GrowAxis

GROWTH PLAYBOOK · REAL ESTATE

Real estate marketing that ends in viewings and sales. *Not just leads.*

GrowAxis runs marketing, lead handling and follow-up for property developers and brokerages in the UAE, Saudi Arabia and Egypt. The four engines work as one system: campaigns for launches and listings, every portal, WhatsApp and call lead in one CRM, an AI agent that answers at any hour and hands serious buyers to your agents, and reporting on viewings, reservations and sales.

GROWDIGITAL
Demand for launches and listings

GROWBD
A pipeline from enquiry to reservation

GROWCX
Service from first question to handover

GROWAI
Qualification and forecasts

A sample deployment of the four GrowAxis engines, not a client case study.

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Real estate growth playbook

Built for developers and brokerages that...

01

...pay for portal and ad leads that go cold before anyone calls

02

...launch projects with a burst of spend and no view of what sold

03

...run sales from WhatsApp chats and spreadsheets

The four engines in this sector

Each engine takes one part of the sale. Start with the one that closes your biggest leak, and add the others when the numbers call for them.

GrowDigital	**Demand for launches and listings**	Cost per qualified lead · Leads by project and channel
GrowBD	**A pipeline from enquiry to reservation**	Viewings booked · Reservation rate · Sales cycle length
GrowCX	**Service from first question to handover**	First response time · CSAT · Referrals
GrowAI	**Qualification and forecasts**	Leads qualified by AI · Hours saved a week · Forecast accuracy

How to use this playbook

1. Mark the leaks above that you recognise.
2. Read what each engine runs (page 3) and what goes live in the first 30 days (page 4).
3. Answer the self-check (page 6). The free assessment then sets which engine goes first.

Four engines, one path. *From first enquiry to handover.*

GROWDIGITAL

Demand for launches and listings

- Google and Meta campaigns for off-plan launches, each ad carrying its permit or licence number where the rules require it.
- Project and area pages written for the searches buyers make: the area, the unit type, off-plan or ready, in English and Arabic.
- Content for each stage of a launch: teaser, launch, payment plan, construction updates and handover.

MEASURED BY

Cost per qualified lead

Leads by project and channel

GROWBD

A pipeline from enquiry to reservation

- One CRM pipeline for off-plan and ready units, with stages from enquiry to viewing, reservation and contract.
- Leads routed by project, language and budget, so the right agent calls first.
- Follow-up plans for buyers who are not ready yet, and broker and channel-partner deals tracked in the same place.

MEASURED BY

Viewings booked

Reservation rate

Sales cycle length

GROWCX

Service from first question to handover

- Every call, WhatsApp message and portal enquiry answered in Arabic and English, with a response time you can see.
- Buyer updates after the sale: payment reminders, construction progress, snagging and handover appointments.
- Reviews and referrals asked for at handover.

MEASURED BY

First response time

CSAT

Referrals

GROWAI

Qualification and forecasts

- A WhatsApp and website agent that answers questions on projects, prices and payment plans from your approved information at any hour, and books viewings.
- Lead scoring on budget, timing and fit before an agent calls.
- Sales forecasts by project from the pipeline, and alerts when a lead goes quiet.

MEASURED BY

Leads qualified by AI

Hours saved a week

Forecast accuracy

What goes live in the first 30 days

01	**Every lead in one place**	Portal, website, ad, WhatsApp and call leads flowing into one CRM, tagged by project and source.
02	**A pipeline your agents use**	Stages from enquiry to contract, routing rules and follow-up tasks, in your CRM: HubSpot, Zoho, Salesforce or Pipedrive.
03	**Campaigns for one project**	Ads, landing pages and content for the project that matters most this quarter, tracked down to viewings.
04	**Response standards**	Who answers which enquiry, how fast and in which language, with the scripts and templates to do it.
05	**An AI agent on WhatsApp**	Trained on approved project information, handing every qualified lead to a person on your team.
06	**A weekly sales view**	Leads, viewings, reservations and cost per sale by project and channel.

04 · The 90-day plan

Weeks 1–2

Preparation

The growth assessment, access to your accounts and CRM, today's numbers as the baseline, and the KPIs we will be measured on.

Weeks 3–4

Planning & onboarding

The first engine set up with your team: process, tools, tracking and people. Live by day 30.

Weeks 5–8

Execution & optimisation

The engine runs, with weekly check-ins. Spend and effort move to what converts.

Weeks 9–12

Review & scale

A monthly review against the KPIs. Then widen the scope, add the next engine, or hand more to your team.

05 · How it runs

The engines go live within 30 days, starting with the one that closes your biggest leak, which the free assessment finds. Your sales team keeps every client relationship and approves every price, payment plan and claim. We run the campaigns, the CRM, the follow-up and the reporting, with a weekly check-in and a monthly review.

MEASURED BY

Cost per qualified lead · Viewings booked · Reservations · Cost per sale · First response time

06 · RULES TO PLAN AROUND

Advertising rules to plan around.

Dubai	Real estate companies must get a permit through the Dubai Land Department's Trakheesi system before publishing a property ad. Fines for ads without a valid permit start at AED 50,000 and rise with repeat violations.
Saudi Arabia	Property ads need an advertising licence from the Real Estate General Authority (REGA), which requires a brokerage contract that includes marketing rights. Anyone can check a licence on REGA's platform.
How we work with them	Every campaign is planned around the permit or licence each ad needs. Your company holds them, and your team approves every price, payment plan and claim.

Sources:

Dubai Land Department: https://dubailand.gov.ae/en/news-media/dld-fines-10-real-estate-companies-and-warns-another-30-for-not-adhering-to-advertising-requirements/

Real Estate General Authority (REGA): https://rega.gov.sa/en/media-center/news-announcements/rega-launches-real-estate-advertisement-license-inquiry-service/

07 · SEARCH AND AI

How buyers find a project now. *In search and in AI answers.*

Buyers compare projects on Google and the property portals, and now also ask ChatGPT or Google's AI Mode. The pages that rank and get quoted answer the area, the unit type, the price range and the payment plan plainly, in English and Arabic.

SEARCHES TO WIN

- **[unit type] for sale in [area]**
- **off-plan projects in [area] with payment plan**
- **شقق للبيع في [المنطقة]**
- **[your company] reviews**

QUESTIONS BUYERS ASK AI ASSISTANTS

- **Which developers in [city] hand over on time?**
- **Is [project] a good investment?**
- **What payment plans do off-plan projects in [area] offer?**

08 · SELF-CHECK

Eight questions to answer this week.

Each “no” is a place to start.

- [ ] Does every lead, from every portal and ad, land in one CRM?
- [ ] Do you know your cost per viewing and per sale for each project?
- [ ] Does a lead that arrives at night get an answer before morning?
- [ ] Can you see which agent has which lead, and when they last spoke?
- [ ] Do your ads carry the permit or licence number the rules require?
- [ ] Do buyers who are not ready yet have a follow-up plan?
- [ ] Are your project pages written for the searches buyers make in English and Arabic?
- [ ] Do you ask for reviews and referrals at handover?

09 · THE NEXT STEP

Find out where your leads go cold.

30 minutes. We look at your projects, your lead sources and your follow-up, then show which engine to install first. No pitch.

Book the free 30-minute growth assessment: www.growaxis.net/industries/real-estate

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ABOUT GROWAXIS

GrowAxis is a Commercial Growth Partner for tech startups and SMEs. It installs four engines, for business development (GrowBD), digital marketing (GrowDigital), customer experience (GrowCX) and AI (GrowAI), with the client’s own team, live within 30 days. The team works from Cairo, in English and Arabic.