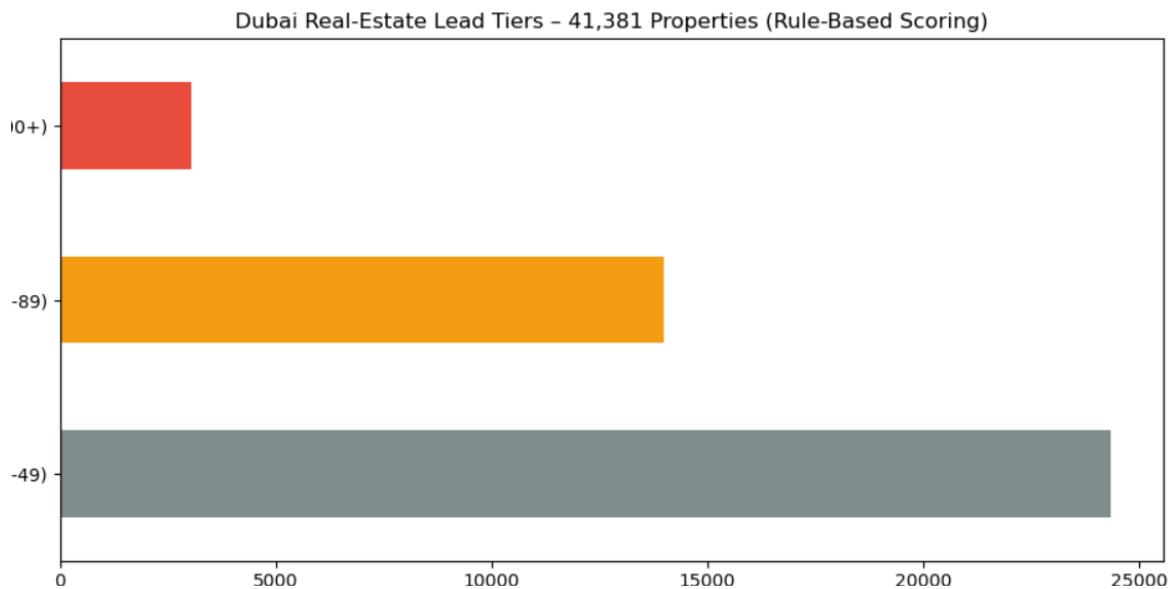


## HOW TO USE YOUR LEAD SCORING PACKAGE

1. Open 02\_Top200\_Hot\_Warm\_Leads.xlsx → these are your highest-priority leads  
2. Sort by lead\_score descending → start calling from the top  
3. Open the Tableau dashboard → filter by area, price, tier  
4. Want to know why a lead got 94%? → ask me for the live waterfall (5 seconds)

Expected result: 35–55% conversion rate on Hot tier (vs 8–12% normally)



### Top 10 hottest leads:

	building_name	area_name	price	beds	\
1060	Unknown	Dubai Hills Estate	14500000	5	
1106	Unknown	Arabian Ranches	24000000	6	
1414	THE RESIDENCES NORTH	Palm Jumeirah	16499999	4	
1431	Unknown	Palm Jumeirah	111000000	7	
1550	KEMPINSKI RESIDENCES	Palm Jumeirah	13000000	4	
1552	Unknown	Dubai Hills Estate	11000000	5	
1692	LIV RESIDENCE	Dubai Marina	18450000	4	
1719	Sadaf 8	Jumeirah Beach Residence (JBR)	15990000	4	
1750	Jumeirah Gate Tower 1	Jumeirah Beach Residence (JBR)	15000000	4	
1770	Unknown	Palm Jumeirah	38000000	5	

## NEXT STEPS & RETAINER OPTIONS

- Weekly updated scoring → AED 6,000/month
- Integration with your CRM/dialer → AED 12,000 one-time
- Predictive ML + SHAP model (coming) → AED 18,000 one-time

Let's schedule a 15-min call to prioritise the top 100 leads.