

Own the front door.

The market is racing to automate how buildings are built. The real advantage is automating the *welcome* — a 24/7 concierge that meets every buyer the moment their interest peaks, in their language, qualifies and scores them, and hands your sales team a warm lead. Running every hour, with no operator. Like a metro that never stops.



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Everyone is automating the building. Azizi can own the **front door**.

Across real estate, the race is to automate construction, drawings, logistics — the *building*. Almost no one is automating the first human moment: the welcome. That's where buyers are won or lost. The front door — the first conversation a global buyer has with Azizi — is still a static brochure and a contact form. That is the opportunity.

First

The welcome is the first — and most neglected — moment of the sale.

24/7

Buyers arrive around the clock, from every time zone.

1

One concierge, infinitely scalable, never off-shift.

THE THESIS

The market automates the building. **This automates the welcome** — and turns Azizi's front door into a always-on, multilingual sales force that never sleeps, never tires, and never lets a qualified buyer slip away.

Your buyers never sleep. Your sales floor does.

Azizi's buyers are global — over 100 nationalities, most buying off-plan, sight-unseen, from another time zone. Demand arrives every hour. But the moment a buyer's interest peaks — a question about yield, a Golden Visa worry, a "can I afford this?" at 2am their time — there is no one there. The interest cools. The lead slips into an inbox and is never worked.

24/7

Demand arrives around the clock

100+

Nationalities, many languages

9–6

When humans can respond

The leak

Traffic you already pay to generate — ads, portals, social, walk-ins — hits a static brochure and a form. After hours, it bounces. Acquisition is paid for; the lead is lost.

The missed warmth

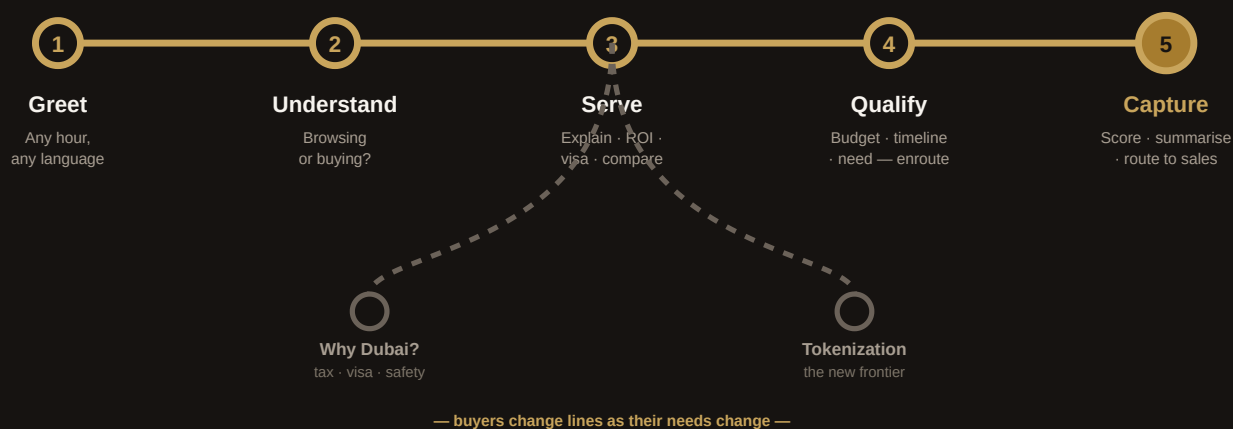
A buyer ready to talk gets "we'll call you back." By the time someone does, the moment — and often the buyer — is gone to a faster competitor.

THE REAL PROBLEM

This isn't "we need a chatbot." It's structural: **human-paced sales cannot serve a global, always-awake buyer base.** Demand is continuous; the response is not. Every night, qualified interest is created — and lost.

One line. Every buyer. From hello to **qualified lead**.

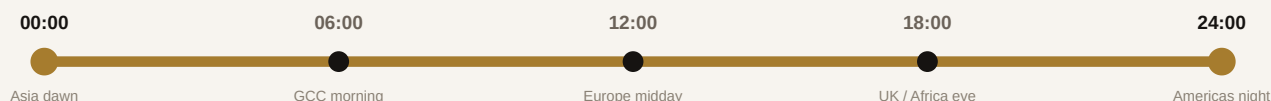
Think of it as the Dubai Metro. It runs every hour with no driver. Each buyer boards where they are, rides at their own pace, changes lines as their needs change, and arrives — qualified, scored, handed to your sales team. No one pushes the train. It just runs.



The line runs all day. And it knows its **limits**.

The Dubai Metro runs 5am to 1am, every day, on schedule, without a driver pushing each train. The concierge goes one further — it never closes. But a serious system is defined as much by what it honestly does *not* do as by what it does.

THE DAILY SERVICE



The metro rests at 1am. The concierge never does — every hour is someone's prime buying time, somewhere.

What the system does

- Converts your existing traffic into qualified, scored leads — 24/7, any language
- Re-engages buyers who slipped away, with a drafted follow-up
- Runs autonomously — no operator, graceful under failure

What it honestly does not

- It does not conjure buyers from nowhere or cold-contact strangers
- It does not buy ads or post social autonomously — those need budget & oversight
- It never invents a figure, a yield, or a guarantee it cannot stand behind

WHY THE LIMITS ARE A STRENGTH

A system a CFO can trust is one that knows its boundaries. By converting demand rather than faking it — and never overpromising a number — the platform earns the trust that makes everything it *does* do credible.

It doesn't conjure buyers. It **stops you losing them.**

The honest, important distinction: this is a conversion-and-qualification engine, not a demand-manufacturing machine. It turns the traffic you already have into qualified leads — and recovers the ones who slip away. A stronger position than any tool claiming to summon buyers from nowhere.

WHERE THE LEADS COME FROM

- **Your existing traffic, converted.** Ads, portals, social, your website, walk-ins — the demand you already pay for now meets Dana instead of a form. Engaged and qualified 24/7 rather than bouncing after hours.
- **Inbound, captured instantly.** Anyone who lands, from any channel, is engaged, qualified, scored, and placed on the sales board — automatically, in any language.
- **Lost leads, recovered.** A buyer who engages but doesn't convert is detected, and the system drafts a personalised follow-up to win them back. The leads it "generates" are leads you already earned and were losing.

SAID PLAINLY TO YOUR BOARD

You don't have a lead-generation problem — you spend well to bring buyers in. You have a **conversion-and-loss problem**: they arrive, you're closed, they vanish. This plugs that leak. Don't spend more on demand — stop wasting the demand you've already bought.

Dana isn't a chat bubble. She's a character who does **real work**.

Dana greets every visitor by name of brand, speaks their language, and carries a genuine command of the UAE market. She doesn't just answer — she guides, models, checks, and compares, then captures the buyer as a lead. Hardened against pressure, she never invents a figure she doesn't have.

Speaks the buyer's language

Streaming, natural conversation with voice and avatar — in English, Arabic, French and more, detected and mirrored automatically.

Deep UAE knowledge

60+ Dubai freehold zones, yields, fees, the full buying process, Golden Visa — plus Abu Dhabi and the Northern Emirates. One verified source of truth.

Tools she actually uses

An ROI calculator, a Golden Visa eligibility check, and a project comparison — opened inline exactly when the buyer needs them, not just described.

Honest under pressure

Stress-tested with 111 adversarial questions. She refuses to invent a per-project yield, a rate, or a guarantee — even when pushed hard. Trust is the product.

WHY IT MATTERS

A buyer remembers how the first conversation felt. Dana makes it feel personal, expert, and instant — at any hour, in any language — which is exactly what turns a curious visitor into a committed lead.

The hardest buyer to win is the one **buying blind**.

Someone in Lagos, Mumbai or London, buying an off-plan home they've never stood inside, in a country they may never have visited. They have questions no brochure answers — and doubts no form resolves. Dana is built for exactly this buyer.

"Is this real and safe?"

She surfaces official RERA / DLD data — escrow, registration, construction progress — so trust comes from the regulator, not the seller.

"Can I afford it — and will it pay?"

She runs the ROI model and explains fees and payment plans honestly, in their currency frame, without inventing numbers.

"Will it get me a visa?"

A Golden Visa eligibility check, explained clearly — one of the biggest motivators for the overseas buyer.

"Talk to me in my language."

She does — instantly — removing the single biggest barrier for the non-English-speaking investor.

THE PAYOFF

Every doubt resolved in the moment is a lead that doesn't cool overnight. For the global buyer, Dana is the difference between "I'll think about it" and "I'm interested — here's my number."

Every conversation, **scored** and routed.

As Dana talks, the system reads the real signals of intent and scores each captured lead — automatically, server-side, never guessed. Your sales team opens the board to a prioritised queue: who to call first, why, and what they care about.



Hot

Contact + qualified budget + urgent timeline + visa or specific-project intent. **Call within 24h.**



Warm

Ran ROI, compared projects, asked yields — serious, but no firm timeline or contact yet. **Nurture.**



Exploring

Early stage, general questions, no budget or timeline. **Educate & stay present.**

What each lead carries

Name, contact, budget band, interested project(s), bedrooms, location, timeline, nationality, use-case, tools used — and a one-line journey summary. Your agent picks up exactly where Dana left off.

Routes to your agent network

Azizi's strength is its agent network. Every scored lead is built to route to the right agent — matched by project, language or region — and to plug into your existing CRM, so no warm lead waits in an inbox.

THE PROOF, LIVE

Talk to Dana as a buyer — and watch your lead appear on the board, scored, summarised, with a suggested next action, ready to route to an agent. The system just ran, end to end, in front of you.

Every project, tied to its official **RERA** record.

The biggest fear for an off-plan buyer is "will this be built, and is my money safe?" The platform answers with the buyer's most trusted source — the Dubai Land Department — not marketing. Dana surfaces each project's verified status so confidence comes from the regulator.

Construction completion %

Build progress the developer reports to RERA at each certified milestone.

Escrow account status

DLD-regulated escrow — buyer funds release to the developer only as milestones are certified.

Project status & registration

The official DLD Project Status Enquiry: registration number, developer licence, current standing.

Area transaction trends

DLD-published transaction volumes and price-index data for the community.

HOW IT WORKS

These come from official DLD channels — the Dubai REST app, the Project Status Enquiry, and DLD open data. The roadmap connects Dana directly to them, so trust comes from government data, in plain language, in the buyer's own tongue. **No figure is shown that isn't sourced from the regulator.**

Ready for the **tokenized** future of Dubai property.

In February 2026, the Dubai Land Department moved real-estate tokenization from pilot to a live, regulated secondary market — fractional ownership of real Dubai properties from as little as AED 2,000, on the XRP Ledger, title-deed-backed and synced to the DLD registry. One of the most significant shifts in how property will be bought — and the buyer it attracts is exactly Dana's buyer.

70%

of investors in the first tokenized project were **brand new** to Dubai real estate — 224 investors, 44 nationalities.

6,000+

on the waitlist for tokenized property — demand DLD is racing to meet.

USD 16B

DLD target — ~7% of Dubai's market tokenized by 2033 (AED 60bn).

WHY THIS MATTERS TO AZIZI NOW

The first tokenized unit in Dubai was in a **competitor's** building. That project funded fully in under 24 hours, and 70% of its buyers had never bought Dubai property before — a wave of new, young, global, digital-first capital entering the market through a door Azizi doesn't yet have. **The developer whose concierge already speaks their language and can explain this new world wins them first.**

Dana educates buyers now

She explains tokenization in plain language, in any language — what a token is, how it differs from a fund, the DLD Property Token Ownership Certificate, VARA regulation — turning a complex concept into an accessible opportunity, today.

The platform supports it next

The same concierge that guides a buyer to a whole apartment can tomorrow guide them to a fractional stake the day Azizi activates a VARA-licensed offering — positioning Azizi among the first developers ready for this buyer.

HONEST FRAMING

Dubai's tokenization market is live; **Azizi tokenized listings are a roadmap item, not yet live** — they require a VARA-licensed platform (e.g. PRYPCO Mint / Ctrl Alt), which is Azizi's regulatory step. Dana never implies otherwise — she educates and captures interest, and the platform is built to plug in the day Azizi activates it.

The owners who **built you** deserve first access.

Azizi has spent years delivering homes to thousands of owners — the warmest audience you will ever have. They trust the brand and have already transacted. Re-engaging them is the highest-return marketing in real estate, and most developers leave it untouched.

Priority access to new launches

48 hours before public release. No discount — pure exclusivity. Makes an owner feel like an insider and drives urgency, without cheapening the brand.

A loyalty benefit on a 2nd purchase

A fee waiver or upgrade, framed as a thank-you — not a markdown. Rewards repeat ownership while protecting price integrity.

Early access to tokenization

"You helped build us — you get first stake in the new model." A novel reward tying loyalty to Dubai's newest opportunity.

A thank-you & referral reward

Recognition for the founders, and an incentive to introduce friends and family — turning loyal owners into a referral channel.

WHAT MAKES IT SAFE

This runs on **Azizi's own customer data, under Azizi's brand, with Azizi's consent records** — operated by the system, controlled by you. The platform proposes the mechanism; you set the offer. Built to respect UAE data-protection rules. You bring the list; Dana runs the loyalty engine.

Everyone has a chatbot. Almost no one has a **system**.

"Isn't everyone doing AI now?" Yes — and that's exactly why this matters. The honest read of the market: the biggest names have deployed chatbots that answer questions. Almost none have a buyer-facing system that qualifies, scores, routes and recovers revenue. That gap is the opening.

PLAYER	WHAT THEIR AI DOES TODAY	THE CATEGORY
Emaar	Customer-service chatbot; AI predictive maintenance on buildings	Support & ops
DAMAC	24/7 virtual assistant — answers inquiries, schedules viewings	Support chatbot
Property Finder / Bayut	AI property recommendations; Bayut app on ChatGPT	Portal matching
Newcomers (AIR, Hayy, Rechitta)	AI-native brokerage, valuations, broker comms layers	Point tools
Azizi Concierge (Dana)	Qualifies → scores → routes to your agents → recovers quiet leads → guides to SPA	Lead & conversion system

Chatbot vs system

A chatbot *deflects work* — it answers a question and stops. This *generates pipeline* — it qualifies the buyer, scores the lead, hands your agent a briefing, and chases the ones who go quiet. One reduces support load; the other grows revenue.

The Azizi gap — and the tailwind

Azizi is named among the market's AI participants — but not yet as an AI *innovator*, while peers are. Meanwhile the DLD is actively pushing AI and tokenization across the sector. The moment to move from participant to leader is now, with the wind behind it.

THE HONEST CLAIM

Not "the first AI in real estate" — the space is busy. The defensible truth: **the first buyer-facing autonomous lead-and-qualification concierge purpose-built for an Azizi buyer, fluent in DLD/RERA, live today.** Specific, and true.

Why this is defensible — on **every side** of the market.

A chatbot is easy to copy. A position is not. The vision is a platform defended on four sides at once — each a moat a generic competitor can't cross quickly. This is the strategy behind the product.

Consumer-side — the regulatory moat

Fluency in DLD/RERA rules — Oqood, escrow, Decree 43, fees, Golden Visa — computed and explained in natural language. A competitor can build a chatbot; encoding the regulatory ecosystem honestly is the hard part, and it's the trust buyers pay for. • *First pieces live*

Developer-side — the relationship moat

Purpose-built for one developer's buyer journey, on their brand, feeding their agents and CRM, tapping their existing owners. Integrated into a developer's sales operation, it's not a tool they rent — it's infrastructure they own. *Architected*

Broker-side — the distribution moat

Every qualified lead routes to RERA-certified agents; the network that receives, works and closes those leads becomes the distribution rail. The more agents on it, the more valuable it is — and the harder to displace. *Architected*

Data-side — the intelligence moat

Real value comes from verified transaction and registry data — the basis of honest valuations and match scores. Access to authoritative DLD data (via partnership or a licensed provider) is a moat precisely because it isn't freely scrapeable. *Concept*
· requires data access

THE HONEST CORE

Automation (scheduling, CRM sync, real-time valuation) is the *surface*. The moats are the *depth*. Today the regulatory moat is being built live; the others are architected and staged. Defensibility grows as each is connected.

From a question to a qualified buyer — the full flow.

The vision for the buyer journey, end to end. Some steps run today; others are architected, and the data-dependent steps are honestly marked as requiring verified DLD/registry access. This is the destination — and the honest map of how far along the road each step is.

STEP	WHAT IT DOES	STATUS
Conversational search	Voice or text, natural language — Arabic, English, Russian, Chinese	• Live (EN/AR)
Match-score ranking	Ranks verified listings to the buyer's needs, cross-checked against registry data	Concept · needs data
AI price estimation	Indicative value from RERA transaction history	Concept · needs data
Side-by-side comparison	Price/sqft, ROI, yield — like-for-like	Architected
Mortgage calculator	Affordability across UAE banks (rates confirmed by a broker)	Architected
Daily AI market briefings	Personalised market updates for a buyer's areas of interest	Concept
Handoff to certified agents	Qualified, scored lead routed to a RERA-certified agent	Architected

Four languages, one concierge

Arabic (incl. Gulf register), English, Russian, Chinese — the four languages of the Dubai buyer. Financial precision and honesty hold across every one. English & Arabic run today; Russian & Chinese are the next language tier.

Beyond a chatbot or scraper

Not keyword search over scraped listings — predictive analytics, affordability modelling, and natural-language understanding of DLD regulatory data. The intelligence, not just the interface, is the product.

ON THE DATA — SAID PLAINLY

The valuation and match-score steps depend on **verified DLD transaction and registry data**, which is government-held and not freely scrapeable. The honest plan is a **DLD data partnership or a licensed data provider** — the platform is built to plug that in. We don't claim to hold registry data we don't; we claim to be ready for it.

Not one feature — a **system of engines**.

Behind Dana sits a set of purpose-built engines, each doing one job well and feeding the next. Some run live today; others are architected and ready to build. Every one is tagged honestly below — because a system you can trust is one that tells you exactly what it does now versus next.

ENGINE	WHAT IT DOES	STATUS
Concierge brain (Dana)	24/7 multilingual conversation, deep UAE knowledge, honest under pressure	● Live
Lead-generation engine	Qualifies every visitor, captures intent, enriches with context	● Live
Scoring engine	Deterministic Hot / Warm / Exploring with auditable signals + next action	● Live
Re-engagement engine	Detects quiet leads, drafts personalised multilingual recovery messages	● Live
DLD / RERA guidance engine	Ejari, Oqood & transfer guides; Decree 43 rent-band computed in chat; full fee stacks	● Live
Agent-routing + CRM layer	Routes scored leads to the right agent; syncs to Salesforce / Zoho	Architected
SPA creation engine	Drafts RERA-compliant SPAs, validates escrow, prepares Oqood package	Architected
Cross-sell engine	Taps existing owners — priority access, second-purchase, tokenization	Concept
Agent-performance + reporting	Per-agent conversion, response times, leaderboards	Concept
Complaint-tracking engine	Logs, routes and tracks buyer issues to resolution	Concept
Board master dashboard	Portfolio-level KPIs across the whole funnel for leadership	Concept

ON THE CRM QUESTION

We don't replace Salesforce — you may keep it as your system of record, and we integrate with it. What this adds is the **UAE-native intelligent layer** **Salesforce isn't**: purpose-built for the off-plan buyer, fluent in DLD/RERA, multilingual, compliance-aware out of the box. **Salesforce is the filing cabinet; Dana is the concierge who fills it.**

What your sales floor — and your **board** — sees.

The captured, scored lead has to land somewhere useful. Today, it lands on a working sales dashboard. Tomorrow, the same data powers an agent-performance view and a board-level master dashboard. One data spine, three lenses.

Lead dashboard · LIVE

Every captured lead, scored

🔥 Hot / 🟡 Warm / 🔍

Exploring, with a one-line journey summary and a suggested next action. Re-engagement follow-ups surface here, ready to send.

Working today on the live platform.

Agent performance ·

CONCEPT

Per-agent conversion rates, response times, leads handled, revenue influenced — a leaderboard that turns the same lead data into a picture of who's performing and where to coach.

Board master view ·

CONCEPT

Portfolio-level KPIs for leadership: lead volume by source and language, funnel conversion, hot-lead velocity, project-by-project demand — the whole system at a glance.

SHOWN HONESTLY

The lead dashboard is **live and captured a real scored lead in this very demo**. The agent-performance and board views are designed concepts built on the same live data spine — clearly marked, never faked. What you see working, works.

The front door is live. Behind it, the **full lifecycle**.

Dana is the beginning — the intelligent welcome. The same system extends across the entire developer sales lifecycle, from first hello to signed contract to registered ownership. Each stage below is architected and ready to build, on the honest principle that runs through everything: the system prepares and computes; the licensed human and the official government rails execute.

Dubai REST fluency · **FIRST PIECES LIVE**

Dana guides buyers through the official DLD processes — Ejari, Oqood, title transfer, assignment — computing fees, flagging the 90-day deadlines, preparing documents, then handing off to Dubai REST. Plus a Decree 43 rent-increase calculator and the full purchase fee-stack. She's the intelligent concierge layer on the government's own rails — never replacing them.

Automated SPA drafting · **ARCHITECTED**

From a booking, the system drafts a RERA-compliant Sales & Purchase Agreement — auto-populating buyer, unit and payment-plan data, validating escrow and mandatory fields, and preparing the Oqood package. A licensed human reviews and signs; the system turns weeks of drafting into minutes. It prepares; it never executes.

Agent-network routing & CRM · **ARCHITECTED**

Every scored lead routes to the right agent — matched by project, language or region — and syncs to Azizi's CRM. Real-time inventory: units shift Available → Reserved → Sold, preventing double-booking. Connecting Azizi's CRM is the one integration step.

Founding Owners loyalty · **CONCEPT**

Re-engaging Azizi's existing owners — the highest-ROI audience in real estate — with exclusivity, not discounts: priority launch access, second-purchase benefits, early tokenization. Runs on Azizi's own consented data, Azizi-controlled.

THE WHOLE PICTURE

Lead → qualify → score → route to agent → draft the SPA → prepare Oqood → registered ownership. **One autonomous pipeline across the entire lifecycle** — with a human and the government rails at every binding step. The front door is live today; the rest is mapped and ready.

One system, one fee — and a **clear return**.

A single annual engagement covering the live platform, the concierge, the lead engine, and everything that keeps it running — support and maintenance included, twelve months, one number.

USD 500,000

per annum · (≈ AED 1,836,250 at the pegged rate)

Payable in **4 equal quarterly instalments of USD 125,000** — first quarter in advance on signing.

Included — 12 months

- The live platform & Dana concierge, in service
- **24/7 remote customer support**
- **Weekly maintenance** of the engine — tuning, monitoring, fixes
- Ongoing honesty/knowledge upkeep so Dana stays accurate and current

Not included

- **AI API usage** — billed at cost, separately (pay only for what buyers actually use)
- New engines from the roadmap (SPA, agent routing, data-sourcing) — scoped separately when activated

THE RETURN

For **less than the marketing budget of a single project launch**, this system works across **every project, every agent, and every buyer** — 24/7, in every language. It doesn't market one tower; it makes sure the traffic all that marketing already generates is met, qualified, and converted, at every hour and every timezone. **One recovered unit sale covers the year's fee**. The real question isn't the cost of the system — it's the cost of every buyer who currently arrives and leaves unanswered.

Built on infrastructure you can **trust**.

No serious system claims to be unhackable — so we don't. Instead, the platform is built on enterprise infrastructure that monitors and patches continuously, with security best-practice at every layer. Here's specifically how.

Secure by architecture

- Runs on **Vercel & Supabase** — SOC 2-certified infrastructure trusted by thousands of production companies
- **AI keys are server-side only** — never in the browser, never extractable by a visitor
- **End-to-end HTTPS** (HSTS enforced); data encrypted at rest
- **Row-level security** on the database; **origin-locked APIs** reject foreign requests

Privacy by default

- Collects **only what a buyer volunteers** — name, contact, what they're looking for
- Stored encrypted, access-controlled; **nothing sold or shared** — leads go only to Azizi
- Built to align with the **UAE Personal Data Protection Law (PDPL)**
- Dana is engineered to be honest and safe — no fabricated data, no leaking of system internals

Resilient & recoverable

- **Code in Git** with full history — every change a restore point, one-click rollback
- **Hosting keeps every prior deployment** — a bad deploy never takes the site down; roll back in minutes
- **Automated database backups**, with point-in-time recovery available for production
- No single server to lose — distributed edge infrastructure. A full restore is **minutes, not days**

Honest on the road to production

This is a working platform, engineered to production-grade patterns. Formalising the security SLA, a third-party penetration test, a tested disaster-recovery runbook, and the backup retention window are part of **standard production hardening** — straightforward on this infrastructure, and scoped as part of engagement.

Built, working — and what comes next.

CAPABILITY	LIVE TODAY	ROADMAP
Dana — 24/7 multilingual concierge	● Live	—
Deep UAE knowledge + tools (ROI/visa/compare)	● Live	—
Lead capture, scoring & sales dashboard	● Live	—
RERA trust panel (categories)	● Live	live DLD data feed
Tokenization education	● Live	tokenized listings
Lost-lead re-engagement	drafts	auto-send channel
Founding Owners loyalty campaign	concept	on Azizi's data
DLD process guides + rent-increase calculator	● Live	full REST service layer

THE CLOSE

The metro wasn't built to run trains. It was built to solve a city's problem — then it ran, reliably, for years, serving millions without anyone pushing it. This is that, for Azizi's buyers: a system that solves the 24/7 demand problem and then simply runs. Bring the traffic you already have. Let Dana never miss another one.