

CASE STUDY:

HOW OUR PEOPLE & CULTURE GENIUS MODEL
TRANSFORMED A MID-SIZE BROKERAGE WITH 125
AGENTS ACHIEVING **38% REVENUE GROWTH**



TOGETHER IS OUR WAY

1 THE CHALLENGE

- **HYPER-COMPETITIVE** MARKET CONDITIONS
- RISING MARKETING AND **OPERATIONAL COSTS**
- **UNEVEN AGENT** PERFORMANCE METRICS
- **STAGNATING** CLIENT RETENTION RATES



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OUR **PEOPLE** & CULTURE FRAMEWORK

OUR SYSTEM DELIVERED COMPREHENSIVE PERFORMANCE
DIAGNOSTICS, PREDICTIVE ANALYTICS & STRUCTURED
COACHING **PATHWAYS**

TO REVITALIZE CLIENT **VALUE CREATION** STRATEGIES WHILE
IMPLEMENTING CROSS-TEAM COLLABORATION, MENTORING
FOR SUSTAINABLE **SALES EXCELLENCE** ACROSS DIVERSE
MARKET SEGMENTS



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3 THE OUTCOMES - 12 MONTHS

 **10** ADDITIONAL TRANSACTIONS PER AGENT

 **59%** REDUCTION IN ACQUISITION-TO-CLOSE

 **\$24.7M** ANNUAL REVENUE INCREASE

 **40%** DECREASE IN AGENT ATTRITION

 **79%** IMPROVEMENT IN PROFIT MARGINS



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IMPLEMENTATION EXAMPLE - BUYER PERSPECTIVE

TRADITIONAL AGENTS EMPHASIZED LOCATION AND SQUARE FOOTAGE: CLIENT INVESTED 2.9M AED IN PROPERTY WITH SUBOPTIMAL LAYOUT AND UNDERPERFORMING INVESTMENT

OUR 120-PARAMETER ACQUISITION FRAMEWORK: SECURED A 2.7M AED PROPERTY WITH SUPERIOR APPRECIATION IN JUST 38% OF STANDARD TIME RESULTING IN 580K AED TOTAL VALUE OVER 3 YEARS



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5 IMPLEMENTATION EXAMPLE - SELLER PERSPECTIVE

TRADITIONAL AGENTS RELIED ON CONVENTIONAL PRICING STRATEGIES: SELLER PREPARED TO ACCEPT 2.6M AED AFTER 7 WEEKS OF FRAGMENTED MARKETING EFFORTS.

OUR 120-PARAMETER FRAMEWORK IDENTIFIED THE STRATEGIC BUYER THROUGH COMPREHENSIVE NEEDS ANALYSIS: THEY RECOGNIZED THE PROPERTY'S UNIQUE VALUE, ACHIEVING 2.95M AED WITH MINIMAL CONTINGENCIES.



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6 IMPLEMENTATION EXAMPLE - AGENT PERSPECTIVE

STANDARD AGENTS AVERAGE 41% CONVERSION RATES AND 2 REFERRALS/TRANSACTION, COMPLETING 6-8 DEALS ANNUALLY

120 PARAMETER FRAMEWORK AGENTS ACHIEVE 91% CONVERSION RATES, GENERATE 7-12 REFERRALS - COMPLETE 11-14 DEALS ANNUALLY



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YOUR TRANSFORMATION JOURNEY

READY TO REVOLUTIONIZE YOUR MARKET POSITION? LET'S EXPLORE HOW OUR PROVEN METHODOLOGY CAN TRANSFORM YOUR BROKERAGE - BOOK A VIRTUAL MEET NOW



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