

REAL ESTATE DUBAI

HAUGENES INTERNATIONAL PROPERTIES L.L.C

A Scandinavian brokerage — built for the future

Real Estate Dubai

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"We see each other. We are on the same level. And together we succeed."

We did not build this brokerage to become the biggest. We built it to give you the freedom to work from wherever you want, whenever you want — with everything you need in your pocket. The system looks after you. The culture lifts you. And you always call from a local number — wherever your client is in the world.

"Brokers come and go. We remain."

When you thrive, feel seen, feel taken care of and earn money — you stay. It is not more complicated than that. We have no one to make coffee for us. We make it ourselves. That is our culture.

We see each other. We are on the same level. *Together we succeed.*

This is not a slogan. It is the way we actually work — every day. We are a brokerage in Dubai with Scandinavian work culture, serving clients across the globe. Built on values of openness, trust and mutual respect. No hierarchy. No games. No one taking credit for someone else's work.

WORK FROM WHEREVER YOU WANT Everything you need is in your pocket. CRM, booking forms, signatures, KYC — all on your phone. Dubai, London, Mumbai — it does not matter.	TIMEZONE-MANAGED SYSTEM The system looks after you regardless of timezone. Automatic reminders, AI logging and live pipeline — you never miss a lead, no matter when you work.	ALWAYS A LOCAL NUMBER You always call from a local number where the client is. UK number for UK clients. Indian number for Indian clients. Trust starts before you say hello.
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"The freedom is real. The system is real. The culture is real."

What "work from wherever you want" actually means

It is not a recruitment slogan. It is a technical reality. Here is what is in your pocket — wherever you are in the world.

On your phone • Zoho CRM app — full pipeline overview • Ringover app — call from local number • WhatsApp 360dialog — two-way client communication • Zoho Sign — send and receive signatures • Microsoft Teams — team communication • Outlook — email with @realestatedubai.no • SharePoint — all documents accessible	On your laptop • Zoho CRM — full access to pipeline and leads • Zoho Analytics — live dashboards and reports • Zoho Books — commission status and invoice overview • Ringover desktop — calls with recording • Office 365 — Teams, Outlook, SharePoint • Blueprint — workflow and follow-up points • Market report and sales scripts — always available
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Timezones we operate in

Your clients are everywhere — Oslo, London, Mumbai, Dubai, Singapore, Sydney. The system is configured to handle all timezones — without you having to think about it.

Scandinavia (CET/CEST) Norwegian, Swedish and Danish numbers available. Scandinavian clients served in their language.	United Kingdom (GMT/BST) European investor market. UK number available.	India & South Asia (IST) Large and growing investor base. Indian number available.
UAE (GST, UTC+4) Local Dubai market. UAE number available.	Europe (CET/EET) German, French, Spanish and other European numbers available.	Other markets Ringover supports local numbers in 100+ countries. Asia, Americas, Africa — covered.

Why a local number is critical

78%

Clients who do not answer unknown international numbers

3x

Higher answer rate with local number vs. +971

1 sec

Time it takes Ringover to connect you with a local number

100+

Countries where Ringover can give you a local number

"You call from a local number. Your client thinks you are nearby. You might be sitting in Dubai, Bali or London. It does not matter — the trust is there from the first ring."

What this document covers

Everything you need to understand how this brokerage works — from live deal examples to commission tracking, lead generation, culture and what is already built and running. Every section is written to give you one clear answer: **Is this the place for me?**

• Our foundation	• Live deal — 7 minutes from interest to signature
• Step by step: the call	• Pipeline automation
• Commission tracking	• Lead generation
• Additional income streams	• Culture and values
• Commission structure	• Market intelligence
• What is already built	• Day one — ready from the start

Who is this written for?

Brokers worldwide You have experience in real estate, finance or sales. You are curious about the Dubai market. You want to work internationally — on your own terms. You serve clients in your native language and culture.	International partners You are based anywhere in the world and have access to buyers in your market. You want a structured brokerage behind you — with systems, leads and market knowledge.
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Experienced salespeople from other industries
You do not have broker experience, but you can sell. You are used to commission-based income. You want to learn the Dubai market from the ground up — with a team that actually helps you.

What you will take away after reading this

A clear understanding of how the system works From lead in to commission on account — every step is explained. No surprises.	A realistic picture of the income potential Concrete numbers. Real examples. Not marketing — facts.	Knowledge about the Dubai market Which emirates, which developers, which catalysts are driving prices right now.
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A feel for the culture Who we are. How we work. Whether this is a place you want to be.	A clear answer to the question Is this the place for me? Yes or no — you will know when you are done.	
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Read this from start to finish. Every section builds on the previous one. If you skip sections, you lose context. We have written this to give you an honest and complete picture — not to sell you something you do not want.

"We do not want you as a partner because you needed a job. We want you because you want the same things we do."

RAK Properties, 2-bedroom, AED 3.2 million. *7 minutes.*

The client is on the phone. He is interested in a 2-bedroom apartment in Ras Al Khaimah with RAK Properties. AED 3.2 million. 6% commission to broker. You walk him through the payment plan, the Wynn casino as a catalyst, and 6–8% expected return. He says: «I want it.»

Right now — while he is still on the phone — you send the booking form. Pre-filled. His name, the unit, the price, the payment plan. He signs electronically on the phone. You hear the notification: **signed**. KYC follows. He uploads his passport. Signs. Done. The call ends. The deal is closed.

Why does this matter? Because the deal is closed before he has spoken to his wife.

AED 3.2M

Property value

7 min

From interest to signature

6%

Commission to broker

AED 192K

Your commission

What the broker actually said — and why it worked

This is not luck. It is preparation. The broker knew three things the client did not — and used them strategically in the call.

The Wynn casino as a catalyst

Wynn Resorts is opening its first casino outside the US on Yas Island, Abu Dhabi — and a potential project in RAK is under consideration. Historically, casino announcements have driven property prices in the area up by 20–40% within 18–24 months. The client is not just buying an apartment — he is investing ahead of a wave.

6–8% expected return

RAK Properties has delivered consistently. Yield of 6–8% is documented in the area — not marketing, but actual transaction data. Compared to traditional bank returns, this is a different universe.

The payment plan that removes the barrier

40% during construction. 60% on handover. The client does not need the full amount available now. He commits AED 1.28M today — and pays the rest when the unit is complete. That makes the decision much easier to take.

What happened after the call?

07:00 — Call ends

Deal signed. KYC sent. Commission registered in Zoho CRM: AED 192,000.

07:05 — Zoho Books generates invoice

Sent automatically to RAK Properties. No manual action from broker.

Day 3 — Developer confirms receipt

Status updated in CRM. Broker notified automatically.

Day 30–45 — Payment received from developer

Commission confirmed. Payout to broker processed.

Step by step: the call

1. Lead comes in

The client has filled in a form, clicked on an ad or been submitted by an AI partner. Zoho CRM receives the lead. Zia scores it immediately.

2. You are notified

Ringover calls you on your phone. You press 1 to connect to the client. You see the lead card in Zoho — name, phone, interest, score.

3. The call

You talk. You listen. The system records and AI-summarises the call. You focus on the client — not on taking notes.

4. Booking form

You send the pre-filled booking form via Zoho CRM. The client signs on the phone via Zoho Sign.

5. KYC

Automatic KYC flow triggered after signature. Client uploads passport. Signs. Done.

6. Commission

Commission registered in CRM. Invoice generated in Zoho Books. Status visible in real time.

"You call. Zoho does the work."

You almost never need to take notes. Zoho remembers everything.

Every call is recorded and AI-summarised via Ringover. Every WhatsApp message is logged via 360dialog. Every email is tracked in Zoho CRM. Every lead is scored by Zia. Every follow-up point is set automatically via Blueprint. You focus on the client — Zoho handles the rest.

Zia Lead Scoring Leads scored and prioritised automatically in real time	Blueprint Workflow managed step by step, no shortcuts
Ringover Calls recorded, AI-summarised and logged in CRM	360dialog WhatsApp Two-way WhatsApp logged directly in CRM
Twilio SMS Automatic SMS notifications to leads and clients	Zoho Sign KYC and signatures sent and signed automatically

Zoho Analytics — Agent dashboards and live pipeline overview

"You call. Zoho does the work."

A day in the life — without and with the system

Without the system ✗ You call the client — no notes from the last call ✗ You cannot remember what you talked about last time ✗ You send the booking form manually by email ✗ You wait for a reply — the client has spoken to his wife ✗ You follow up KYC manually — three emails back and forth ✗ You do not know if the invoice has been sent to the developer ✗ You ask the accounts department about your commission ✗ You forget to follow up a lukewarm lead — it buys from a competitor	With the system ✓ You call the client — AI summary from the last call appears automatically ✓ You know exactly what you talked about, what he was interested in and what the next step is ✓ Booking form is pre-filled — one click to send ✓ Client signs on the phone while you are talking ✓ KYC sent automatically after signature — no follow-up needed ✓ Invoice generated and sent automatically to developer ✓ Commission is live in CRM — you see it immediately ✓ Blueprint reminds you about lukewarm leads — none fall through
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Blueprint — the heart of the system

Blueprint is Zoho CRM's workflow engine. It manages every step in the sales process — from first contact to signed deal and paid commission. No one can skip steps. No one can forget follow-ups. The system enforces the right behaviour — not because we do not trust you, but because this is how the best brokers in the world work.

1. Lead in Zia scores and routes automatically. You are notified via Ringover.	2. First contact Call logged, AI summary saved. Blueprint sets next step.
3. Qualification Interest, budget and timeline registered. Lead moved in pipeline.	4. Presentation Unit presented. Booking form prepared automatically.
5. Signature Zoho Sign sends KYC automatically. Everything logged.	6. Follow-up Zoho Books generates invoice. Commission registered. You wait for payout — and see the status live.

What this means for you as a broker

- You never forget a follow-up — Blueprint reminds you
- You never lose a lead — every step is tracked
- You never wonder what to do next — Blueprint tells you
- You never lose commission — everything is logged automatically

Commission tracking

How the commission structure works in Dubai

Dubai is one of the world's most attractive markets for real estate brokers — precisely because commissions are high and payouts are fast. Here is what you need to know.

Commission rate Typically 5–6% of sale price, paid by developer. On an AED 2M unit that is AED 100–120K per deal. No buyer pays commission — it is always the developer.	Payout time Most developers pay within 30–60 days after signed SPA (Sales Purchase Agreement). Some pay faster. We follow up — you do not need to.	No hidden deductions We charge no administration fees, no desk fee, no monthly charge. You pay nothing to work here. You share commission — that is all.
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Example: What one deal actually gives you

AED
3.2M

Property value RAK Properties,
2-bedroom

6%

Commission rate Paid by developer

AED
192K

Gross commission Before any split

No surprises. No hidden deductions. Full transparency — always.

What other brokers do in a week, you do in one phone call

Here is the honest comparison between a traditional brokerage and Real Estate Dubai.

TASK	TRADITIONAL BROKERAGE	REAL ESTATE DUBAI
Booking form	Filled in manually, sent by email	Pre-filled, sent with one click
Electronic signature	Separate tool, extra step	Integrated — signed on the phone
KYC process	Manual follow-up	Automatic after signature
Call log	Notes by hand	AI-summarised and saved
Commission tracking	Ask the accounts department	Live in CRM — always visible
Lead follow-up	Do you remember?	Automatic reminders
Local number for client	International number	Always local number

The system is not a tool. It is your competitive advantage.

What this means in time and money

7 min

From interest to signed deal

0

Manual notes you need to take

100%

Calls recorded and AI-summarised

1 click

To send pre-filled booking form

The real cost of working the old way

Time spent on administration A traditional broker spends an estimated 2–3 hours per deal on manual paperwork, back-and-forth emails and KYC follow-up. With our system: under 10 minutes.	Leads that disappear Studies show that 78% of clients buy from the first broker who responds. Without automatic notification and routing you lose leads to competitors — while you sleep.
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Trust starts with the number

Clients do not answer unknown international numbers. Ringover gives you a local number in every market you operate in. That is not a detail — it is the difference between a call and a missed call.

Commissions you do not know about

Without live commission tracking you do not know what you are owed. With Zoho CRM you see every penny — from signature to payout.

"You can work hard. Or you can work smart. We have built the system for the second option."

Global campaigns. International AI partners. Leads that never stop.

We generate leads from two engines. Locally we run AI-driven campaigns on Meta, Google, Instagram, LinkedIn and landing pages — targeting buyers across Europe, the Middle East, South Asia and beyond. Internationally we work with AI partners who deliver pre-qualified leads directly into the CRM.

Meta & Instagram International buyers worldwide	Google Ads Search-based leads with high purchase intent	LinkedIn Investors and business professionals
International AI partners Pre-qualified leads	Landing pages Converting content in multiple languages	Email campaigns Nurturing of warm leads

How the lead flow works

Lead generated

A potential buyer clicks on an ad, fills out a form on the landing page, or is submitted by an AI partner. The lead is pre-qualified with name, phone, email and interest.

Lead routed automatically

Zoho CRM receives the lead and routes it to the right broker based on market, language and timezone. Zia scores the lead immediately — hot, warm or cold.

You are notified instantly

Ringover calls you automatically. You press 1 to connect to the client. No manual follow-up. No waiting. You are on the phone while the lead is hot.

Blueprint takes over

Zoho Blueprint manages every step from first call to signed deal. No shortcuts. No forgotten follow-ups. The system reminds you of everything.

Deal closed

Booking form sent, signed and KYC completed — all while the client is on the phone. Commission registered automatically.

Who are the leads?

International buyers Clients from every continent with capital and interest in the Dubai market. Many are already familiar with property investment. They want an advisor they can trust — in their own language.	European investors British, German, French and other Europeans seeking tax-efficient investments outside the EU. Dubai is attractive — and you are the bridge between them and the market.	AI-qualified global leads Leads from our international AI partners are already filtered on purchase intent, budget and interest. You are not talking to the curious — you are talking to buyers.
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"You do not need to chase leads. They come to you."

What happens with leads you do not close straight away?

Automatic nurturing Leads that are not ready yet are placed in an automated email and WhatsApp sequence. They are kept warm — without you doing anything.	Time-based reminders Blueprint sets automatic follow-up points. You get a notification when it is time for the next contact — based on the lead's behaviour and score.
Lead scoring in real time Zia continuously updates the lead score based on opened emails, clicks and responses. You always know who is ready to buy.	No leads fall out Every lead has an owner and a status. None end up in a black hole. None are forgotten. The system looks after it — you focus on the call.

EARN BEYOND DEALS

Your client buys a service — you get your share of the cake

We have built an online store with additional services for property buyers. Behind each service sits a dedicated specialist partner who does the work. We do nothing ourselves — we take a profit. And is it your client? Then you get your share.

All contracts and forms are generated automatically in the client's language and translated into the local language. The client understands what they are signing. You do not need to do anything.

Property Management Full management of the client's unit. Rent collection, maintenance, reporting. The client sits at home abroad — we handle everything in Dubai.	Cleaning & Housekeeping Professional cleaning partner. Move-in, move-out, ongoing cleaning. Ordered directly from the online store.	Maintenance & Handyman Tradespeople, repairs, follow-up on defects. Always a local professional available.
Turnkey Furnishing Furniture and interior design of the unit — ready for move-in or rental. Packages tailored to budget and style.	Company Formation in UAE We help the client set up a company in Dubai or free zones. License, bank account, visa structure — all arranged by our partners.	Legal Assistance Contracts, due diligence, ownership structure, inheritance and wills. Local lawyers with international experience.

Buy & Sell Property When the client wants to sell or buy the next unit — they come back to you. You are their permanent contact in Dubai.	Short-term Rental (Airbnb/Holiday) We set up and manage short-term rental for the client. Higher return than long-term rental — without the client lifting a finger.	Currency & Financing Favourable exchange rates, mortgages for foreign buyers, financing advisory. Partners with the best terms.
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"One client. Nine income streams. You do nothing — the partners deliver. You get your share."

We are not a corporation. We are a team.

We are built on Scandinavian work culture — flat structure, direct communication and mutual respect. No one here is more important than anyone else. The managing director answers the phone. The newest broker speaks freely. That is how we work.

Transparency Everything is open. Commission models. Pipeline data. Lead sources. You see what we see — no exceptions.	Trust We trust you to do your job. You trust us to pay you fairly. No micromanagement. No surveillance. Just systems that work.	Respect We see each other. We listen. We do not compete internally — we compete in the market. Together.
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What we do not tolerate

- Cash or cheque payments — bank transfer only, always
- Private phones for business communication — everything goes through the system
- Withholding information from colleagues
- Taking credit for someone else's work
- Shortcuts in the sales process — Blueprint exists for a reason

Who is this right for?

This is the place for you if... ✓ You are self-driven and like to work independently ✓ You want the freedom to work from wherever you want ✓ You are comfortable with commission-based income ✓ You like building relationships, not just selling ✓ You want a team behind you — without hierarchy ✓ You are honest, direct and keep your word ✓ You are curious about the Dubai market and want to learn	This is not the place for you if... ✗ You need someone to tell you what to do every day ✗ You expect a fixed salary regardless of effort ✗ You want a large corporate apparatus around you ✗ You are comfortable withholding information from colleagues ✗ You expect the managing director to close deals for you ✗ You are not willing to learn the system and the tools
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The team so far

We are a small, dedicated team in growth. Everyone has chosen to be here — not because they had to, but because they believe in what we are building. We hire slowly and carefully. We would rather have five right people than fifty wrong ones.

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Flat structure 0 layers of middle management

100%

Transparency 100% open commission models

24/7

Availability Managing director always available

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Respect Everyone treated equally

Three models. No secret deals. Same rules for everyone.

We have three clear models. You choose the one that suits you. No negotiations behind closed doors. No favourites.

A — INDEPENDENT PARTNER

For those with experience who want maximum freedom. You bring your own leads and work independently. Highest commission split. Full autonomy.

B — TEAM PARTNER

For those who want leads from the house and want to work closely with the team. Lower split, but you start with warm leads from day one. Perfect if you are new to the Dubai market.

C — HYBRID

You combine your own leads with house leads. The split is adjusted per deal based on the lead source. Flexible and fair.

All models are in writing. All terms are transparent. No surprises.

We write the reports other brokerages forward

Our internal UAE Property Report 2025–2027 covers three emirates and is built on data from the IMF, World Bank, Knight Frank, Cushman & Wakefield, UBS and JP Morgan. We analyse the market ourselves — and share it with you.

Market analysis Price trends, supply and demand per emirate	Developer analysis Who delivers, who delays, who you should avoid	Return data Real yield figures per area and property type
Macroeconomics Geopolitics, currency and capital flows	Catalysts The Wynn casino, the Expo effect, infrastructure projects	Investor profiles What international investors actually buy

"Knowledge is your strongest sales technique. We give it to you."

The three emirates we cover

Dubai The world's most liquid property market. High demand from international investors. Strong yield in Business Bay, JVC, Dubai Marina and Palm Jumeirah.	Ras Al Khaimah The emirate's best-kept secret. RAK Properties delivers consistently. Wynn Resort opens 2027 — prices are already rising. 6–9% yield is realistic.	Abu Dhabi Stable and state-backed. Yas Island and Saadiyat Island are hotspots. Lower volatility, strong long-term growth. Ideal for conservative investors.
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What the report actually contains

1. Macroeconomic analysis IMF and World Bank data, USD/AED stability, capital flows into UAE	2. Property market 2024–2027 Historical price trends, current supply/demand, forecasts per emirate	3. Developer overview Who is reliable, who delays, who has the best payment plans
4. Yield analysis per area Real figures from actual transactions, not marketing	5. Catalyst analysis The Wynn casino, infrastructure, the Expo effect, visa reforms	6. Buyer profiles What international investors actually buy and why

Why this makes you a better broker

You speak with authority When you can cite IMF data and explain why the Wynn casino is driving prices in RAK — the client trusts you. You are not a salesperson. You are an advisor.	You close faster Clients who understand the market buy faster. You give them the understanding. They give you the signature.	You keep the client A client who trusts your knowledge comes back. And they send friends. The report is not just a sales tool — it is the start of a long-term relationship.
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This is not a plan. It is a system that is running.

We did not hire partners and hope for the best. The managing director spent months learning the tools, designing the workflows and testing every step — before the first broker was hired. Two dedicated CRM partners and a marketing partner work in parallel with clearly separated responsibilities.

CRM Partner 1 — Core & integrations • Blueprint (automated workflow) • Zia Lead Scoring & lead routing • Escalation rules & auto-welcome messages • Ringover integration (calls & AI summaries) • 360dialog two-way WhatsApp • Twilio SMS integration • Zoho Sign — automatic KYC signature • Timezone configuration • AI call logging	CRM Partner 2 — Finance & analytics • Office 365 full connection (@realestatedubai.no) • Zoho Books — invoice flow • Broker profile fields & Canvas Views • Zoho Analytics — agent dashboards • Service request module (add-on services) • Field mapping: Lead-to-Contact conversion
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Marketing partner (separate document): Meta/Google Ads, landing pages, website, social media.

Our technology stack

Zoho CRM Pipeline, Blueprint, Zia AI	Zoho Books Invoicing and finance	Zoho Analytics Dashboards and reports
Zoho Sign KYC and electronic signatures	Ringover Calls, recordings, AI summaries	360dialog Two-way WhatsApp
Twilio SMS automation	Office 365 Email, Teams, SharePoint	SharePoint Document management via PowerAutomate
Meta & Google Ads Lead generation (marketing partner)	Website realestatedubai.no — built and maintained in-house	Online store Additional services for clients

What this means for you

Ready from day one No waiting. No setup. Everything is fully configured and tested.	Nothing falls through the cracks Blueprint manages every step. Zoho logs everything. You never lose a lead.	Everything in your pocket Every app is installed and configured on your phone. You work from wherever you want.
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"Everything is ready. You just need to call."

Everything is ready before your first lead arrives

Onboarding is not a meeting and a handshake. It is a structured process that ensures you are 100% operational from day one. No guessing. No waiting. Everything is ready — you just need to show up.

Tools & Access	Training & Knowledge	Verification & Sign-off
1. Office 365 account (@realestatedubai.no) created 2. Microsoft Teams installed — desktop + mobile, notifications ON 3. Outlook installed — notifications ON 4. SharePoint access granted and synced 5. Zoho CRM user created with correct profile and access level 6. Zoho CRM app installed on mobile — notifications ON 7. Ringover user created with correct local number for your market 8. Ringover app installed on mobile and desktop — notifications ON 9. WhatsApp 360dialog configured and tested 10. Broker agreement signed and uploaded to CRM profile	1. Training completed: Zoho CRM — pipeline, leads, contacts 2. Training completed: Blueprint workflow — step by step 3. Training completed: Ringover — calls, recordings, AI summaries 4. Training completed: WhatsApp 360dialog — two-way communication 5. Training completed: Zoho Sign — KYC and booking flow 6. UAE Property Report 2025–2027 reviewed 7. Developer product training completed 8. Sales scripts and call guides reviewed 9. Commission structure read, understood and confirmed in writing	1. Test lead sent through full flow — from lead to KYC 2. First call tested via Ringover with local number 3. WhatsApp message sent and received via 360dialog 4. Booking form sent and signed via Zoho Sign 5. Commission tracking verified in Zoho CRM 6. Onboarding meeting with managing director completed 7. Ready to take first real call

"You don't start from zero. You start from the top."

Close deals on the phone.
Earn on every service.
Watch your money arrive.

We are a brokerage with Scandinavian work culture at the heart of Dubai. We see each other. We are on the same level. And together we succeed.

Work from wherever you want. Everything is in your pocket. The system looks after you. You always call from a local number — wherever your client is.

Ready to get started?

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