

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

Rule-based + Arabic-ready

Scoring Rules (0–200 points)

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

Final Tiers

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

Top 200 Hot/Warm leads exported in 02_Top200_Hot_Warm_Leads.xlsx