



Explore

Affordable Luxury

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, and rooftop amenities – including pool, gym, kids’ club, and recreational areas. Each family unit also comes with dedicated parking spaces for maximum convenience.

LaRa is designed around families, with contemporary design and quality finishings. **LaRa** communities also take advantage of smart systems and technologies for energy conservation, building management, security and fire safety.

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



Self-contained areas with cleverly-designed spaces



Centralised technical room in basement for easy access and maintenance



Additional storage and drivers' rooms in the basement

Features & Amenities

Each **LaRa** community is carefully honed, taking advantage of clever design and smart technologies to boost quality of life.

Smart systems for building management, energy conservation, security and fire safety



Basement parking with two bays allocated per apartment



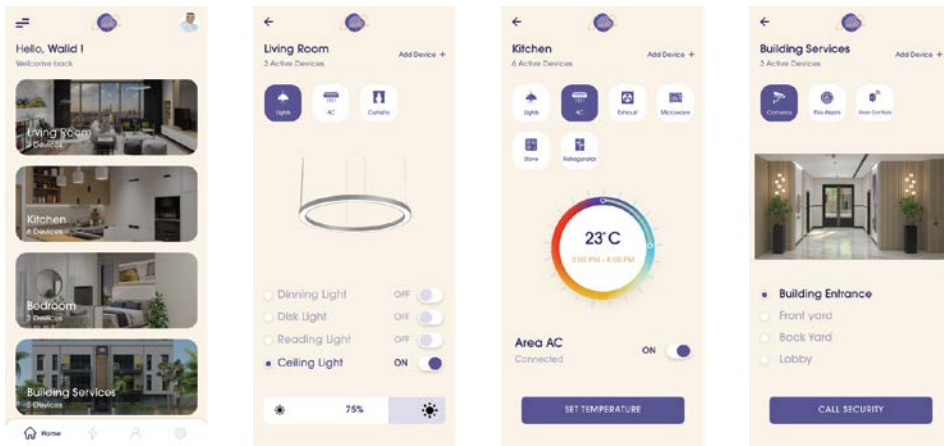
Each floor has its own garbage chute

Each apartment offers a separate laundry room



Each apartment offers a maid's room





Smart Design Inside and Out

LaRa uses smart design to make luxury affordable and accessible. **LaRa's** signature smart design is evident from afar, with each low-rise community benefitting from a contemporary façade and architectural design cues that blend harmoniously within surroundings. Floor plans and layouts have been carefully engineered to maximise the use of space.

LaRa's smart credentials continue within the DNA of the building, with a range of smart systems making life easier, safer and more environmentally-friendly. State of the art CCTV security and an always-on fire alarm system unobtrusively add layers of security.

Each tenant is connected to **LaRa's** building management round the clock through the proprietary **LaRa** mobile app. It gives tenants a smart way of controlling their home's key systems – including lighting schemes, central air-conditioning, and smart kitchen appliances.





Ensuring Accessibility and Location

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.



A Stunning Proposition for Investors

LaRa is redefining the concept of affordable smart luxury for young families. Each **LaRa** community is also an exceptional proposition for investors - combining enduring asset values with steady projectable income streams and differentiated brand positioning. There are many reasons that make **LaRa** a winning investment:





Considers several parameters to create properties that endure, appreciate, and brings value to investors and other stakeholders alike. Some of our key considerations include:

A Stunning Proposition for Investors/

Enduring design considerations



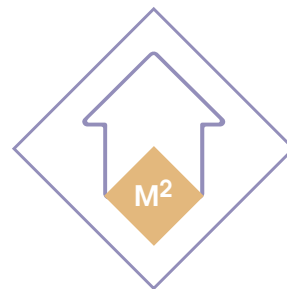
Low-rise Design

Creates a sense of community while resulting in a manageable construction process.



Location

Within 3 - 5 kms of major city centres, and business hubs and financial districts



Small Footprint

That makes acquiring parcels of prime land easier.



Build Quality

For assets that hold value and reduce maintenance costs

A Stunning Proposition for Investors/

Ease of Purchase

LaRa is the collective brand for a number of carefully situated and meticulously built low-rise properties. Each property shares not just the brand name, but also several identifying characteristics. Every **LaRa** property is instantly recognisable from the outside thanks to a distinctive contemporary façade.



The concept of **LaRa** is designed in response to a changing market, giving the brand first-mover advantage.

A dynamic Saudi Arabia is seeing smaller, professional Saudi families looking for independent residences close to their workplaces and social communities.



The availability of credit lines and housing loans turns latent demand into a tangible investment opportunity. The Ministry of Housing is providing young Saudis with easy credit lines and mortgages to help them secure their homes.





A Stunning Proposition for Investors/

Partners with an Industry Track Record

LaRa's principals offer a market track record of excellence in real estate project management, execution and delivery.



LaRa the brand is associated with Wadal, a firm that brings decades of construction and project management experience to complex projects. Led by CEO and founder Walid Abu Alsaud, Wadal has assembled the world's foremost project management, architecture, design and planning experts to expedite real estate projects from conceptualisation to completion.

LaRa is an integrated idea that translates into clever design into vibrant, contemporary life. Central to the viability of **LaRa** is the execution.

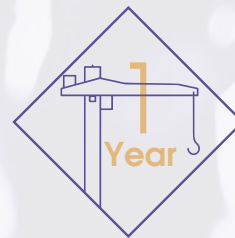
The Investor Proposition



LaRa is a trademarked brand with intellectual property protection.



It is a brand that will gain further traction with each new **LaRa** property.



The first **LaRa** property will offer a one year investment cycle.



Wadal will provide the full gamut of project management services.



We are currently inviting investors with a ticket size of SR 10 to 30 million



LaRa estimates 20% yearly ROI from its first property.



This investment will give investors a 50% profit share from the first **LaRa** community.

Day View



Night View

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.

The Reception



Welcome home

The **LaRa** experience starts with the instantly recognisable, spacious and welcoming lobby common to all **LaRa** buildings. Contemporary design cues meet clever use of space, with planar surfaces showcasing premium materials and exceptional build quality. We've emphasised light and harmony of proportion, so each visit reinforces the warm feeling of being at home. Residents benefit from seamless digital access, while visitors announce themselves using an intercom function. 24/7 CCTV imparts a sense of security.

Well-appointed 2 & 3 bedroom apartments

Built
for Family
life



2-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. Quality finishings, amenities and kitchen appliances come as standard.

Type
01



Type
02



3-bedroom layout

A home to grow into for small families, where a spacious central living room leads the way to three generous bedrooms. Exceptional design amplifies space and make room for life, giving families the ideal combination of accessibility, location, smart design and independent lifestyle. The living and kitchen areas are inviting and open, with natural light, while the bedrooms offer seclusion and privacy down a corridor.

Type
03



Your living room

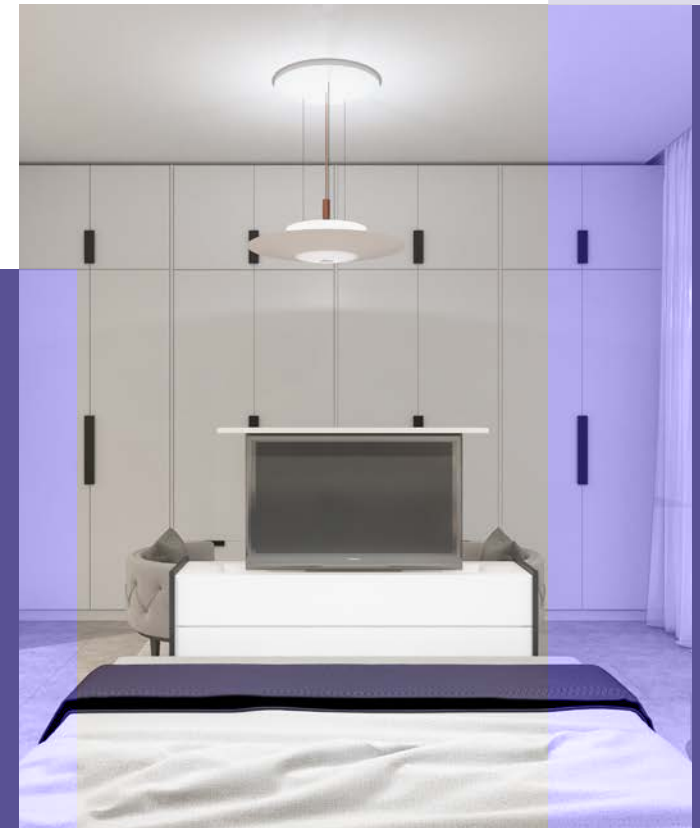


Space for life

Your living area is the centrepiece of family life. Large windows let in natural light, while high ceilings create airiness. It is your hub for socialising and family time, or a restful haven late in the evenings. Your dining area is contemporary and smart, with table included, and opens out towards a fully-equipped kitchen. Here is ample space to be yourself, be gregarious in company, or bond with your family.



Bedrooms



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 maximise open area, while ducted central AC replaces wall-mounted split units for cleaner lines, reduced noise and lower utility bills. 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.



Kitchens



Carefully designed around your needs

Every **LaRa** kitchen follows a smart layout that shadows your needs. Shelves and cabinets are easily accessible, with the installed electric hobs other amenities also easy to access. Your kitchen comes pre-installed with appliances, including a large vertical double-door refrigerator and freezer, sourced from high-quality global brands. Modern tiled surfaces reduce cleaning and maintenance, while clean contemporary lines create openness and space. Smoke and heat detectors provide an additional layer of security against fire hazards, while a ventilation chimney makes cooking fumes a thing of the past.

Bathrooms



Excellence in compact design

Secluded, well-designed, and finished to global standards. State of the art tiling and waterproofing increases longevity and reduces maintenance, while all finishings are sourced from brands recognised for their quality, aesthetics and endurance. All toilets come with contemporary stand-up showers, with mixer taps for the perfect water temperature. The carefully-installed instant water heaters hidden in the ceiling are designed for years of maintenance-free operation.

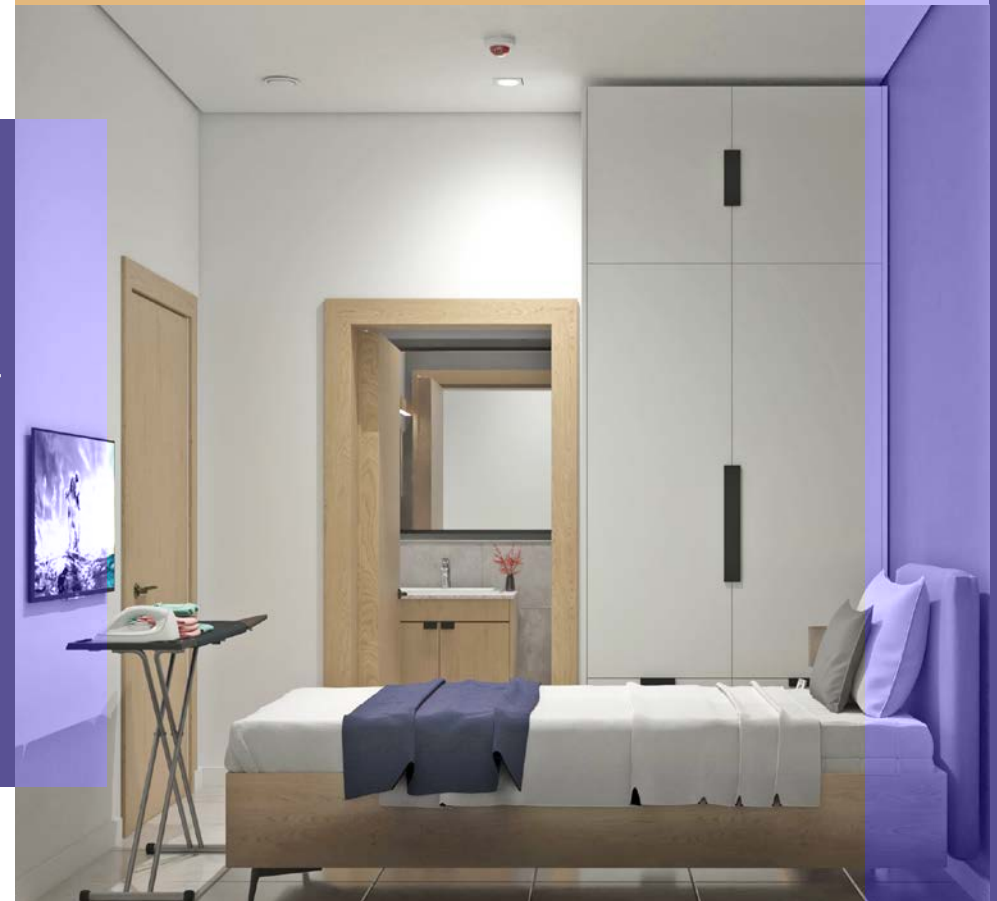
Laundry room



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, with additional spaces for storing your laundry and cleaning supplies.

Maid's room



Additional Spaces

Comfortable maid's quarters

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

Driver's room



Additional Spaces

Additional space to call your own

The basement of each **LaRa** low-rise community hosts a collection of carefully designed rooms for families that require more space. Designed for drivers to live in comfort, these rooms can also be repurposed for long-term storage. Easy to access, yet disconnected from your main living spaces, these rooms offer the ideal balance of privacy and proximity.

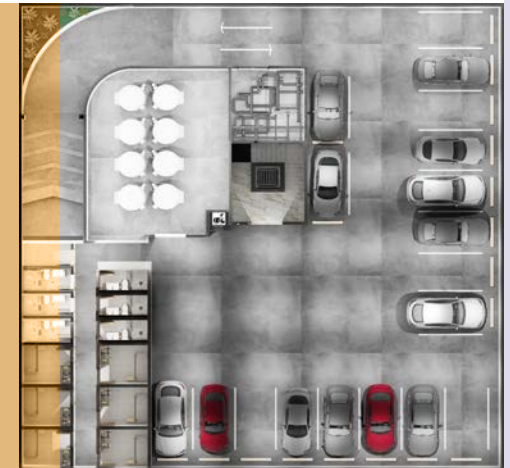
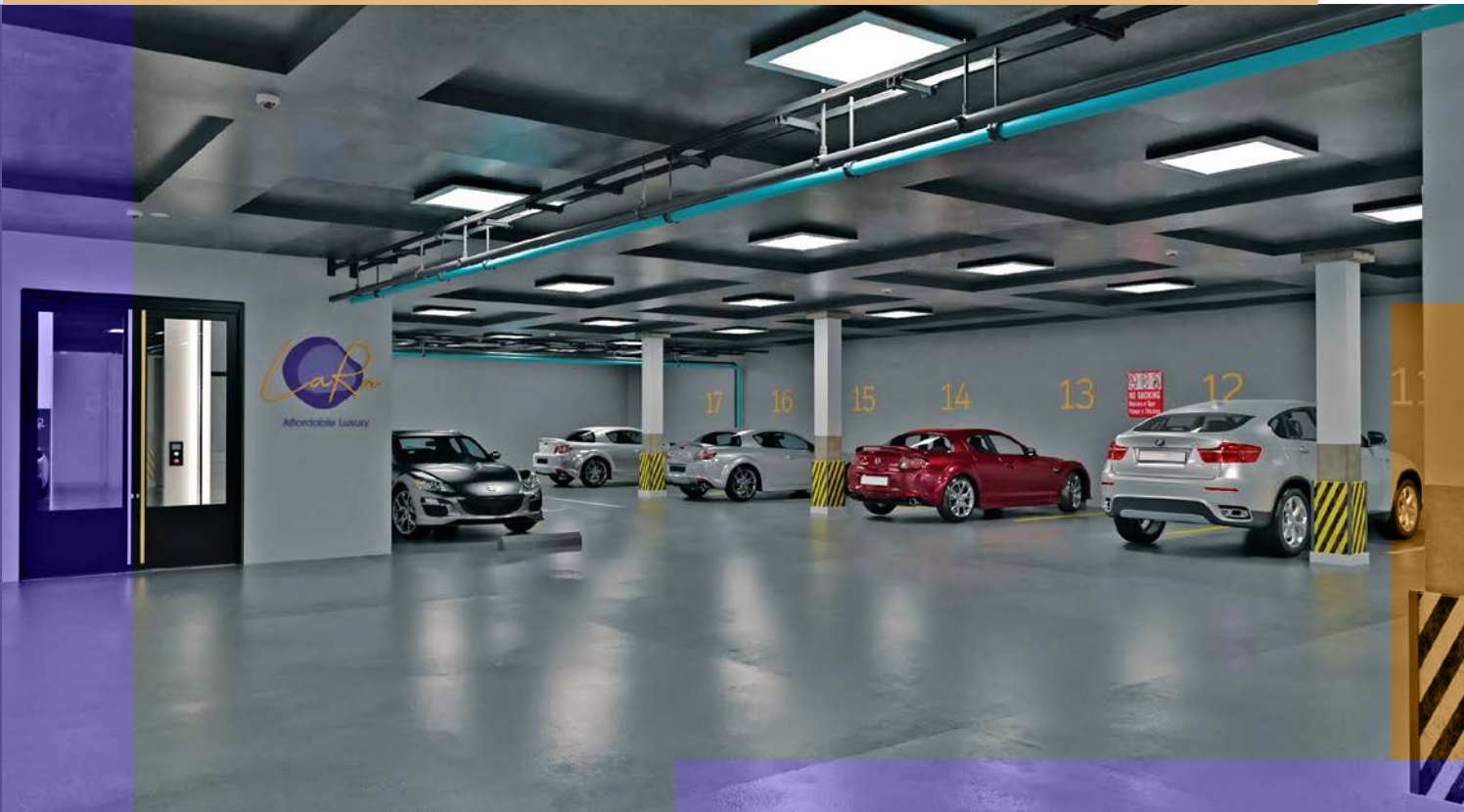
Technical services room



Making technical operations easier

The technical services room in the basement provides centralised access to the mechanical and electrical infrastructure serving each **LaRa** building. It facilitates easy and cost-effective maintenance operations without disrupting family life.

Parking facilities

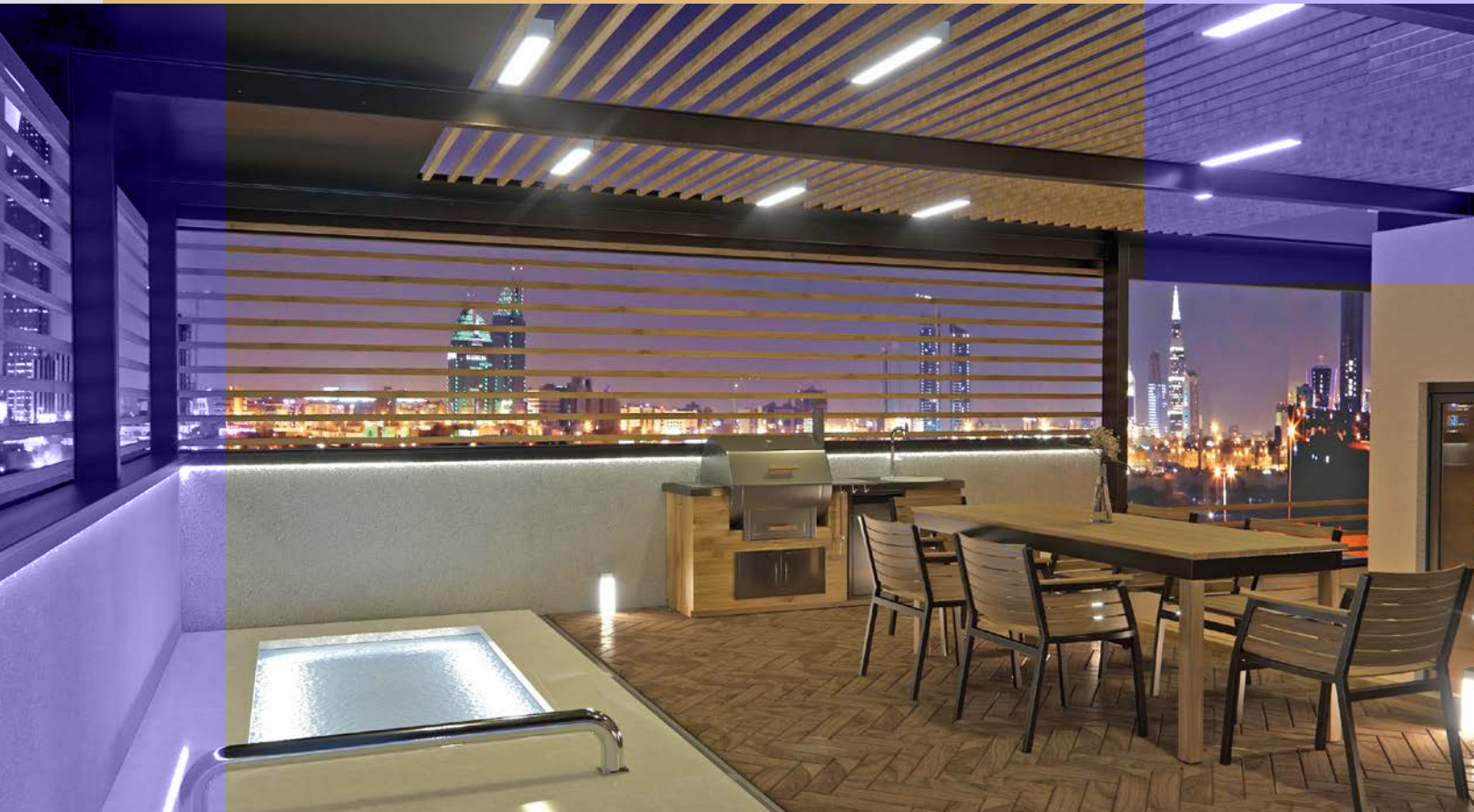


Covered basement carpark

Your low-rise **LaRa** community comes with a basement carpark. Two parking bays are allocated for every apartment in the building to maximise tenant convenience.



Rooftop Community Area



Where the Community Comes Together

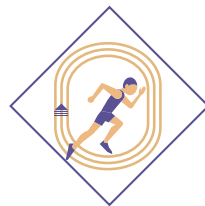
The rooftop podium is the heart of every close-knit **LaRa** community, opening up into a world of amenities and fully-furnished shared facilities. Barbecue pits, gym, showers, toilets, jogging track, kids' room, pools and a multi-purpose social room are just some of the facilities that bring the community together.



Pools



Barbecue Area



Jogging Track



Gymnasium



Recreation Hall



Kids' Room



Rooftop community area/

Pools, Pool deck and Barbecue Area



Space for Relaxation

The large temperature-controlled lap pool is ideal for invigorating exercise, or just a relaxing dip. Meanwhile, children enjoy a frolic in the adjacent kids' pool.

The pool deck makes room for recliners and seating, ideal for rest, relaxation or small gatherings. The barbecue pits at the far end of the deck are ideal for family cookouts.



Rooftop community area/

Jogging Track



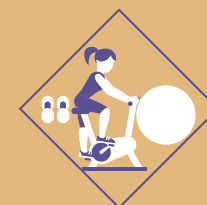
Open Air Exercise

Innovation is built into **LaRA's** DNA. In a first for Saudi Arabia, we're introducing a non-slip rubberised jogging track running around the roof, with distance markings to track progress. The track follows the contours of the roof to maximise track length, and allows tenants to clock up the miles without having to go far.



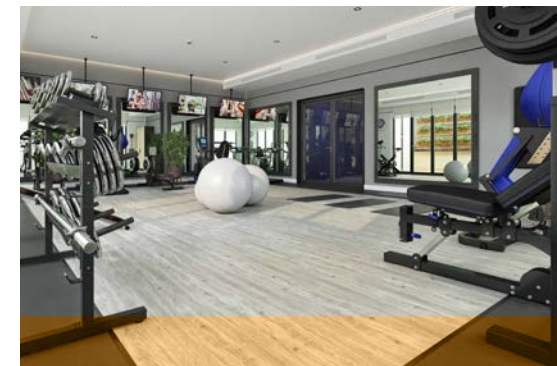
Rooftop community area/

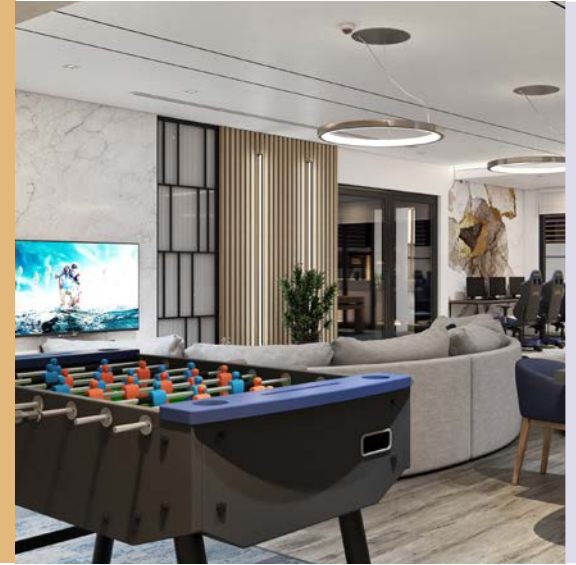
Gymnasium



A Space for Well-being

A well-equipped gymnasium comes with a selection of state of the art resistance machines, treadmills and stationary bikes and free weights. Intuitive layouts with natural light maximise well-being and create space for enjoyable group workouts.





Rooftop community area/

Recreation hall



Bringing the Community Together

Your rooftop piazza also hosts a multi-purpose recreational room for birthdays and gatherings. It comes equipped with adult and baby pools, arcade games and other recreational facilities. Here is where the **LaRa** community gathers, celebrates and socialises.





Rooftop community area/

Kids' room



Hours of stimulating play

The kids' room is dedicated to the community's youngest members, with colourful tables, seating areas, shelves and games designed for hours of stimulating fun.





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