

## CASE STUDY:

HOW OUR PEOPLE & CULTURE GENIUS MODEL  
TRANSFORMED A BROKERAGE WITH **200** AGENTS  
WITH **40%** REVENUE GROWTH



TOGETHER IS **OUR** WAY



# 1 THE CHALLENGE

- MARKET **SATURATION**
- SHRINKING **COMMISSION** RATES
- AGENT **PRODUCTIVITY** PLATEAUS
- CLIENT **ACQUISITION** BOTTLENECKS



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# 2 OUR **PEOPLE** & CULTURE FRAMEWORK

OUR SYSTEM DELIVERED PRECISION **AUDITS**, ANALYTICS &  
PERSONALIZED COACHING TO REVITALIZE NEGOTIATION  
**STRATEGIES**

WHILE IMPLEMENTING OPERATIONAL **EXCELLENCE**,  
MENTORING FOR SUSTAINABLE **GROWTH** TRAJECTORIES



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# 3 THE OUTCOMES - 12 MONTHS

📈 **11** ADDITIONAL TRANSACTIONS COMPLETED PER AGENT

🕒 **62%** REDUCTION IN ACQUISITION-TO-CLOSE TIMELINE

💰 **\$33M** ANNUAL REVENUE INCREASE

📊 **41%** DECREASE IN AGENT ATTRITION

🔄 **82%** IMPROVEMENT IN PROFIT MARGINS



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# 4 IMPLEMENTATION EXAMPLE - BUYER PERSPECTIVE

TRADITIONAL AGENTS EMPHASIZED AESTHETIC FEATURES:  
CLIENT INVESTED 3.8M AED IN PROPERTY WITH HIDDEN ISSUES.

OUR 120-PARAMETER ACQUISITION FRAMEWORK: AGENT  
SECURED A 3.4M AED PROPERTY IN JUST 35% OF TIME  
RESULTING IN 780K AED SAVINGS OVER 3 YRS



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# 5 IMPLEMENTATION EXAMPLE - SELLER PERSPECTIVE

SELLER PREPARED TO ACCEPT 3.5M AED AFTER 2 MONTHS OF LIMITED VISIBILITY.

OUR 120-PARAMETER FRAMEWORK MATCHED THE PERFECT BUYER AS IT ALIGNED WELL WITH THEIR NEEDS: THEY WERE READY TO PAY PREMIUM, ACHIEVING 3.85M AED.



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# 6 IMPLEMENTATION EXAMPLE - AGENT PERSPECTIVE

STANDARD AGENTS AVERAGE 42% CONVERSION RATES AND COMPLETING 7 DEALS ANNUALLY

120 PARAMETER FRAMEWORK AGENTS ACHIEVE 94% CONVERSION RATES, COMPLETE 12-15 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



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