

Project Title: Dubai Real Estate Investor Lead Scoring & Prioritization Objective:

Transforming 41,300+ Raw Listings into High-Value Sales Intelligence

Welcome!

Thank you for reviewing this lead scoring demonstration. This project was developed to solve a common problem in the UAE real estate sector: **Database Fatigue**. When agencies handle tens of thousands of listings, high-commission opportunities are often buried.

What this system delivers:

- **01_Final_Scored_Leads.csv:** The complete database with every listing assigned a numerical "Investability Score."
- **02_Top200_Hot_Warm_Leads.xlsx:** A curated "Action List." These represent the top 0.5% of the database—properties in prime locations with high-ticket pricing and ready status.
- **03_Scoring_Logic_One_Pager.pdf:** Full transparency. A breakdown of how we used Price, Location, and Arabic-script detection to weight the leads.
- **04_Quick_Start_Guide.pdf:** A roadmap for sales managers to implement this data into their daily CRM workflow for maximum ROI.

The Strategic Advantage: This engine identified **3,040 "Hot" leads** out of 41,381. By focusing your senior agents exclusively on these leads, you eliminate 93% of unproductive "cold" calling and focus 100% of your effort on high-commission assets.

Next Steps for Potential Clients: If you are looking to apply this logic to your own internal CRM or Bayut/Property Finder datasets, I am available for:

1. **Custom Rule-Engine Development:** Tailoring scores to your specific target areas (e.g., focus on Off-plan vs. Secondary).
2. **Predictive Modeling:** Moving beyond rules to AI-driven behavior prediction.
3. **Monthly Lead Audits:** Regular database cleaning and prioritization on a retainer basis.

Let's connect to discuss how to turn your data into a revenue engine.

Mohamed Najeeb P.A

UAE Lead Scoring & Predictive Classification Specialist 

Singapore,  najeebpa81@gmail.com