

## DUBAI REAL ESTATE LEAD SCORING MODEL – DEC 2025 41,381 properties scored

Rule-based + Arabic-ready

Scoring Rules (0–200 points)

- Price  $\geq 10$ M AED  $\rightarrow$  +50 (Ultra-luxury)
- Price 5–10M AED  $\rightarrow$  +35
- Price 2–5M AED  $\rightarrow$  +20
- Hot areas (Marina, Palm, Downtown, JBR, etc.)  $\rightarrow$  +30
- 4+ bedrooms  $\rightarrow$  +20
- 4+ bathrooms  $\rightarrow$  +15
- Ready to move  $\rightarrow$  +25
- Arabic script in name/address  $\rightarrow$  +15 (cultural relevance)

Final Tiers

- Hot  $\geq 90$  points  $\rightarrow$  Call TODAY
- Warm 50–89 points  $\rightarrow$  Call within 3 days
- Cold  $< 50$  points  $\rightarrow$  Email nurture

Top 200 Hot/Warm leads exported in 02\_Top200\_Hot\_Warm\_Leads.xlsx