

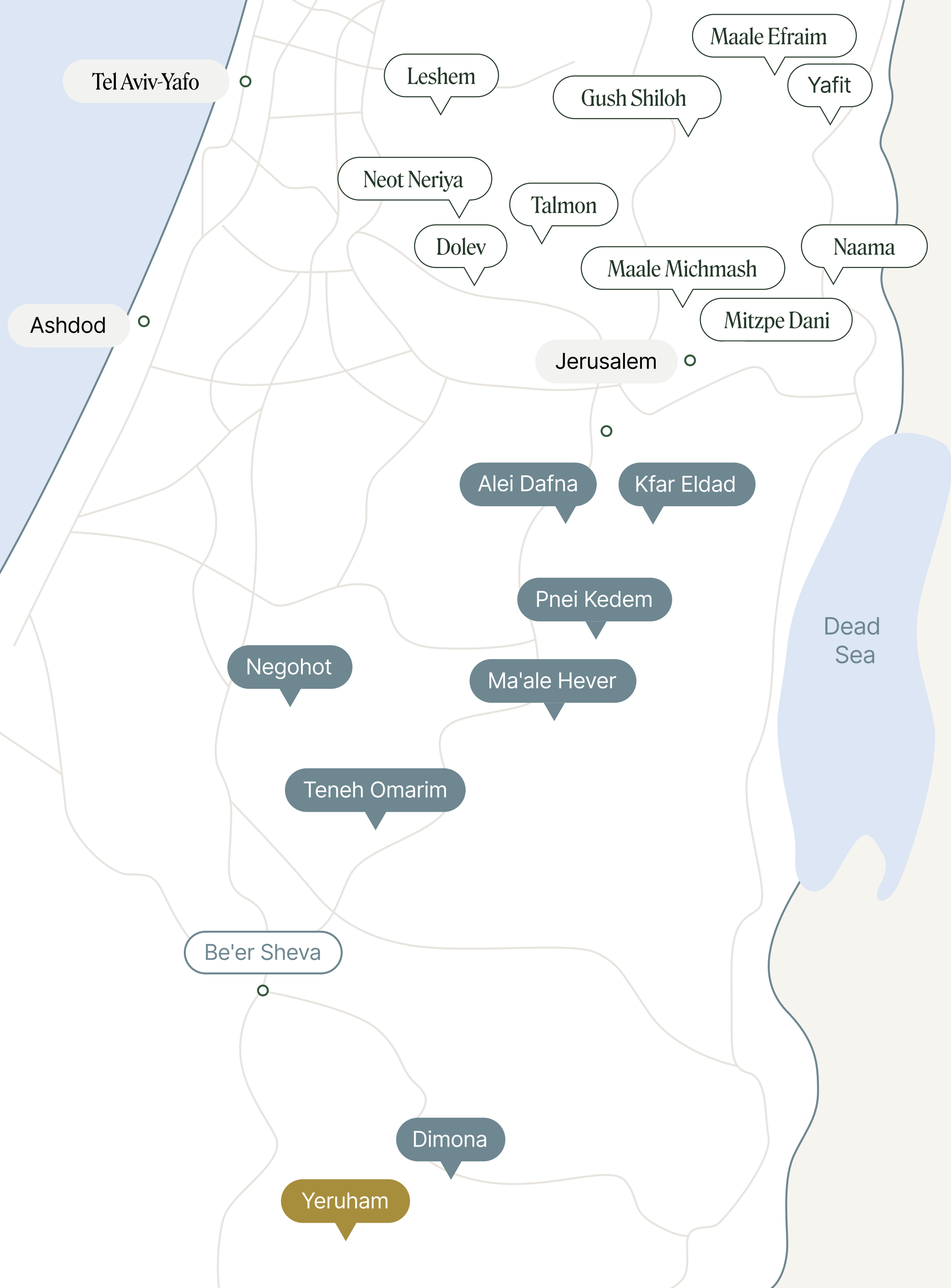
הרי זהב

YERUHAM

*Living the Promise
of the Negev*

ABOUT HAREY ZAHAV

Harey Zahav is a pioneer real estate developer in Israel constructing private houses and garden apartments. We are building family-oriented villages with strong sense of community.



Mediterranean Sea

Dead Sea

2007
founded

25
projects

6 000
housing units

3 000 units
future planning stages

2 000 units
delivered to customers

1 000+ units
under construction

YERUHAM

Amid the remarkable growth of the eastern Negev, a vibrant new community is emerging at Yeruham's entrance. While the south often captures attention, we're dedicated to shaping its future — located in the most peaceful and secure setting, offering stunning desert vistas and a superior quality of life at an unmatched price. Yeruham is undergoing unprecedented development, with thousands of new housing units and accelerated land releases by the state. The Irises and Horizon neighborhoods exemplify the city's dynamic expansion —modern, thoughtfully planned, and strongly connected to its people.

11 000+ residents live in Yeruham

Why Consider Yeruham?

- ❖ A town with spirit, natural beauty, and vibrant growth.
- ❖ A key part of Israel's vision to revitalize the Negev.
- ❖ Perfect for families, remote workers, retirees, and adventurous pioneers alike.



Be'er Sheva

🚗 25 min

Yeruham
Big Crater

40

🚚

Dimona
15 min

40

224

204

Yeruham

204

Yeruham
Big Crater

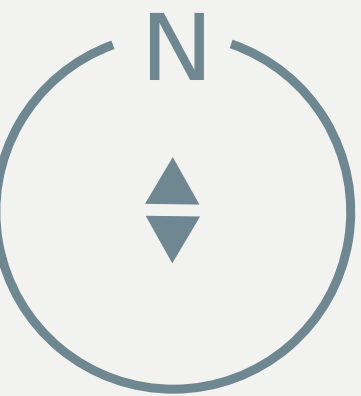
WHERE IS YERUHAM?

Southern Israel, 25 min from Be'er Sheva
1.5 hours to Tel Aviv / 2 hrs to Jerusalem
Near beautiful crater landscapes
and desert nature reserves
New highway and rail access coming soon

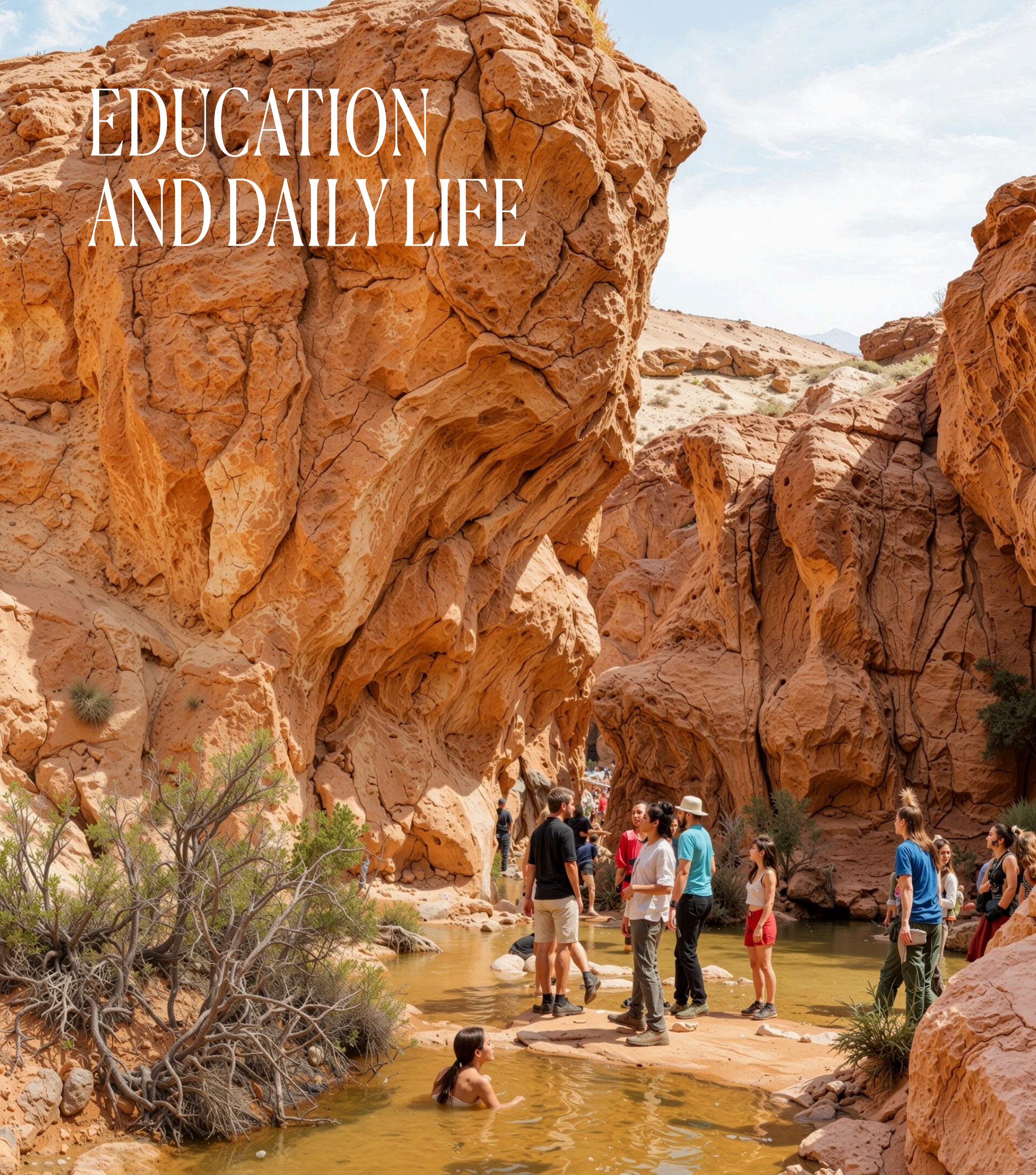


THE SURROUNDING ESSENTIALS

Yeruham Harey Zahav



EDUCATION AND DAILY LIFE



Daily Life

A modern commercial center spanning 1,800 square meters is set to open soon, featuring a supermarket, pharmacy, and everything you need for a convenient and accessible lifestyle. Be'er Sheva is just a 25-minute drive away—less time than it takes to cross Tel Aviv during rush hour—making Yeruham a perfect alternative for those seeking quality living at an affordable price, especially as housing prices in Be'er Sheva continue to rise.

Education

Yeruham offers a rich and diverse education system that reflects its unique social fabric. Elementary education is provided through three distinct schools: HaMeuchad, a secular institution with small classes and personalized attention; Kol Yaakov, a renowned religious school that has become a leading success story in the Negev and the largest of its kind in southern Israel; and Shachar, an alternative-education school that integrates various learning approaches. For secondary education, secular students attend Darca Sapir High School, while religious girls can choose between the Amit Midrashia in Yeruham or the Dimona Ulpana. Religious boys continue their studies at BeLev Shalem (Belevash), an Amit network yeshiva, or the Dimona Yeshiva High School. Yeruham's kindergarten network reflects its diverse community, offering a blend of secular and religious, state-funded preschools. This variety underscores the town's communal spirit, especially within the religious sector, emphasizing its commitment to fostering unity, shared values, and collective growth among all residents.



EXPERIENCE YERUHAM



Desert Camping & Unique Overnight Stays

Numerous eco-campsites and upscale outdoor accommodations around Yeruham provide a variety of overnight experiences in the desert. The Negev's renowned, crystal-clear night skies create ideal conditions for unforgettable stargazing adventures



Yeruham Heritage Sites

The Duda'im Center serves as a local heritage museum dedicated to Moroccan and North African Jewish traditions, highlighting the town's immigration history and pioneering spirit from the 1950s.



Yeruham Forest

A man-made desert forest providing cool, shaded areas perfect for hiking and picnicking. Seasonal wildflowers like purple lupines and desert irises bloom in winter and spring, making it an ideal spot for morning walks and family outings.



Desert Animal Encounters

Camel and alpaca farms nearby offer engaging experiences for children and visitors alike. Visitors can also learn about Bedouin life, desert survival skills, and traditional cooking at local Bedouin hospitality centers.

EXPERIENCE YERUHAM



Lake Yeruham

A tranquil, artificial lake surrounded by greenery—an uncommon sight in the desert. It's ideal for picnics, kayaking, and leisurely walks along shaded trails. The area features BBQ spots, a small amphitheater, and seasonal festivals, creating a serene outdoor retreat.



Ancient Spice Route / Nabatean Sites

Nearby are the remnants of the ancient Incense Route, once used by the Nabateans to transport frankincense and spices from Arabia. Visit Avdat National Park (35 minutes away), a UNESCO World Heritage Site with ancient cliffside ruins, or explore Mamshit (Mampsis), one of the best-preserved Nabatean cities.



Yeruham Crater (Makhtesh Yeruham)

Offers excellent opportunities for hiking, biking, and 4x4 jeep tours, all set against stunning panoramic desert vistas. The crater is rich in unique geological formations and diverse desert flora and fauna, making it perfect for sunrise walks and stargazing under the clear night sky.



Arts & Culture

Yeruham boasts a lively arts and maker scene, with a strong emphasis on youth initiatives and social programs. The town regularly hosts desert festivals, music events, workshops, and craft fairs—particularly during Sukkot and Passover. Just an hour away, Mitzpe Ramon adds to the cultural vibrancy with jazz festivals, art galleries, and the awe-inspiring beauty of the Ramon Crater.

DESERT BEAUTY ALL AROUND

The Avnon Stream winds blow gently through the neighborhood, with a new promenade in progress that will feature scenic observation points overlooking the Yeruham stream. From every window and yard, residents will enjoy sweeping views of the vast eastern Negev landscape—serving as a daily reminder that the desert is more than just scenery; it's a source of endless inspiration. In this remarkable environment where nature and urban development integrate harmoniously, the desert becomes an inseparable part of everyday life.

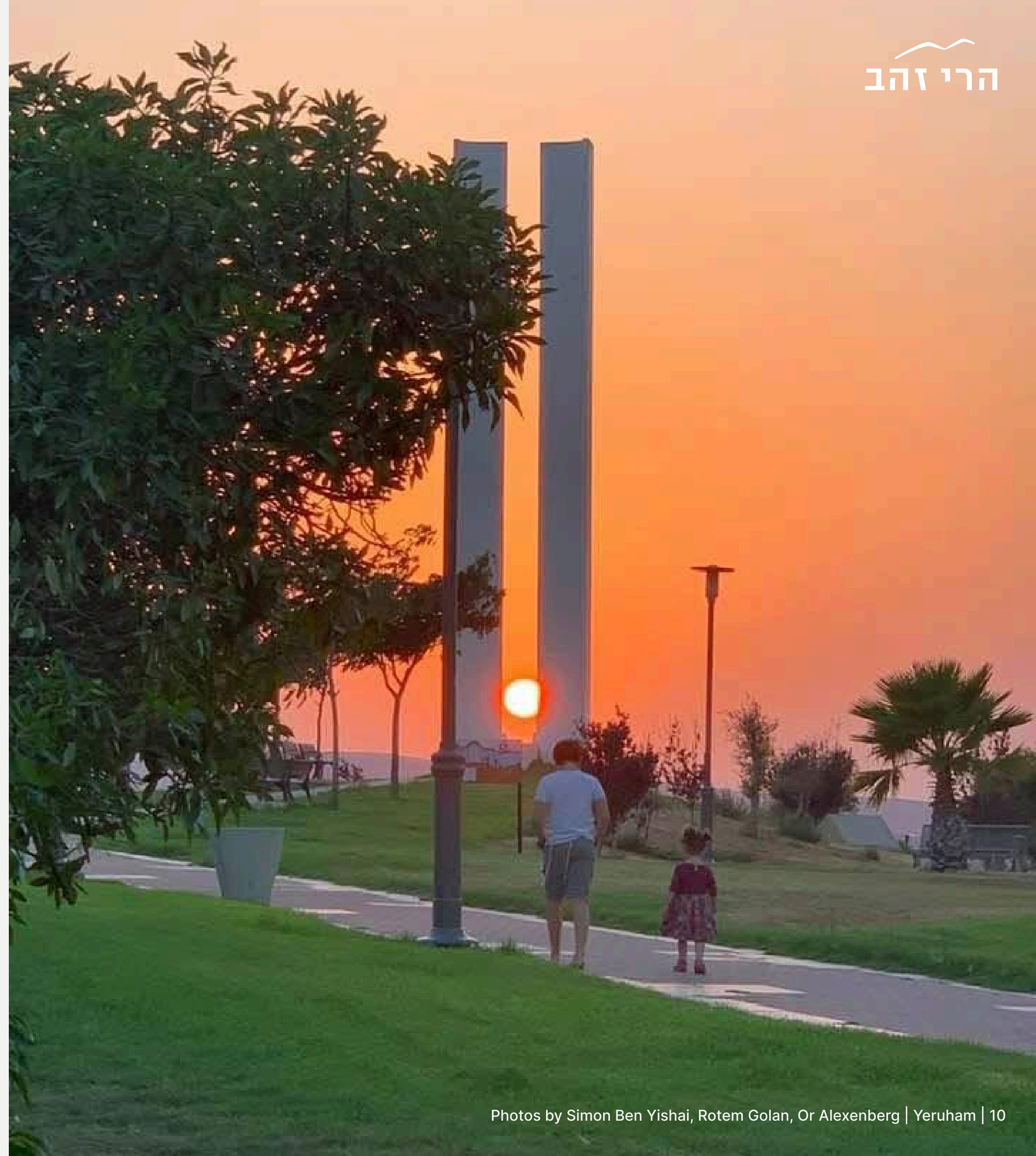
Credit: Or Alexenberg

MORE THAN A NEIGHBORHOOD

The Irises neighborhood, Yeruham's most advanced residential project in the city's north, is home to a young and vibrant community choosing to write their next chapter here. Half of the neighborhood is already populated, with a unique mix of a thriving religious community alongside longtime residents and newcomers.

Mixed-type community

This fast-growing residential area is attracting young families, professionals, and investors alike with its spacious homes, access to educational institutions, and a strong sense of community. Just minutes from Yeruham Lake and surrounding hiking trails, Irises represents the next step in Yeruham's urban renewal and development vision.

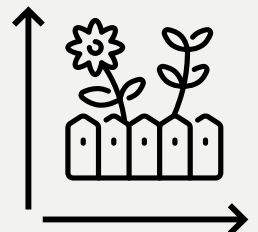



הרי זהב

YERUHAM
by Harey Zahav

LAYOUTS

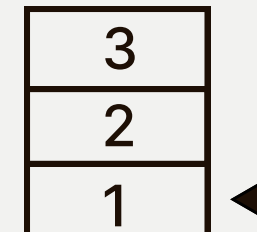
| Garden apartment | Floor 1 |


 Garden:
117 m² /
1,259.6 ft²

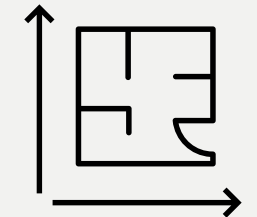
 1 parking
spots

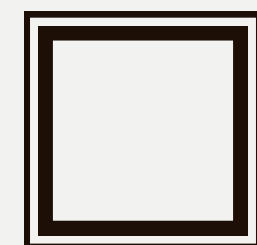
 Pool:
6*2,5m

 Connection
for BBQ
in the garden

 Floor 1

 3 bedrooms

 Apartment area:
116m² / 1,248.6 ft²

 Storage:
5m² / 53.8 ft²

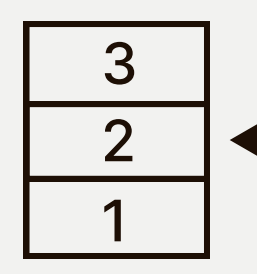


LAYOUTS

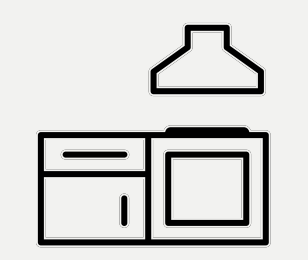
| Two-story apartment | Floor 2 |



2 parking spots



Floor 2



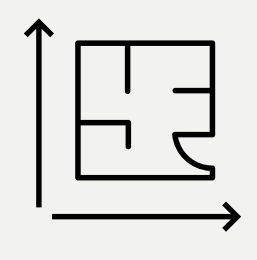
Connection for outdoor kitchen



5 bedrooms
2 on this floor



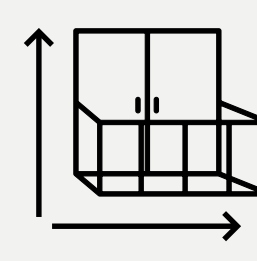
Connection for BBQ



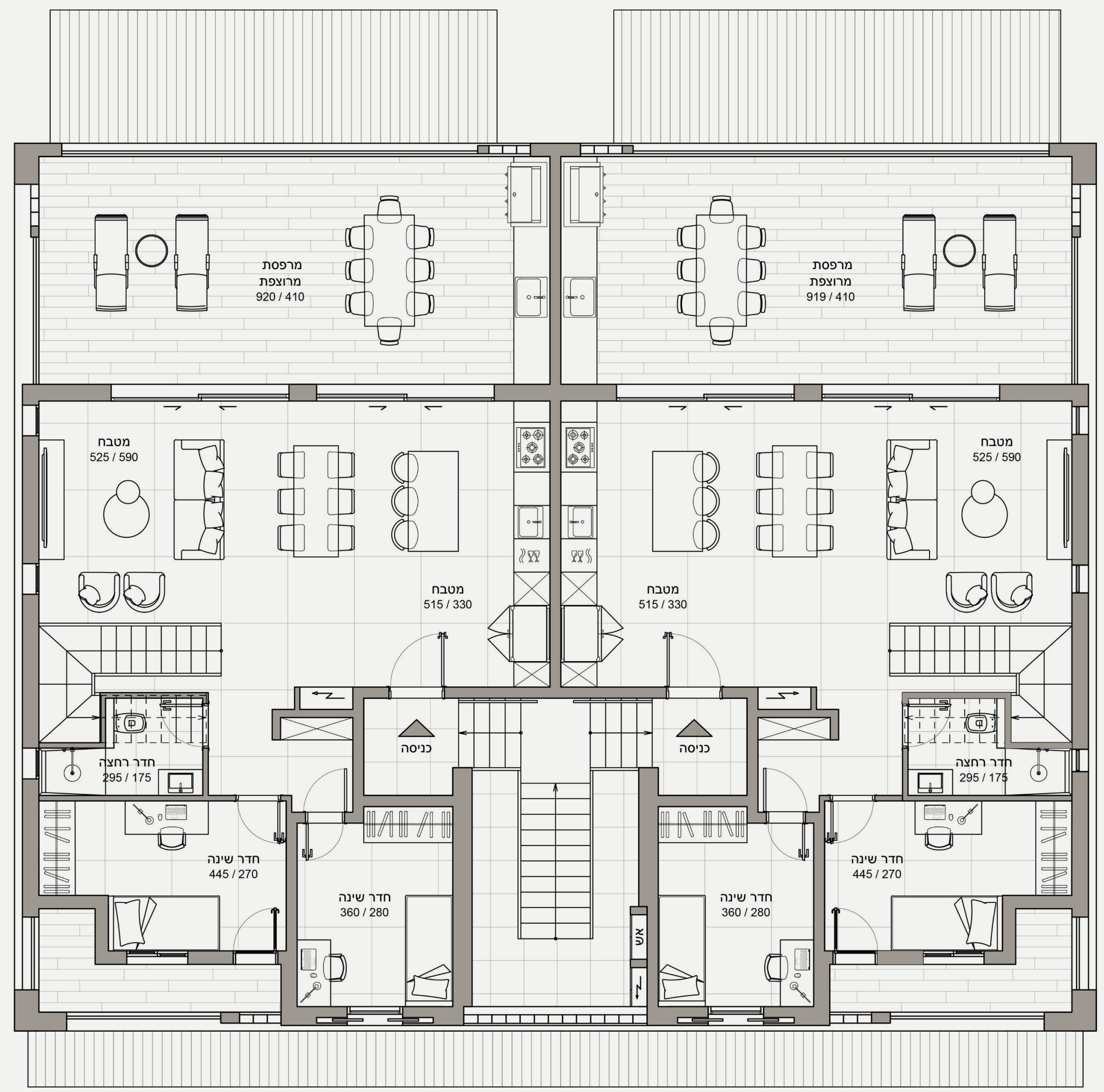
Apartment area:
149 m² / 1,248.6 ft²
Floor 1:
89m² / 958 ft²



Hot tub



Balcony:
46m² / 495 ft²

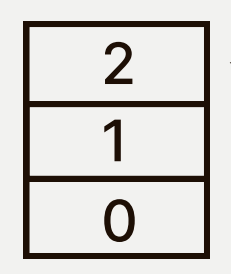


LAYOUTS

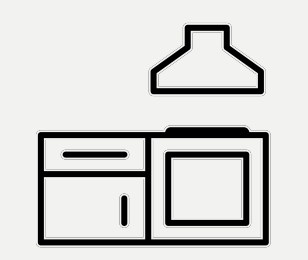
| Two-story apartment | Floor 2 |



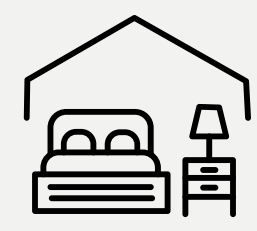
2 parking spots



Floor 2



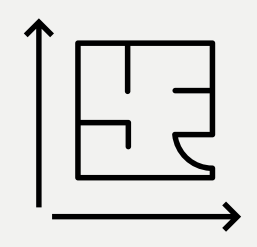
Connection for outdoor kitchen



5 bedrooms
3 on this floor



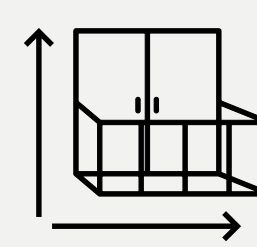
Connection for BBQ



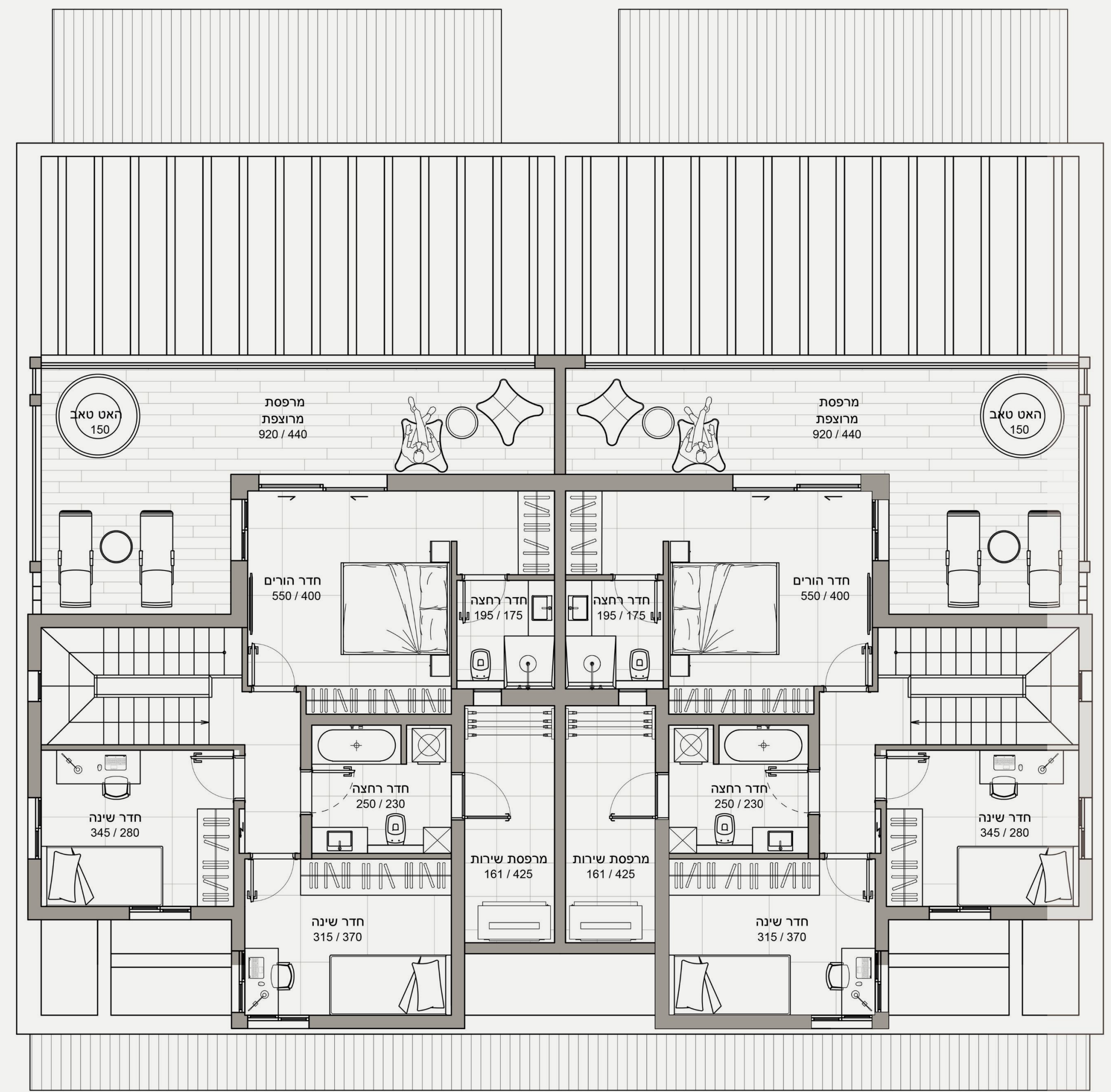
Apartment area:
149 m² / 1,248.6 ft²
Floor 2:
60m² / 645.8 ft²



Hot tub



Balcony
Floor 2:
36m² / 387 ft²



INTERIORS

| Living Room & Kitchen |



INTERIORS

| Living Room & Kitchen |



INTERIORS

| Living Room & Kitchen



INTERIORS

| Bedroom |



INTERIORS

| Pool |



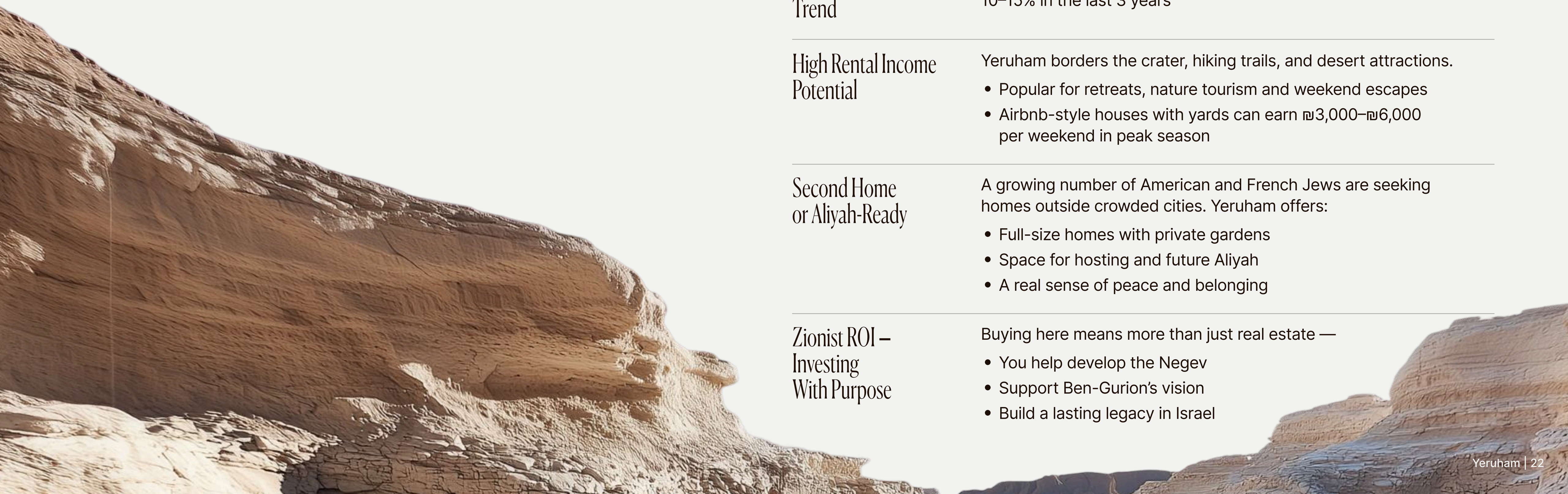
INTERIORS

| Balcony with hot tub |



INVESTMENT POTENTIAL OF YERUHAM

Why It's a Smart, Strategic Move?



Undervalued Market

Yeruham homes are priced well below the national average — far more affordable than Tel Aviv, Jerusalem or even Be'er Sheva.

Rapid Growth & State Investment

As part of Israel's "Negev Priority Zone," Yeruham benefits from:

- Tax incentives for residents and businesses
- Investment in roads, schools, and clinics
- Major army tech units moving to nearby bases (Dimona, Ramat Negev), boosting housing demand
- Long-term national plan: 1 million new residents in the Negev over 15–20 years

Strong Appreciation Trend

Home values have risen 10–15% in the last 3 years

High Rental Income Potential

Yeruham borders the crater, hiking trails, and desert attractions.

- Popular for retreats, nature tourism and weekend escapes
- Airbnb-style houses with yards can earn ₪3,000–₪6,000 per weekend in peak season

Second Home or Aliyah-Ready

A growing number of American and French Jews are seeking homes outside crowded cities. Yeruham offers:

- Full-size homes with private gardens
- Space for hosting and future Aliyah
- A real sense of peace and belonging

Zionist ROI – Investing With Purpose

Buying here means more than just real estate —

- You help develop the Negev
- Support Ben-Gurion's vision
- Build a lasting legacy in Israel

WHY BUY HERE?

- ❖ Own a full home in Israel — not just an apartment
- ❖ Prices 3-4x lower than Jerusalem / Tel Aviv
- ❖ Strong community development plans
- ❖ Safe, welcoming and family-oriented

Yeruham isn't just another housing project — it's the realization of a vision. Located in the city's best area, at the main entrance that will serve as Yeruham's renewed gateway, we are creating the most beautiful private homes the city has ever seen. This is your chance to join a place where the present meets the future.



SPEAK WITH A REAL ESTATE ADVISOR

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