

Vantage.

FUNNEL AUDIT · CONFIDENTIAL

Funnel Audit.

Prepared for Marina Skyline Realty (example)

"We don't sell software. We find the leak; we fix the leak; you 10x."

AUDIT WINDOW

11 May 2026 to 18 May 2026

DELIVERED

18 May 2026

AUDIT REFERENCE

VFA-2026-05-11-marina-skyli

PREPARED BY

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VALID FOR 14 DAYS FROM DELIVERY

WEAREVANTAGE.AI

EXECUTIVE SUMMARY

The leak, the fix, the next step.

THE LEAK

AED 59,000

left on the floor every month

≈ AED 708,000 per year · concentrated in whatsapp follow-up cadence; reactivation of dead leads; booking-to-show ratio

THE TOP THREE FIXES

01

WhatsApp follow-up cadence

Projected recovery: AED 23,600/month · effort: low

02

Reactivation of dead leads

Projected recovery: AED 17,700/month · effort: medium

03

Booking-to-show ratio

Projected recovery: AED 11,800/month · effort: medium

RECOMMENDED PATH

Vantage Flow · Growth

Live in 7 days. Guarantee: 15 booked viewings in 30 days, or first month refunded.
Reply to the email this PDF arrived with; we book a 30-minute kickoff this week.

METHODOLOGY

How this audit was conducted.

An audit is a diagnostic; not an opinion. Every number in this report is sourced from direct observation, cross-referenced against a 47-brokerage Dubai cohort benchmark.

- **Secret-shopper enquiries.** Anonymous WhatsApp pings sent to Marina Skyline Realty (example) during the audit window measured first-response latency and qualification flow without staff awareness.
- **Portal data cross-reference.** Property Finder + Bayut dashboards cross-referenced against Excel + WhatsApp Business pipeline exports over the audit window.
- **Closed-won back-calculation.** Manual review of 15 closed-won deals to back-calculate the actual booking-to-close ratio against self-reported metrics.
- **Benchmark cohort.** Dubai brokerage top-decile (anonymized, n=47); the threshold above which a brokerage sits in the top 10% on each metric.

Sources: Lead Connect 2024 cohort study on speed-to-lead conversion; Harvard Business Review on response-time elasticity in B2B and B2C service; Dubai brokerage sector medians (anonymized cohort, n=47).

FINDINGS · PART 1 OF 2

Where the leaks are.

Ten leak categories were audited. Each is sized in AED below. Top three drive 70% of the total leak; phase-1 work targets those.

01 · LATENCY

AED 5,753/month

First-response latency.

CURRENT STATE

Average first reply 1-4 hours; 9pm-9am replies effectively absent.

TOP-DECILE TARGET

Under 60 seconds, 24/7, every channel.

GAP

Moderate; addressable in phase 2

FIX HORIZON

Phase 2; days 8-30

02 · FOLLOW-UP

AED 6,638/month

WhatsApp follow-up cadence.

CURRENT STATE

Substantial gap; this is one of the top leak categories

TOP-DECILE TARGET

3-touch sequence (T+0, T+24h, T+72h); each personalised.

GAP

Wide; closing this is the highest-leverage move in the next 90 days

FIX HORIZON

Phase 1; immediate (week 1-7)

Reactivation of dormant leads.

CURRENT STATE

Substantial gap; this is one of the top leak categories

GAP

Wide; closing this is the highest-leverage move in the next 90 days

TOP-DECILE TARGET

30/60/90-day re-touch on every dormant lead; AED 50-150K/year recovered.

FIX HORIZON

Phase 1; immediate (week 1-7)

FINDINGS · PART 2 OF 2

The secondary leaks.

Smaller individually; large in aggregate. Phase-2 and phase-3 work targets these.

04 · SHOW RATE

AED 6,195/month

Booking-to-show ratio.

CURRENT STATE

Show rate 55%; viewings booked but agents stood up.

GAP

Moderate; addressable in phase 2

TOP-DECILE TARGET

Show rate above 80% via 3-touch reminder cadence.

FIX HORIZON

Phase 2; days 8-30

05 · ATTRIBUTION

AED 5,310/month

Lead-source attribution.

CURRENT STATE

Partial coverage; meaningful gap

GAP

Moderate; addressable in phase 2

TOP-DECILE TARGET

Every lead tagged at source; cost-per-booked-viewing reported weekly.

FIX HORIZON

Phase 2; days 8-30

CRM hygiene and pipeline truth.

CURRENT STATE

Partial coverage; meaningful gap

GAP

Moderate; addressable in phase 2

TOP-DECILE TARGET

One CRM; one stage definition; agent compliance above 90%.

FIX HORIZON

Phase 2; days 8-30

THE MATH

Funnel math · today vs after.

Current numbers from the audit window. Projected numbers based on top-decile benchmark performance; conservative midpoints used.

Stage	Today	After (projected)
Monthly leads	450	450
Lead-to-viewing rate	7%	12–17%
Show rate	55%	65–75%
Viewing-to-close rate	11%	11% (unchanged)
Average commission	AED 48,000	AED 48,000
Monthly revenue uplift	baseline	AED 29,500 – 59,000
Annual uplift	baseline	AED 354,000 – 708,000

How to read this. Volume and commission stay constant; the conversion-rate uplift is what Vantage Flow delivers. Every projected number sits in the conservative half of the top-decile cohort range; numbers above are honest, not aspirational.

THE PLAN

90 days · three phases.

Stop the bleed first. Recover the dead next. Compound the wins last.
Each phase has a single measurable outcome.

01

DAYS 1-7
STOP THE
BLEED

Stop the active leak.

- Deploy sub-60-second WhatsApp response on your existing brokerage number
- 3-touch confirmation sequence on every booked viewing (book + 24h + 1h)
- Daily missed-message audit with same-day human follow-up

Phase-end metric: Median first-response time below 60 seconds; show rate up by ≥ 10 percentage points

02

DAYS 8-30
RECOVER THE
DEAD

Reactivate and attribute.

- Reactivation campaign targeting cold leads at 30/60/90 days
- Lead-source attribution wired across PF + Bayut + IG + walk-in
- Weekly cost-per-booked-viewing dashboard delivered Monday mornings

Phase-end metric: 5-15% of dead-lead pile recovered; cost-per-booked-viewing visible per source

03

DAYS 31-90
COMPOUND

Lock in the new baseline.

- Continuous prospect sourcing into CRM (Growth tier)
- Monthly strategy call to triage what is and is not working
- Quarterly system audit to lock in the new baseline

Phase-end metric: Sustained run-rate; 12-month renewal candidate; case study material

RECOMMENDED OUTCOME

Vantage Flow · Growth.

RECOMMENDED TIER

Growth

Setup AED 7,500 · monthly AED 7,500 · year-one AED 97,500

Guarantee: 15 booked viewings in the first 30 days, or your first month is refunded in full.

Default tier for owner-operated brokerages your size; full Vantage Flow with weekly reports + prospect sourcing.

NEXT STEP

Book the kickoff.

Reply to the email this PDF arrived with, or book a 30-minute kickoff directly. The system goes live in Marina Skyline Realty (example)'s name within 7 days of that call.

cal.com/ivan-kruger-udy17r/15min