

CASE STUDY:

HOW OUR PEOPLE & CULTURE GENIUS MODEL
TRANSFORMED A LARGE-SCALE BROKERAGE WITH
250 AGENTS, ACHIEVING **44%** REVENUE GROWTH



TOGETHER IS **OUR** WAY

1 THE CHALLENGE

- **HYPER-COMPETITIVE** MARKET CONDITIONS
- ESCALATING OPERATIONAL AND **TRAINING COSTS**
- **DISPARATE AGENT** PERFORMANCE METRICS
- FLUCTUATING BUYER AND **SELLER VALUE ALIGNMENT**



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2 OUR **PEOPLE** & CULTURE FRAMEWORK

LEVERAGING **MULTIDISCIPLINARY** SCIENCES SUCH AS BEHAVIORAL ECONOMICS, MARKET PSYCHOLOGY AND DECISION THEORY, COMBINED WITH STRUCTURED COACHING PATHWAYS, WE CRAFTED A **SCALABLE SOLUTION** DESIGNED TO OPTIMIZE AGENT SKILLSETS.



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3 THE OUTCOMES - 12 MONTHS

- 📈 **12** ADDITIONAL TRANSACTIONS COMPLETED PER AGENT
- ⌚ **64%** REDUCTION IN ACQUISITION-TO-CLOSE TIMELINE
- 💰 **\$32.9M** ANNUAL REVENUE INCREASE
- 📊 **37%** DECREASE IN AGENT ATTRITION
- 🔄 **85%** IMPROVEMENT IN PROFIT MARGINS



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4 IMPLEMENTATION EXAMPLE - BUYER PERSPECTIVE

TRADITIONAL AGENTS FOCUSED PREDOMINANTLY ON LOCATION AND BUDGET ALIGNMENT:
CLIENT INVESTED **4.1M** AED IN PROPERTY YIELDING MINIMAL LONG-TERM ROI AND LIMITED APPRECIATION POTENTIAL.

OUR **120**-PARAMETER ACQUISITION FRAMEWORK,
AUGMENTED WITH BEHAVIORAL MARKET SCIENCE:
SECURED A **3.9M** AED PROPERTY WITH HIGH APPRECIATION POTENTIAL IN JUST **34%** OF STANDARD TIME, RESULTING IN **800K** AED TOTAL VALUE.



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5 IMPLEMENTATION EXAMPLE - SELLER PERSPECTIVE

TRADITIONAL AGENTS EMPLOYED BASIC COMPARATIVE PRICING ANALYSIS:

SELLER PREPARED TO ACCEPT **3.2M** AED AFTER **9** WEEKS OF MARKETING ATTEMPTS.

OUR **120**-PARAMETER FRAMEWORK, UTILIZING ADVANCED VALUE ARTICULATION TECHNIQUES:

IDENTIFIED A TARGETED BUYER POOL THROUGH PSYCHOGRAPHIC SEGMENTATION, ACHIEVING **3.46M** AED WITH MINIMAL CONTINGENCIES.



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6 IMPLEMENTATION EXAMPLE - AGENT PERSPECTIVE

STANDARD AGENTS MAINTAINED **45%** CONVERSION RATES AND GENERATED **2-4** REFERRALS/TRANSACTION, COMPLETING **7-9** DEALS ANNUALLY.

120-PARAMETER FRAMEWORK AGENTS, SUPPORTED BY PERSONALIZED COACHING, ACHIEVED **92%** CONVERSION RATES, GENERATED **6-11** REFERRALS, AND COMPLETED **12-15** DEALS ANNUALLY.



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YOUR **TRANSFORMATION** JOURNEY

READY TO EMPOWER YOUR AGENTS THROUGH
INTERDISCIPLINARY COACHING AND ACHIEVE
UNPARALLELED VALUE CREATION FOR BUYERS
AND SELLERS? LET'S EXPLORE HOW OUR PROVEN
METHODOLOGY CAN REDEFINE YOUR
BROKERAGE'S SUCCESS TRAJECTORY!



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