties & warranties

Building structures are guaranteed for **20 years** through the structural contractor, electrical and mechanical systems are guaranteed for **One full year** of free maintenance.





## Payment Schedule



No.	Payments	Construction Completion
1	20%	0%
2	10%	20%
3	10%	40%
4	20%	60%
5	20%	80%
6	15%	90%
7	5%*	100%

\*On delivery



Explore

*Affordable Luxury*

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## Partners



Project Management Excellence

