

CASE STUDY:

HOW OUR PEOPLE & CULTURE GENIUS MODEL
TRANSFORMED A BOUTIQUE BROKERAGE WITH 50
AGENTS ACHIEVING **35%** REVENUE GROWTH



TOGETHER IS **OUR** WAY

1 THE CHALLENGE

- INCREASING MARKET **COMPETITION**
- DOWNWARD **PRESSURE** ON COMMISSION
- **INCONSISTENT** AGENT PERFORMANCE
- INEFFICIENT LEAD **CONVERSION** PROCESSES



TOGETHER IS **OUR** WAY

2 OUR **PEOPLE** & CULTURE FRAMEWORK

OUR SYSTEM DELIVERED TARGETED ASSESSMENTS, DATA-DRIVEN INSIGHTS & **INDIVIDUALIZED** DEVELOPMENT PLANS

TO ENHANCE CLIENT OUTCOMES MANAGEMENT WHILE IMPLEMENTING **STREAMLINED** WORKFLOWS, MENTORING FOR **ACCELERATED** PROFESSIONAL GROWTH



TOGETHER IS OUR WAY

3 THE OUTCOMES - 12 MONTHS

 **9** ADDITIONAL TRANSACTIONS PER AGENT

 **57%** REDUCTION IN ACQUISITION-TO-CLOSE

 **\$14.2M** ANNUAL REVENUE INCREASE

 **38%** DECREASE IN AGENT ATTRITION

 **76%** IMPROVEMENT IN PROFIT MARGINS



TOGETHER IS OUR WAY

4 IMPLEMENTATION EXAMPLE - BUYER PERSPECTIVE

TRADITIONAL AGENTS EMPHASIZED FEATURES: CLIENT INVESTED 2.1M AED IN PROPERTY WITH OVERLOOKED MAINTENANCE ISSUES.

OUR 120-PARAMETER ACQUISITION FRAMEWORK: SECURED A 1.9M AED PROPERTY WITH SUPERIOR LONG-TERM VALUE IN JUST 40% OF STANDARD TIME RESULTING IN 420K AED TOTAL VALUE OVER 3 YEARS



TOGETHER IS OUR WAY

5 IMPLEMENTATION EXAMPLE - SELLER PERSPECTIVE

TRADITIONAL AGENTS RELIED ON STANDARD LISTING TACTICS: SELLER PREPARED TO ACCEPT 1.8M AED AFTER 10 WEEKS OF LIMITED MARKET EXPOSURE.

OUR 120-PARAMETER FRAMEWORK MATCHED THE IDEAL BUYER THROUGH PRECISE NEED ALIGNMENT: THEY WERE WILLING TO PAY PREMIUM, ACHIEVING 2.05M AED WITH FASTER CLOSING TIMELINE.



TOGETHER IS **OUR** WAY

6 IMPLEMENTATION EXAMPLE - AGENT PERSPECTIVE

STANDARD AGENTS AVERAGE 39% CONVERSION RATES AND 1-2 REFERRALS/TRANSACTION, COMPLETING 6 DEALS ANNUALLY

120 PARAMETER FRAMEWORK AGENTS ACHIEVE 87% CONVERSION RATES, GENERATE 6-10 REFERRALS - COMPLETE 10-12 DEALS ANNUALLY



TOGETHER IS **OUR** WAY

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



TOGETHER IS OUR WAY