

CASE STUDY:

HOW OUR PEOPLE & CULTURE GENIUS MODEL
TRANSFORMED A **300**-AGENT BROKERAGE,
ACHIEVING SCALABLE SUCCESS AND
ORGANIZATIONAL EXCELLENCE



TOGETHER IS **OUR** WAY

1 THE CHALLENGE

- SCATTERED ORGANIZATIONAL **ALIGNMENT**
- PERFORMANCE **CONSISTENCY** GAP:
- **LIMITED** SCALABILITY CONCERNS: SUSTAINING SUCCESS



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2

OUR **PEOPLE** & CULTURE FRAMEWORK

WE DESIGNED AND IMPLEMENTED A COMPREHENSIVE **TRANSFORMATION STRATEGY** FOCUSED ON EMBEDDING CULTURE WHILE OPTIMIZING **AGENT PRODUCTIVITY**.

BY LEVERAGING OUR PROVEN **120**-PARAMETER SALES FRAMEWORK AND OUR CULTURE OPERATIONAL FRAMEWORK



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3 THE OUTCOMES - 12 MONTHS

- 📈 **12** ADDITIONAL TRANSACTIONS COMPLETED PER AGENT
- ⌚ **67%** REDUCTION IN ACQUISITION-TO-CLOSE TIMELINE
- 💰 **\$38.4M** ANNUAL REVENUE INCREASE
- 📊 **48%** REDUCTION IN ATTRITION RATES
- 🔄 **87%** IMPROVEMENT IN PROFIT MARGINS



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4 IMPLEMENTATION EXAMPLE - BUYER PERSPECTIVE

TRADITIONAL AGENTS EMPHASIZED SUPERFICIAL PARAMETERS CLIENT INVESTED **6.5M** AED IN PROPERTY WITH BELOW-AVERAGE RENTAL YIELD.

OUR FRAMEWORK, SECURED A **6.3M** AED PROPERTY WITH OUTSTANDING APPRECIATION TRAJECTORY IN JUST **32%** OF STANDARD TIME, UNLOCKING A **1.25M** AED TOTAL VALUE ENHANCEMENT OVER **3** YEARS.



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5 IMPLEMENTATION EXAMPLE - SELLER PERSPECTIVE

TRADITIONAL AGENTS RELIED ON BASIC PRICING COMPARISONS, SELLER PREPARED TO ACCEPT **4.9M** AED AFTER **8** WEEKS OF SCATTERED BUYER INTEREST.

OUR FRAMEWORK, IDENTIFIED A STRATEGIC INTERNATIONAL BUYER POOL, ACHIEVING **5.35M** AED WITH MINIMAL CONTINGENCIES, DELIVERING A **9X** VALUE MULTIPLIER



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6 IMPLEMENTATION EXAMPLE - AGENT PERSPECTIVE

TRADITIONAL AGENTS ACHIEVED **48%** CONVERSION RATES, GENERATING **3-4** REFERRALS/TRANSACTION, AND COMPLETING **9-11** DEALS ANNUALLY.

FRAMEWORK AGENTS, GUIDED BY CULTURE-DRIVEN ALIGNMENT, ACHIEVED **93%** CONVERSION RATES, GENERATED **10-14** REFERRALS, AND COMPLETED **15-19** DEALS ANNUALLY.



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YOUR **TRANSFORMATION** JOURNEY

ARE YOU READY TO SCALE YOUR BROKERAGE WHILE
CULTIVATING A THRIVING ORGANIZATIONAL CULTURE?

LET'S EXPLORE HOW OUR 120-PARAMETER SALES
FRAMEWORK, BACKED BY DATA AND SIMULATIONS, CAN
TRANSFORM YOUR BROKERAGE INTO A MARKET LEADER!



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