

## **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.**

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