

## CASE STUDY:

HOW OUR PEOPLE & CULTURE GENIUS MODEL  
HELPED A MID-SIZED REAL ESTATE BROKERAGE **2X**  
AGENT PRODUCTIVITY



**TOGETHER IS OUR WAY**



# 1 THE CHALLENGE

- MARKET **SATURATION**
- STAGNATED **REVENUE** GROWTH
- HIGH EMPLOYEE **ATTRITION**
- SALES **INEFFECTIVENESS**



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# 2 OUR **PEOPLE** & CULTURE FRAMEWORK

OUR SYSTEM DELIVERED **AUDITS** & WORKSHOPS TO  
OPTIMIZE **SALES FRAMEWORKS**.

WHILE PROVIDING CONSULTING FOR **SYSTEMIC**  
CHANGES, COACHING FOR **SKILLS** TRANSFER



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# 3 THE OUTCOMES - 12 MONTHS

📈 **10** ADDITIONAL DEALS CLOSED PER AGENT

🕒 **60%** REDUCTION IN TRANSACTION TIME

💰 **\$18M** ANNUAL REVENUE GROWTH

📊 **38%** DECREASE IN EMPLOYEE ATTRITION

🔄 **70%** IMPROVEMENT IN PROFITABILITY



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# 4 IMPLEMENTATION EXAMPLE (BUYER)

TRADITIONAL AGENTS PRIORITIZED VIEWS AND SIZE: CLIENT OVERPAID 8% (7.5M AED) FOR A UNIT NEEDING COSTLY RENOVATIONS.

OUR 120-PARAMETER SALES FRAMEWORK:  
SECURED A 6.2M AED GROUND-FLOOR HOME  
IN LESS THAN 60% TIME LEADING TO 14.2M  
AED TOTAL SAVINGS OVER 3 YEARS



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# 5 IMPLEMENTATION EXAMPLE (SELLER)

TRADITIONAL AGENTS PUSHED QUICK LISTING DISCOUNTS: SELLER PREPARED TO ACCEPT 9M AED AFTER 6 MONTHS OF PRICE CUTS.

OUR 120-PARAMETER SALES FRAMEWORK MATCHED A BUYER: SECURING 11.2M AED (24% PREMIUM) WITH ZERO RENOVATIONS



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# 6 IMPLEMENTATION EXAMPLE (AGENTS)

GENERIC AGENTS AVERAGE 42% CLOSING RATES AND 1-2 REFERRALS/DEAL, CLOSING 10 DEALS PER YEAR

120 PARAMETER FRAMEWORK AGENTS CLOSE 86% OF DEALS, GENERATE 5-10 REFERRALS - CLOSE 20 -25 DEALS PER YEAR



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# YOUR **TRANSFORMATION** JOURNEY

READY TO ACHIEVE SIMILAR RESULTS? LET'S  
DISCUSS HOW OUR PROVEN METHODOLOGY  
CAN TRANSFORM YOUR OPERATIONS



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