

# “Big Money” Behind the Genocide: Israeli Settlers Plan ‘Dream Beach Houses’ in Gaza. The West is Complicit

With thousands of dead bodies still buried under the rubble, a major Israeli real estate company that builds homes for Jewish settlers in the West Bank has put out advertisements for the sale of homes in Gaza.

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*One man’s death is another man’s bread. Real estate company Harey Zahav, known for building homes for settlers in the West Bank, has announced a new project that will make a profit from the genocide in Gaza.*

In the past, [plans had already been leaked](#) to expel all Gaza residents. Far-right forces in Israel show less and less restraint and openly declare their intention to carry out large-scale ethnic cleansing.

For example, [David Azoulai](#), council head of Metula, a city in the north of Israel. According to him, the entire Gaza Strip must be “emptied and leveled flat, just like Auschwitz.”

"Tell everyone in Gaza to go to the beaches. Navy ships should load the terrorists onto the shores of Lebanon. The entire Gaza Strip should be emptied and leveled flat, just like in Auschwitz. Let it become a museum, showcasing the capabilities of the State of Israel and dissuading anyone from living in the Gaza Strip. This is what must be done To give them a visual representation.

Now real estate company Harey Zahav is planning to build houses on the Gaza coastal strip. The ads feature slogans such as "Wake up, a beach house is not a dream."

Sketches have already been made of where these homes will be located and there is speculation as to how the reconstruction will proceed. Pre-sale prices are even mentioned.



אנחנו בחברת הרי זהב, עובדים על מנת להכין את הקרקע לקראת חזרה לגוש קטיף. מספר עובדים שלנו התחילו לעבוד על טיוב השטח, פינוי פסולת ונירוש פולשים. אנו מקווים כי בזמן הקרוב, יוחזרו כל החטופים בשלום לביתם, חיילינו יחזרו הביתה ונוכל בעז"ה, להתחיל את הבנייה, בכל חבל גוש קטיף.



Another illustration also shows the names of future settlements: Maale Atzmona, Oren and Neve Katif. These names refer to those of pre-existing settlements in the Gaza Strip.



The advertisement reads:

“We, Harey Zahav, are working to prepare the ground for the return to Gush Katif. Our employees are working on the rehabilitation of the region, cleaning up waste, and deporting the occupiers (Palestinians). We hope that in the near future, the kidnapped and our soldiers will somehow return to their homes, and we can start construction in the entire Gush Katif area in the Gaza Strip.”

Gush Katif was a block of Israeli settlements established in the Gaza Strip in the early 1970s, but whose residents were forced to withdraw in 2005 as a result of the withdrawal plan from the Gaza Strip.

Implicitly, the real estate company suggests that it is working with Israeli soldiers in Gaza.

Building settlements on the ruins of destroyed Palestinian homes brings back painful memories of the Nakba, when more than 500 Palestinian towns and villages were razed to the ground by Zionist militias and 750,000 Palestinians were deported.

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This is no longer about a war against Hamas. It is a war against the Palestinians. October 7 is the excuse to realize the ancient messianic dream of Greater Israel, from the sea to the river.

While the genocide is taking place before our eyes, Western countries are taking no action and allowing weapons to be delivered from our ports to be used in this genocide. Yes, there are some tentative condemnations, but that's it. There are no diplomatic sanctions, let alone economic sanctions.

That makes the West complicit. Wir haben es gewusst. (We did know.)

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Sources

[Israeli company announce controversial housing project in devastated Gaza](#)

[As genocide unfolds, Israel settlers plan 'dream' beach house in Gaza](#)

[Un promoteur israélien suscite l'indignation en diffusant des projets de constructions à Gaza](#)

[Gaza death toll is accurate, scientists say, as Israel massacres civilians](#)

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