

CASE STUDY:

HOW OUR PEOPLE & CULTURE GENIUS MODEL
TRANSFORMED A **138**-AGENT BROKERAGE WITH
43% REVENUE GROWTH



TOGETHER IS **OUR** WAY

1 THE CHALLENGE

- **FRAGMENTED** ORGANIZATIONAL CULTURE
- DISCONNECTED TEAMS AND **LOW EMPLOYEE ENGAGEMENT**
- VARIED AGENT PERFORMANCE AND **DECLINING PRODUCTIVITY**
- **HIGH AGENT ATTRITION** AND INCONSISTENT CLIENT VALUE DELIVERY



TOGETHER IS **OUR** WAY

2

OUR **PEOPLE** & CULTURE FRAMEWORK

OUR TRANSFORMATION FOCUSED ON EMBEDDING ORGANIZATIONAL CULTURAL **COHERENCE** ALONGSIDE **INDIVIDUAL** AGENT **TRANSFORMATION**. LEVERAGING TOOLS SUCH AS BEHAVIORAL ANALYTICS, **PERFORMANCE** DIAGNOSTICS AND STRUCTURED COACHING, THE FRAMEWORK PRIORITIZED:



TOGETHER IS **OUR** WAY

3 THE OUTCOMES - 12 MONTHS

- 📈 **11** ADDITIONAL TRANSACTIONS COMPLETED PER AGENT
- ⌚ **63%** REDUCTION IN ACQUISITION-TO-CLOSE TIMELINE
- 💰 **\$19.6M** ANNUAL REVENUE INCREASE
- 📊 **45%** REDUCTION IN ATTRITION RATES
- 🔄 **86%** IMPROVEMENT IN PROFIT MARGINS
- 😊 **78%** INCREASE IN EMPLOYEE ENGAGEMENT SCORES



TOGETHER IS **OUR** WAY

4 IMPLEMENTATION EXAMPLE - BUYER PERSPECTIVE

TRADITIONAL AGENTS FOCUSED ON NARROW PROPERTY FEATURES SUCH AS SQUARE FOOTAGE AND LOCATION. CLIENT INVESTED **2.2M** AED IN A PROPERTY WITH LIMITED APPRECIATION POTENTIAL AND WEAK RENTAL PROSPECT.

OUR **120**-PARAMETER ACQUISITION FRAMEWORK, COUPLED WITH MARKET BEHAVIORAL INSIGHTS: SECURED A **2.05M** AED PROPERTY WITH A SUPERIOR RENTAL YIELD AND APPRECIATION TRAJECTORY IN JUST **35%** OF STANDARD TIME, RESULTING IN **550K** AED TOTAL VALUE.



TOGETHER IS **OUR** WAY

5 IMPLEMENTATION EXAMPLE - SELLER PERSPECTIVE

TRADITIONAL AGENTS RELIED ON TRANSACTIONAL PRICING STRATEGIES WITHOUT DEEPLY ANALYZING BUYER PREFERENCES.

SELLER PREPARED TO ACCEPT **2.4M** AED AFTER **6** WEEKS OF UNDERWHELMING MARKETING EFFORTS.

OUR **120**-PARAMETER FRAMEWORK, ENHANCING VALUE ARTICULATION AND SEGMENTATION CAPABILITIES:
IDENTIFIED BUYERS SEEKING PROPERTIES WITH LIFESTYLE VALUE, ACHIEVING **2.65M** AED WITH MINIMAL CONTINGENCIES.



TOGETHER IS **OUR** WAY

6 IMPLEMENTATION EXAMPLE - AGENT PERSPECTIVE

STANDARD AGENTS AVERAGED **42%** CONVERSION RATES AND GENERATED **2-3** REFERRALS/TRANSACTION, COMPLETING **6-9** DEALS ANNUALLY.

120-PARAMETER FRAMEWORK AGENTS, LEVERAGING PERSONALIZED COACHING AND CULTURAL ALIGNMENT, ACHIEVED **91%** CONVERSION RATES, GENERATED **6-10** REFERRALS, AND COMPLETED **11-14** DEALS ANNUALLY.



TOGETHER IS **OUR** WAY

YOUR **TRANSFORMATION** JOURNEY

READY TO REVOLUTIONIZE ORGANIZATIONAL CULTURE WHILE ACCELERATING AGENT TRANSFORMATION? LET'S DISCUSS HOW OUR PEOPLE & CULTURE GENIUS MODEL CAN HELP YOUR BROKERAGE THRIVE!



TOGETHER IS OUR WAY