GROWTH & TECHNOLOGY PARTNER FOR REAL ESTATE BROKERAGES

How we grow your brokerage. *End to end.*

The money you already spend on leads, and the system that decides whether it turns into deals or disappears.

Autometa AI

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FOUNDER · AUTOMETA AI

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01

THE REAL COST

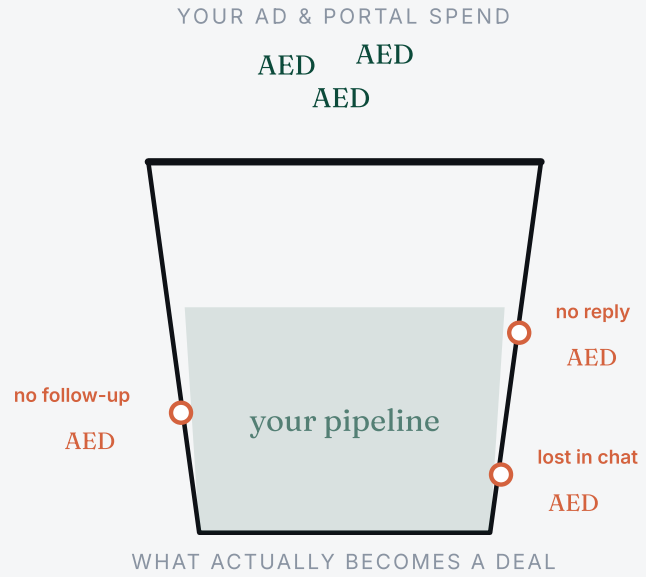
You are not short of leads. You are losing the ones you *already paid for.*

Every brokerage in Dubai spends on the same thing: portals, ads and agents to bring leads **in**. Almost nobody spends on what happens **after** the lead arrives.

So the money walks in the front door and quietly out the back. A lead that lands at 9pm and gets answered at 10am has already booked a viewing with someone else. **You still paid for it.**

AN ILLUSTRATION

A firm spends **AED 30,000 a month** on portals and ads and receives **100 leads**. If half never get a real reply within the hour, roughly **AED 15,000** of that month bought nothing at all. Over a year, that is **AED 180,000 spent buying leads for your competitors.**



There is no line in your P&L called *"leads we paid for and never answered."* That is exactly why it never gets fixed.

Want to know what your leak actually costs? We measure it with your own numbers, free.

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02

THE HONEST CHECKLIST

How many of these are true in *your brokerage?*

Every line below came from Dubai brokerage owners and directors, not from us. Tick the ones you recognise.

- ☐ Portal leads arrive after hours and sit until morning.
- ☐ Client conversations never reach the CRM.
- ☐ Agents retype project details after every single meeting.
- ☐ CMAs and financial reports take 30 to 40 minutes each.
- ☐ The old database sits untouched for months.
- ☐ Nobody can prove whether follow-up actually happened.
- ☐ Agents reply from their own personal WhatsApp.
- ☐ Two agents end up chasing the same buyer.
- ☐ Prices and layouts go stale, so the wrong figure gets sent.
- ☐ An interested lead has no automatic next step.
- ☐ Birthdays and occasions are noted, then forgotten.
- ☐ Nothing in your data tells you where the money is really made.

Most firms tick *seven or more.* Every tick is money already spent that is not coming back.

Ticked three or more? That is exactly what we fix, and we start by measuring it.

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03

WHERE IT BREAKS · 01

Leads leak *before anyone replies.*

THE PAIN	WHAT WE DO	WHAT IT GIVES YOU
Leads arrive after hours More than half of enquiries land outside 9 to 5. By the time someone opens the inbox, the buyer has already spoken to three other firms.	AI answers **every** enquiry within seconds, 24/7, in Arabic and English. It qualifies budget, area, bedrooms and timeline, then writes the lead and the full transcript into your CRM.	You are the **first firm to reply,** every time, without paying anyone to work nights or weekends.
Agents reply on personal WhatsApp The firm sees nothing. Nobody can check quality, and when an agent resigns the client relationship walks out on their phone.	One **official WhatsApp Business number** for the firm. Every conversation is logged automatically against the lead in your CRM.	Every conversation **recorded and supervised** for quality, training and dispute protection. The client history belongs to the business, not to the agent.
Two agents chase one buyer Duplicates make the firm look disorganised in front of the client, and burn your best agents' time on leads someone else already has.	Leads are **de-duplicated on arrival** and given one owner by rule: territory, workload or round-robin. If nobody acts inside the agreed time, it escalates.	One owner and a clock on every lead. **Nothing is dropped, nothing is chased twice.**

This can be live in weeks, not months. Start with a free diagnostic of your lead flow.

Book a free growth diagnostic

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04

WHERE IT BREAKS · 02

Your agents are paid to sell, *not to retype.*

THE PAIN	WHAT WE DO	WHAT IT GIVES YOU
30 minutes lost after every meeting The agent copies project details into WhatsApp by hand. At around 15 meetings a month that is **8 hours per agent** spent on copy and paste.	The **Project Library** holds every project once. The agent picks the lead and the project, the message writes itself with the correct current figures, and the right PDF attaches automatically.	Roughly **a full working day per agent, per month,** handed back to selling.
Prices and layouts go out of date One unit moves from 2.95 to 3.1 crore and suddenly every brochure, quote and saved message in the firm is quietly wrong.	One record per project, one source of truth. Update the price **once** and every message, report and document uses the new figure. Nothing keeps its own copy.	Your team **never sends a client a wrong number again,** and no one rebuilds material before a pitch.
Reports take 30 to 40 minutes each CMAs, payment schedules and cost breakdowns are rebuilt by hand every time, because there is no reusable structure.	The **Report Generator** builds your branded CMA and financial breakdown from project data. The agent adds only what is genuinely new: their offer, their view, their research.	Minutes instead of an hour, and **every report looks like it came from the same firm.**

Want those hours back on the phone? We will show you exactly where they go today.

Book a free growth diagnostic

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05

WHERE IT BREAKS · 03

Follow-up runs on memory. *Memory forgets.*

THE PAIN	WHAT WE DO	WHAT IT GIVES YOU
An interested lead has no next step Whether anything happens depends entirely on an agent noticing, remembering, and choosing to act. Usually on the busiest day of the week.	The AI reads intent from the actual conversation. Hot leads route to your **best closer instantly** with a dated task, the right brochure goes out, and follow-ups at 24 and 48 hours are scheduled automatically.	Interest becomes a **booked viewing while the buyer is still interested,** not three days later.
The old database sits untouched Years of contacts you already paid to acquire, most never spoken to again. It is the cheapest revenue in the building and nobody has time for it.	**Nurture-Draft AI** segments the database and drafts a short, personal message for each contact every week, using current market and project news. Your agent reviews and sends.	A dead list becomes a **weekly routine that produces meetings,** with no new ad spend at all.
Occasions noted, then forgotten The detail that actually builds the relationship gets learned in a meeting and lost three months later. A generic message performs nothing like a personal one.	Personal dates are saved on the lead and the **agent is reminded on the day.** The system never messages the client automatically, your agent still sends it themselves.	Your agents look like they **remember every client.** Referrals come from exactly this.

Your old database is sitting there right now. Let us show you what is still in it.

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06

WHERE IT BREAKS · 04

You cannot manage *what you cannot see.*

THE PAIN	WHAT WE DO	WHAT IT GIVES YOU
Outreach with no idea who engaged Thousands of messages go out and nothing records who opened, replied or clicked. Warm buyers sit buried among cold ones.	Campaigns run through the **WhatsApp Business API** with tracked links and forms. Every click, reply and form fill is written straight back into your CRM as engagement.	The **warm contacts rise to the top** of the queue automatically, instead of being lost in a list.
Nobody can prove follow-up happened You ask how many leads were followed up and get an opinion, not a number. And the process does not survive the next three hires.	Every lead carries an **owner, a status, a next action and timestamps.** Agent view and Admin view, with response time, follow-up completion and per-agent activity.	You manage on **numbers, not promises,** and adding an agent means adding a login, not rebuilding the process.
Your data holds answers nobody asks Years of sales, enquiries and campaigns sit in the system and never once turn into a decision about where the next dirham should go.	We run **AI analysis across the data sets you already hold** (buying and selling patterns, which sources actually close, agent performance, seasonality, pricing trends).*Scoped properly on a call, against your own data.*	You stop guessing. You see **which areas, projects, sources and agents actually make money,** and fund those.

Ask us what your data is already telling you. That conversation costs nothing.

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07 WHERE IT RUNS

Already have a CRM? *We build around it.*

We are not here to rip out what you already paid for. **Your CRM stays the system of record.** Our layer sits on top of it. No migration, no retraining, and none of your data leaves your business.

IF YOU HAVE A CRM

We build around it.

We connect to whatever you run today. Your data stays exactly where it is, in your account, under your ownership. Nothing is migrated and nobody has to learn a new system.

Bitrix24 · Property Finder MyCRM · Zoho · HubSpot · Salesforce · Your own

IF YOU DON'T HAVE ONE

We build you one.

Set up properly from day one around how your firm actually sells: your pipeline stages, your projects, your agents, your reporting. No half-configured template, and you own it outright.

Your pipeline · Your projects · Your agents · Yours to keep

LAYER 1 · YOURS

Your CRM

System of record. Your contacts, your deals, your ownership. Unchanged.

LAYER 2 · THE CONNECTOR

WhatsApp API & integrations

Portal leads in, every conversation and engagement written back automatically.

LAYER 3 · WHAT WE BUILD

The Autometa AI layer

Speed-to-Lead, Project Library, Report Generator, Nurture AI, insight. The part you cannot buy anywhere else.

Tell us which CRM you run. We will tell you exactly what is possible on top of it.

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THE NEXT STEP

Start with the *diagnosis.*

No pitch. We measure where your pipeline is leaking and what it is worth to fix, using your numbers. From there we build only what moves revenue, around the CRM you already run, and stay accountable to deals closed.

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