

# COMMUNITY NEWS

Al Majara - Issue no 1 2013



## Read all about it! Introducing your community's new newsletter

ECM is pleased to introduce a new exciting newsletter format for 2013. We wanted to ensure that residents receive up to date information, relevant to their local community, while continuing to enjoy broader Dubai Marina community based content. We'd therefore like to welcome you to our new quarterly newsletter, 'Community News'. We're sure that you will find 'Community News' full of useful updates, general knowledge and useful tips as well as providing an interactive platform with your community.

## The wait is over!

In order to reduce the waiting time for vehicles entering the community, the barriers at Al Majara have been reprogrammed so that they now stay open for 15 seconds as opposed to the original 60 seconds.

This will help to prevent unauthorised vehicles from entering the community and reduce residents' waiting times during peak periods.



## Your costs reduced in 2013

Following a comprehensive review of expenditure during 2012 with the Al Majara Interim Board, we're pleased to announce that the final Community Service Fee amount for 2013 is AED 18.10 per square foot. The new rate is a reduction from the 2012 rate which was AED 19.23 per square foot.

Whilst the fees have been reduced, the high standard of service will be maintained. Funds have also been allocated to undertake future community improvements such as a lobby refurbishment and new swimming pool furniture.

A project is currently underway to replace the existing halogen lights within the common areas with LED lamps, which will provide greater savings on utility bills. Projects such as this further underscore our commitment to sustainability initiatives in 2013 and beyond.

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## New retailer at Al Majara

A new restaurant named Sarpinos has now opened along the promenade at Al Majara. Sarpinos serves a delicious array of pizzas, snacks and beverages giving Al Majara residents a convenient new option for lunch or dinner.



## iREPORT

We have recently launched our community iREPORT programme - a new customer-focused, community-based initiative where residents can report issues they notice in the community by simply sending us a picture using their smartphone. This programme has been specifically designed to enable busy residents to quickly and easily report community issues, common area deficiencies and provide comments.

Follow the simple steps below to iREPORT your suggestions and complaints to us:

1. Take a picture from your smartphone
2. Attach your picture
3. Mention the exact location (building / floor / street)
4. Email us at [ireport@ecm.ae](mailto:ireport@ecm.ae)

Once your email has been received, we'll assess the situation and respond to you within 48 hours, where possible. We take pride in managing your community and strive to provide you with a better Emaar experience!



## Home and contents insurance

Buying a home is an important event in the life of most people and as a Homeowner you now have a valuable asset that you are responsible for. Aside from maintenance needs, an important consideration to be looked into as a Homeowner is 'home contents' insurance.

As a unit owner in a freehold apartment building, your unit is insured under the building's policy for its constructed value. However, the contents and any improvements to your home are your responsibility and are not expressly covered under the building's policy. Understanding the importance of contents insurance is vital as it helps mitigate risks and covers you in case of any unforeseen occurrences such as theft, fire or flood.



Having a degree of flexibility in your insurance is very important. There may be many items that you might like to cover, including your home entertainment system, jewellery and antique furniture, the replacement of which can be an additional burden at an already difficult time.

Homeowners need to cover a diverse range of household situations, so you may require a policy which enables you to deal with changing circumstances. You should also look at what type of claims you can make. Claims commonly made under home contents insurance include theft, accidents in the home as well as water damage. Other claims include vandalism, storm, fire, flooding or explosions. Many policies will insure you against accidental damage that you have caused yourself.

Insurance is a complex subject, which requires great consideration so you can choose the right type of policy to suit your individual needs. Because of this, Homeowners are encouraged to seek professional advice from an insurance consultant or broker.

## Savings savings savings

One of the most important aspects of Association Management is to identify and increase efficiencies, which will result in the reduction of expenditure. Whilst we're dedicated to maintaining, enhancing and protecting your asset, we are also always on the lookout for ways to reduce costs without devaluing the community.

To this end, we are extremely pleased to inform you that our Dubai Marina managed communities achieved a collective electricity consumption reduction of 5.13% on the basis of kw/h during 2012 as compared to 2011. For you, our valued customers, this means a reduction of AED 2,483,218 in 2012. Furthermore this saving in environmental terms is equal to a reduction of 3,060 tonnes of CO2 emissions (according to 2010 UK Department of Climate Change conversation rates).

In addition, we are currently reviewing and implementing other energy conservation initiatives, including an extensive LED lighting upgrade, which will phase out the inefficient interior halogen lamps and the installation of chilled water (air-conditioning) meters to create awareness and foster sustainable habits and attitudes among residents.

The LED project is already well underway in three communities and once complete, will provide further savings during 2013.



## Budget control and cost savings

Budget management through the control and monitoring of community expenses is one of the most significant functions performed by ECM. Where your money goes, how it is spent and where savings can be made is as important to us as it is for you.

The team strives to continuously work within the confinements of the annual budget and look for cost saving opportunities wherever possible.

Our Marina team is pleased to announce that the Dubai Marina communities collectively achieved an expenditure saving of 8.60% for the year of 2012.

This means that funds which were originally put aside for use during 2012 can now be used to supplement 2013 services charges, boost the Capital Reserve Fund or be utilised for community improvements. 2012 has been an exceptional year for budget performance and we hope that with the support of the Interim Boards, this year will prove another success.



## Caring for your indoor plants

Ever tried growing plants at home and not one of them survived? Here are some helpful tips to keep your indoor plants healthy.

- Check your plants regularly for insects. If you suspect an insect infestation, make sure you identify the cause and treat it accordingly
- One of the most common causes of unhealthy plants is over watering. Make sure you don't drown your plants with too much water (or give them so little that they dry up). Best watering practice is to water thoroughly until all the soil is evenly moist and a trickle of water runs out through the drain holes
- Plants need adequate light in order to grow. When selecting plants, make sure the ones you purchase will do well in the location you intend to put them. When you go away on holiday, make sure your plant is placed in a location where it will receive enough light to survive
- Regularly prune your plants by cutting away damaged, dying or yellowing leaves



# New policy makes life easier for residents

The 'New Occupant' policy has recently been introduced to your community to ensure a welcoming entry for new residents, that current contact information for all residents is up to date and that any damage to the common areas is properly reported and repaired by the responsible party.

## This is achieved as follows:

- New residents need to apply for a No Objections Certificate (NOC) from ECM five days prior to moving in. This provides enough time to check the validity of the documents produced and for any issues to be resolved prior to moving in. Units with Community Service Fee arrears or lease agreements terms of less than six months will be denied a NOC
- Once a NOC is issued, site supervision of the 'move in' and 'move out' takes place to ensure any damage caused to the common area is recorded and paid for by the negligent party
- Both new and existing residents are required to provide their contact details so that in the event of an emergency or security situation, the Association Manager has current and accurate records of all residents within the community. It also ensures residents receive vital general notices relating to events and changes within their community

If you are leasing your unit, please inform your tenant and / or real estate agent about this policy, to avoid last minute disruptions and ensure your tenant's smooth entry to the community. Copies of the relevant forms are available at concierge desks in each tower or can be provided via email. To request a form, please email us at [communities@ecm.ae](mailto:communities@ecm.ae)

If you are currently residing in your unit and have not yet filled in the 'Occupant Information' form, we encourage you to do so at the earliest available opportunity. Thank you.



# Fun facts about Dubai Marina

- Dubai Marina is a man-made waterway approximately 3.5 km long
- The waterway represents over 12% of the area of Dubai Marina, providing the community which one of the highest ratios of public open spaces in Dubai
- In addition to the vast waterway there is also a publicly accessible foreshore promenade stretching for almost eight kilometres
- Dubai Marina is connected by two Red Line Metro Stations and also by the Al Sufouh Tramway when construction is complete
- Dubai Marina was designed to accommodate more than 120,000 people
- There are 516 marina berths available within Dubai Marina



## Take the Water Bus

The RTA is pleased to announce a new commuter Water Bus service at Dubai Marina. The route runs between Dubai Marina Mall and Marina East on a daily basis and fares start from AED 4 for a return journey.

Commuters have the opportunity to see some of the most spectacular skylines in Dubai and enjoy the comfort and style of the Water Bus...

Bon voyage!



## The long term loss of short term letting

We'd like to remind Homeowners that as per the directives of the Department of Economic Development (DED), short term renting is prohibited unless the unit owner has a licence to do so. Short term letting is classified as any lease drawn up for a period of less than 12 months. The practice of short term letting is solely restricted to hotel establishments, who require a trade licence, which can only be applied to buildings designed for tourists. The licence must also incorporate a company through the Department of Tourism and Commerce Marketing. Short term letting is therefore illegal in residential communities.

**Whilst a minority of Homeowners benefit from such activity, the majority of residents suffer as a consequence, for the following reasons:**

- Security – short term tenants pose a security risk to the community as it is often difficult to capture and register their identity. It is important for security reasons to know who is entering and living within the community
- Nuisance – many short term lettings accommodate a number of tenants in excess of the legally permitted number of occupants in a single unit. This can result in noise pollution or misuse of parking facilities
- Cost – short term tenants place a burden on amenities and this could lead to an increase in Community Service Fee costs for the repair / replacement of amenities and common areas
- Non-compliance – many short term tenants are unfamiliar with the Community Rules and often abuse facilities without consideration for others
- Property value – the value of units could be affected if the condition and reputation of the community deteriorates due to the existence of short term letting

Any owner found to be undertaking short term letting will be issued with a Notice of Violation, which will attract a penalty of AED 1,000 for each time a violation occurs. Additionally, legal action will be taken against offenders. Short term letting is an interim gain for an individual but a long term loss for the community! Please report any units where short term lettings are being undertaken straight away at [communities@ecm.ae](mailto:communities@ecm.ae).



# New parking areas in Dubai Marina

In light of feedback received, Emaar Properties (the Master Developer of Dubai Marina) has taken the initiative to convert some of the open spaces in Dubai Marina into temporary parking areas, to ease the parking issues in the community. These parking areas are fitted with an innovative solar street lighting system - another energy saving initiative from the developer.



Opposite Dorrabay and the Jewels



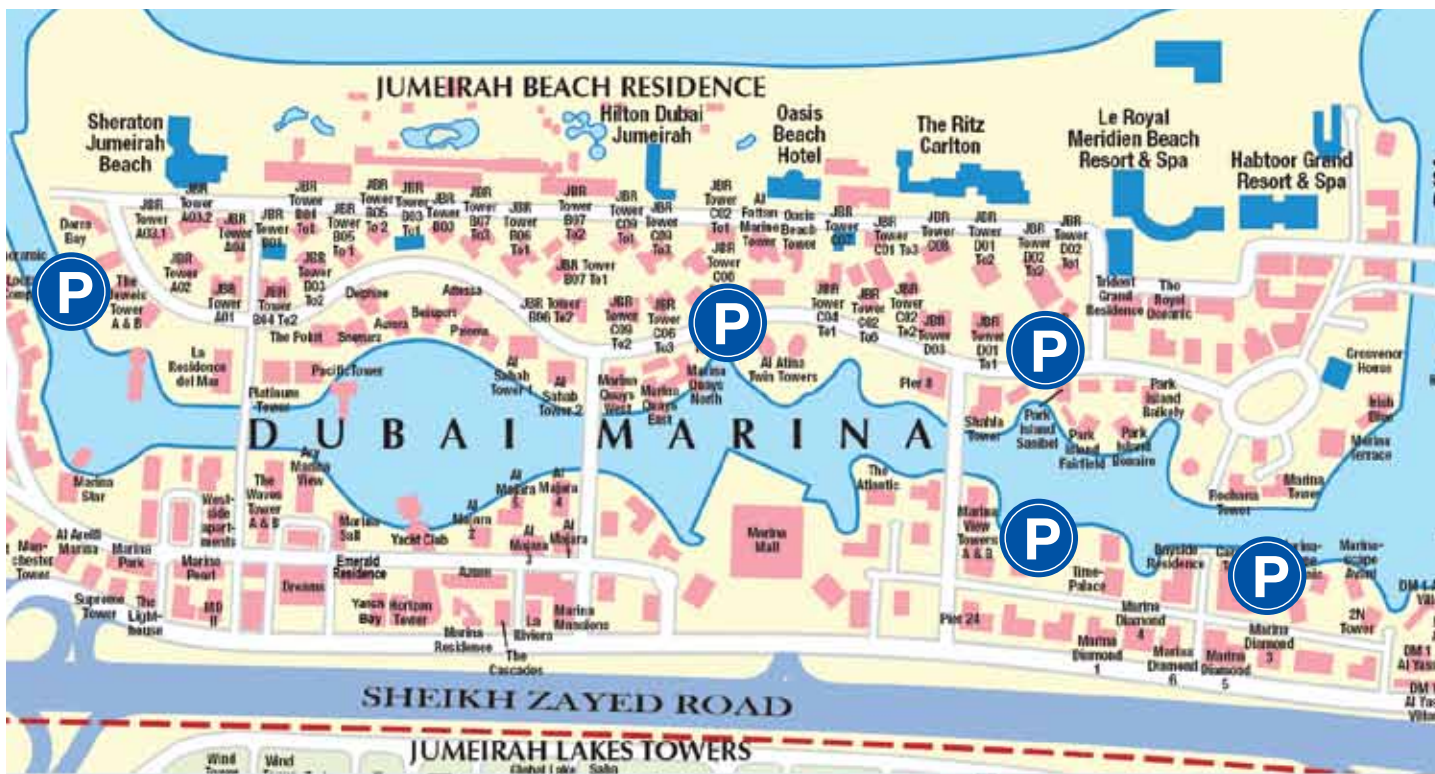
Between Marina View and Al Marsa Tower



Between Trident Marina Scope and Marina Hotel Apartments



Near Marina Quays



## USEFUL NUMBERS

Fire	997	Dubai Municipality	800 900
Ambulance	998	Taxi (RTA)	800 9090
Police	999	DEWA	991
Al Ameen	800 4888	Community Security Hotline (24 hrs)	04 308 9555

**Contact ECM at:**  
800 EMAAR (36227)  
communities@ecm.ae

