

SPEED-TO-LEAD

5 WAYS DUBAI BROKERS **LEAK** LEADS DAILY

And the exact fix for each one. Save this before your next inbound goes cold.

SWIPE →

AGENCYFORMA.COM

THE MARKET ISN'T THE PROBLEM

DEMAND IS RECORD HIGH. **RESPONSE ISN'T.**

AED 761B

in Dubai real-estate transactions in 2024

DUBAI LAND DEPARTMENT · JAN 2025

226K

deals closed — a market record, +36% YoY

DUBAI LAND DEPARTMENT · JAN 2025

The leads exist. A buyer in Moscow just messaged five agencies at once, 11pm Dubai time. The only question: who answers first.

THE NUMBER THAT RUNS EVERYTHING

REPLY FAST, OR DON'T REPLY AT ALL.

7×

more likely to qualify a lead if you reply
within 1 hour

HARVARD BUSINESS REVIEW · 2011

21×

more likely when you reply in 5 min vs
30 min

MIT / INSIDESALES STUDY

The average online lead waits ~42 hours for a reply. Whoever answers in seconds owns the conversation. Published research — not our promise.

LEAK 01 · SLOW FIRST REPLY

ANSWERED TOMORROW.

A midnight enquiry gets a reply next morning — after the buyer already toured with someone faster.

- THE FIX

An agent that replies in seconds, 24/7, and qualifies budget, area and intent before you even wake up.

LEAK 02 · AFTER-HOURS & TIMEZONES

BUYERS DON'T WORK **9 TO 6.**

Moscow, Beijing and Mumbai enquire while Dubai sleeps. By morning the lead has cooled — or converted elsewhere.

- THE FIX

Round-the-clock coverage that handles the first conversation, then hands a warm lead to your agent at 9am.

LEAK 03 · LANGUAGE BARRIER

LOST IN TRANSLATION.

Enquiries arrive in Arabic, Russian and Mandarin. Most teams cover two or three languages — the rest go unanswered.

- THE FIX

Auto-detect the language and reply natively in 5+ — English, Arabic, Russian, Mandarin, Hindi — no extra hires.

LEAK 04 · SLOW MATCHING

AN HOUR DIGGING THROUGH PDFS.

588 developers, a new project every 18 hours, every payment plan in a separate file. Matching units by hand kills your speed.

- THE FIX

An agent that pulls a matching shortlist in seconds from your own listings and brochures — price, plan, ROI, cited.

DEVELOPER ACTIVITY: REIDIN / CAVENDISH MAXWELL · 2024

LEAK 05 · WRONG REGULATORY ANSWERS

"WHAT ABOUT MY GOLDEN VISA?"

Buyers ask about the AED 2M threshold, Ejari, Oqood on every deal. A guessed answer costs trust — or worse.

- THE FIX

Answers grounded in your verified document base, with the source and date. If it doesn't know, it says so and hands off.

GOLDEN VISA THRESHOLD: AED 2M · DLD / U.AE

PLUG THESE IN TODAY · NO-CODE

THE STARTER STACK.

Tool	Description	Usage
WhatsApp Business	Where the lead actually lands. Replies inside the 24h window cost nothing.	Usage
ChatGPT	Draft & translate every reply in seconds.	\$20 /mo
DeepL	Arabic, Russian, Mandarin + 30 more, natively.	Free
Cal.com	Instant viewing bookings, zero back-and-forth.	Free / \$12
HubSpot CRM	Every lead logged, so none slips through.	Free

● THE CATCH: YOU WIRE & BABYSIT EACH ONE BY HAND

THE CHEAT SHEET

5 LEAKS. 5 FIXES.

01 ~~15-hour first reply~~ → Instant reply, 24/7

02 ~~After-hours leads cool~~ → Round-the-clock coverage

03 ~~Only 2-3 languages~~ → Reply in 5+ natively

04 ~~An hour matching by hand~~ → Shortlist in seconds

05 ~~Guessed regulation answers~~ → Grounded, with source

● SAVE THIS FOR YOUR NEXT COLD LEAD

WHEN THE MANUAL GLUE BREAKS

ONE AGENT. 14 DAYS. YOUR SERVERS.

FORMA stitches that whole stack into one AI agent on your own infrastructure — nothing to babysit, your data stays in, you own the code.

[Book a discovery call](#)

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