Where Dubai brokerages lose deals

In August 2026 we went through seventeen mid-size Dubai brokerages the way a buyer would — their websites, their enquiry forms, their phone numbers, their WhatsApp lines. Real firms, ten to thirty agents each, carrying real portal listings. Names withheld; every finding below was observed directly. This is where the deals leak out.

The arithmetic first: a mid-range Dubai deal of AED 1.5M pays roughly 2% — AED 30,000. Every finding in this report is a way an enquiry that would have become that commission dies quietly, before any agent ever knew it existed. One lost enquiry a quarter is AED 120,000 a year. Most of the firms we checked are losing more than one.

LEAK ONE

The front door is scattered across personal phones

At one firm, thirteen agents' personal mobile numbers are published on the website. Buyers call whichever agent they land on. Nothing arrives in one place, nothing is tracked, and nobody can say how many enquiries came in last week — because the enquiries never touch a system the firm owns.

The expensive part comes later: when an agent leaves, every buyer relationship in his phone leaves with him. The firm paid the portals to generate those conversations. The agent walks out holding them.

LEAK TWO

The form makes a promise nobody is measuring

"We'll contact you as soon as possible." "We'll be in touch shortly." Or — on several forms we tested — no promise at all: the buyer submits into silence. Meanwhile that same buyer has sent the same enquiry to three or four other brokerages, because that is how Dubai buyers behave. The first firm to respond gets the viewing. The viewing gets the deal. Everyone else was never in the race — and never finds out they lost.

An enquiry at 9pm waits until morning. An enquiry during a viewing waits until it ends. An enquiry on Friday can wait two days. Nobody decided this. It is just what happens when a form feeds an inbox and an inbox feeds whoever remembers to check it.

LEAK THREE

The robot answers in one minute — the human never comes

One firm advertises "Response in 5 Minutes" on WhatsApp. We messaged them. A reply did arrive in under a minute — an automated sales message promising an agent would follow up with "all details and options." It did not notice we weren't a buyer. Days later, no human had appeared.

The promise is kept by a machine and broken by the operation behind it. The buyer experiences both: instant acknowledgement, then silence — which reads worse than no reply at all, because now the wait has a witness.

LEAK FOUR

The shopfront is dead while the ads still run

Two of the seventeen firms have websites that do not load at all — one domain no longer resolves, another returns errors on page after page, with template placeholder agents still indexed by Google. Their portal listings are live. Their Google results are live. Buyers are clicking through from paid visibility to a dead end, every day, and no one inside the firm appears to know.

LEAK FIVE

The licence a serious buyer looks for is not on display

Of the firms we examined in depth, not one displayed its ORN or RERA licence number on its own website. It is the first thing an educated buyer — above all an overseas investor wiring money to a country he may never have visited — checks before trusting a brokerage. When it is missing, he does not ask. He moves to a competitor who displays it. This is the cheapest leak on this page to fix: it costs ten minutes.

The fifteen-minute self-audit

You do not need us for this part. Five checks, tonight, on your own firm.

→ 1 · At 9pm, fill your own enquiry form as a buyer, from a friend's phone. Time how long the reply takes, and note who it comes from. This single number explains more than any report.

→ 2 · Call your own listed number on Friday at 1pm. Does anyone answer? What do they say?

→ 3 · Google your firm's name. Click every result on page one the way a buyer would. Do they all arrive somewhere that works?

→ 4 · Open your website on a phone. Can a buyer reach WhatsApp from it in one tap? Is your ORN visible without scrolling into a footer?

→ 5 · Ask where your last twenty enquiries came from — which portal, which page, which agent took each one, and what happened next. If that takes more than five minutes to answer, that is the finding.

Scoring is simple: every check you cannot pass is a place where money you already spent — on portals, on listings, on visibility — is quietly dying between the buyer raising a hand and your team knowing it happened.

What we do about it

Tendo builds the systems that end these leaks for Dubai brokerages: every enquiry — form, call, WhatsApp, portal — answered within 60 seconds, day or night, in your firm's voice. Every conversation logged in one place the firm owns, with its source recorded. Warm buyers handed to your agents with the full history attached. And every Monday, one page that shows what came in, how fast it was answered, and what it became — so improvement is proven to you, not claimed.

The systems run on your accounts, under your brand. No lock-in; thirty days' notice, any time.

Want the specific version of this report for your firm? Reply to the message that brought you here and we'll send the three biggest leaks on your own website and numbers — free, no call needed, forty-eight hours. If nothing is leaking, we'll tell you that too.

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