

PRD - Planneri (Youssef Abouelnour)

Problem

Cold calling has become heavily restricted in the UAE owing to new regulations designed to reduce the disruption caused by cold-calling and increase the quality of life for UAE residents and citizens alike. Real Estate brokerages in Dubai have historically relied on lead lists acquired through both legitimate and illegitimate means to build deal pipelines. The restriction of cold-calling poses a serious threat to the way of life of many real estate brokers who only receive commission payments as their sole source of income. To complicate matters, the rapid growth of the real estate sector in Dubai has brought in many new entrants to the market thanks to the ease of setting up a business in the city. This has made it even more difficult to source leads and stand out amongst the crowd in an industry where transaction volume and velocity are everything.

Current lead sources available to Real Estate agencies:

- Restricted cold-calling
- Illegal cold-calling (calling from unregistered numbers, personal phones, spoofed numbers etc.)
- Whatsapp message blasts
- Real Estate Portals: Bayut, Propertyfinder
- Social Media

Smaller real estate agencies that are one-man shows up to about 5-7 brokers tend to ignore social media completely as it detracts from revenue-generating time (sales activities, viewings etc.). On the other hand, larger real estate agencies of 10+ brokers tend to hire a person responsible for all marketing activities that has to coordinate between property shoots, maintaining a regular cadence of social media posting, and maintaining the hygiene of property portfolios on real estate portals.

Personas

Stakeholders:

Customers: Managing Directors, CEOs and/or Founders for real estate brokerages

Users:

- Real Estate agents - individual agents who want to enhance their personal brand, could be freelance or working with an agency

- RE Marketers - usually employees at real estate agencies whose job is to handle social media content strategy and execution

Regulators: Dubai's Real Estate Regulatory Agency (RERA) - responsible for brokerage/broker licensing, oversight over false advertising, monitoring of real estate projects and adherence to regulation.

Customer: Gerard, CEO and Co-Founder of DreamHomes Real Estate LLC.

In 2005, Gerard came to Dubai with nothing but a dream and the clothes on his back. Initially, he had found a job at a small company but was laid off during the Great Financial Crisis. He eventually landed a role as a Real Estate agent at a well known branch of an international brokerage where he proceeded to shine. The market was booming and in 2017 Gerard created his own agency, DreamHomes, to leverage his reputation as a top-notch agent. Initially, the going was great and his agents constantly brought in new business, with he himself scoring a couple of transactions to keep himself fresh and in touch with the market.

However, as of 2024, things had started to become more difficult, not just because of regulations, but because a whole slew of new project announcements meant that there was a whole bunch of supply that needed to be sold starting 2025 onwards. While in isolation that was a great thing, the increase in supply meant that the usual strategy of promising massive capital gains to investors and the historic Dubai rental yield rates (6-8% ROI) wouldn't work anymore as the numbers no longer reflected that.

To make matters worse, the real estate gold rush meant that hundreds of new agencies had set up shop in Dubai, and customers were no longer able to tell the difference between the bad pitches that they constantly received from these new agents. Gerard needed Planneri because he wanted a tool to help his agency stand out in the market and to get more leads for his agents to close.

Gerard's core values: building a respectable brand, prestige, achieving the 'Dubai dream'

User: Natalia, Marketing Manager at DreamHomes Real Estate LLC.

Natalia joined DreamHomes after a marketing gig at a fancy multinational corporation. She's new to the industry and doesn't care much for it. In fact, she only took the job because it gave her the balance she needed to be able to care for an elderly parent and balance that with her family duties. Despite her manager title, Natalia mostly works alone, having to handle all marketing responsibilities within the agency. Initially, she had hoped that the agents would help her take photos of properties that were up for sale/rent, but found that they were always too busy to help. The issue now was that DreamHomes instagram page was boring, most of her time was spent getting 3D renderings from developers, photoshopping the RERA QR code on

them for compliance, and then posting them to Instagram with the appropriate hashtags. She wanted more time to focus on making more creative, better performing reels.

Natalia needs Planneri to do the heavy lifting on the boring work. Since the agency page needs to post new listings to help developers market new properties, she would rather Planneri handle the copy, hashtags and CTA, and if possible, make the still 3D renderings more interesting to look at so their audience is more engaged.

Persona Journeys

Natalia: Creating a quick Instagram Reel

Natalia logs into Planneri and clicks on the 'Create Content' tab. She is shown a 'creation wizard' that she proceeds to go through sequentially through the different screens.

Step 1: Goal Selection - "What is your primary business goal?"

- Lead Generation:
 - Focus: Turn your audience into leads that are ready to buy
 - Success Metrics: Inquiries generated, forms submitted, messages received
- Brand Awareness:
 - Focus: Establish your presence and expertise in Dubai Real Estate
 - Success Metrics: Reach/Impressions, Brand mentions, Follower growth
- Community Building:
 - Focus: Create a community that participates and advocates for your brand
 - Success Metrics: Comments, UGC generated, Whatsapp group growth
- Website Traffic:
 - Focus: Generate high quality traffic to your agency website
 - Success Metrics: CTR, website sessions, page views

Once she has selected this she would move on to the next step.

Step 2: Target Audience - "Who is this meant for?"

- First time buyers
- International Investors
- Luxury Afficionados
- Upgraders
- Family home buyers

Natalia can see some demographic info about each of these segments, such as age, income, motivations, and what kind of messaging they tend to respond to.

Once she has selected a profile, she then has to choose the type of content she wants to create.

Step 3: Content Type - “What kind of content do you want to make?”

- Instagram Post
- Instagram Reel
- LinkedIn Post

Below each post type is a description of what kind of content works best for each along with the kinds of images that are needed to create the post.

Step 3b: Natalia then has to select a copywriting style, some options include: direct, persuasive, personal, warm, authoritative/expert.

Once she has selected her tone, she then proceeds to upload any photos she wants to use for her posts in **Step 4**.

In **Step 5**, Natalia is able to see several AI generated options for the caption text, hashtags and CTA in her posts. She selects the one she likes the most and then proceeds to edit a couple of words to reflect the brand style more accurately. She is also able to see a preview of what the post would look like on her selected platform. Once she is satisfied, she can then connect DreamHome’s instagram account and proceed to post to instagram.

Additionally, if Natalia opts instead to create an instagram reel, there is an additional **Step 6** where she can select AI voices for her video’s voiceover along with the general tone of music she would like to see. The generated video is then shown in **Step 7** and she can then proceed to post to a social media platform that supports

“Pre-mortem”

- Instagram adds AI reel generation and captions to its platform, leaving Planneri dead in the water
- Solved the wrong problem - Real Estate agencies didn’t want to focus on inbound lead generation but instead needed a new to conduct compliant outbound calls - like AI calling agents
- Need is solved with cheaper/free tool - marketers are happy using Capcut and chatGPT to get 80% of the way there and don’t mind the last 20%