



ESTABLISH YOURSELF AS A PROPERTY SALES EXPERT



Establish Yourself As a Market Expert with Transaction Insights

We surveyed over **300 property seekers** in the UAE in 2020 and asked them, **“How would you rate the market knowledge of real estate agents in Dubai?”**

37% of respondents rated an average agent’s knowledge of the UAE property market as ‘Fair’ while a further **33%** rated agents’ knowledge as ‘Poor’.

We also asked, **“How easy is it to find accurate, data-backed information about the properties you are interested in?”**

82% of the respondents stated **“It’s quite difficult.”**

Sadly, property seekers have expressed that they do not feel agents (as a whole) bring value to the process of finding a home. However, Bayut is here to help change this perception and level the playing field for all of our partnered agents and agencies.. And the best part? You don’t need to pay for expensive third party data. We provide you comprehensive, insightful data in a simple, easy-to-understand format.



Let us show you how to build trust with your clients and help them make a more informed decision based on authentic, transactional data from the Dubai Land Department.

Using Transaction Insights in Profolio™, can help you establish yourself as a market expert within your designated niche, by providing your clients with non-partial data from a verifiable source; the Dubai Land Department.



How can you benefit from Bayut’s Transaction Insights on a daily basis?

Let’s look at a typical scenario involving a seller. A client contacts an agent with the following property for sale:

- Location: Dubai Marina (Emaar 6)
- Sub-location: Al Mesk Tower
- Bedrooms: 2 bedroom
- Square feet: 1,715



Transaction Insights

allows you either to confirm their expectations or educate your client on the current market price of similar properties that were sold in the last six months.



Based on this information
here's a typical conversation you can have with the seller:

Mr. Seller,

Thank you for providing LBM Realty with the opportunity to list your two-bedroom apartment in Al Mesk Tower. Our goal is to get you top dollar for your property. We take pride in equipping our clients with knowledge to make informed real estate decisions. Based on actual sales that have occurred in the last six months, similar properties have sold from between AED 1.4 million to AED 2.3 million. In order to attract ready, willing, and able buyers and sell your property in a speedy manner, we advise that you price your property competitively.. We're happy to let you know that your property seems to be priced correctly for today's market.

Armed with Transaction Insights available in Profolio™, any agent can promote their expertise of market pricing by providing current transactional data that comes directly from the source!

In the above example, Transaction Insights can show you the most recent transactions for -2bedroom flats in Emaar 6 Towers :

Transactions in Al Mesk Tower between

Date
Nov 01, 2020 - Apr 05, 2021

Date ↓	Transaction Type	Location ?	Sale Price	Category ?	Beds ?	Area SQ.FT.	Source
14 Mar 2021	Sale	Al Mesk Tower 1	AED 2,500,000	Apartment	4	2,515	DLD Claim
6 Jan 2021	Sale	Al Mesk Tower 1	AED 400,000	Apartment	4	2,515	DLD Claim
20 Dec 2020	Sale	Al Mesk Tower 1	AED 2,300,000	Apartment	2	1,715	DLD Claim
17 Dec 2020	Sale	Al Mesk Tower 1	AED 2,600,000	Apartment	4	2,587	DLD Claim
29 Nov 2020	Sale	Al Mesk Tower 1	AED 1,443,350	Apartment	2	1,715	DLD Claim
15 Nov 2020	Sale	Al Mesk Tower 1	AED 2,000,000	Apartment	2	1,698	DLD Claim

Based on the above scenario, is the seller's pricing expectation in alignment with current market rates?

Why or why not?

What other information would be helpful for you to know?



Now, let's change up the scenario. How can you use Transaction Insights to educate clients about setting realistic pricing expectations?

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Based on this information,
here's how you could initiate a conversation with the seller:

Mr. Seller,

Thank you for providing LBM real estate with the opportunity to list your two-bedroom apartment in Mesk Tower.

I want to educate you about current market pricing and ensure that your property is priced properly in order to make it attractive to buyers in the current market. It is important to get the property priced correctly from the start in order to cast the widest net of exposure.

I have put together a comparative market analysis based on the last 3 properties sold in this tower. As you can see the last 3 properties that have sold ranged in price from AED 1.4 million to AED 2.3 million. The reason for the difference is due to floor, view and renovations. Pricing your property correctly is imperative to getting it sold.

Now it is your turn. How would you finish this conversation?

Learn the power of Transaction Insights by signing up for a workshop at Bayut Academy. You don't need to purchase data from a third party provider., We can show you how to capitalise on Bayut's insightful tool and use it to hold meaningful conversations with your clients! To sign up for workshops visit bayut.com/academy