

Digital Sales Channels Audit

30 checkpoints for villa and residence developers in the UAE and Cyprus.

How to use it

- Take 20 minutes with your head of sales.
- Tick a box only if the answer is "yes, and we can show it".
- Count your ticks and read the score on page 05.
- Fix the empty sections first, then the weakest ones.

Prepared by PBB Global, the international practice of PBB Advisory: a real estate marketing and advisory team with 18 years in the market.

CHECKLIST

A. Owned channels

Can a buyer find and understand your project without a broker?

- ☐ **1 A project website or landing page, not only a PDF**
With plans, prices or price ranges, payment plan, location and a contact form.
- ☐ **2 The page loads in under 3 seconds on mobile**
Most buyers open your link from WhatsApp or Instagram on a phone.
- ☐ **3 Active Instagram and LinkedIn with posts in the last 14 days**
An empty feed tells buyers the project is stalled.
- ☐ **4 Content beyond renders**
Construction progress, the team, the area, owner and investor questions.
- ☐ **5 Your project shows up when buyers search its name**
Search ads or listings that you control, not only brokers' ads.

B. Product and investment story

Does your marketing answer what an investor asks after the brochure?

- ☐ **6 One sentence on who the project is for**
A specific buyer, not "everyone who values luxury".
- ☐ **7 A net yield model, not only gross**
Service charges, management fee, occupancy assumptions, furniture and upkeep.
- ☐ **8 The management model is explained**
Who operates rentals, on what terms, how owners get reports and payouts.
- ☐ **9 Exit options are clear**
Resale or assignment before handover, liquidity, comparable resales.
- ☐ **10 Risks are addressed openly**
Handover timing, escrow, supply in the area, regulation. No "guaranteed returns".

CHECKLIST

C. Lead capture and qualification

Do your forms bring buyers or just names?

- ☐ **11 Lead forms ask about budget, purpose and timing**
At least one qualifying question beyond name and phone.
- ☐ **12 Separate messages for investors and end users**
Different creatives and landing sections for each.
- ☐ **13 Every lead is tagged with its source**
Campaign, ad, broker or portal, visible in your CRM.
- ☐ **14 Ad platforms receive lead quality back**
Conversions API or offline conversions, so algorithms learn from good leads.
- ☐ **15 You know your cost per qualified lead**
Not just cost per lead; qualified is defined with your sales team.

D. Response and sales handling

What happens in the first hour after an enquiry?

- ☐ **16 First reply within 5 minutes in working hours**
Test it yourself: leave an enquiry and time the answer.
- ☐ **17 A WhatsApp script for the first conversation**
Greeting, 3 qualifying questions, next step (call, viewing, video tour).
- ☐ **18 Enquiries are answered in the buyer's language**
English, Arabic, Hebrew, Greek or others, depending on your buyers.
- ☐ **19 All leads live in a CRM with stages**
Not in personal phones and spreadsheets.
- ☐ **20 A follow-up sequence for leads who go quiet**
Messages on day 1, 3, 7 and 14 with new information, not "any update?".

CHECKLIST

E. Broker channel

Do brokers sell your project or just list it?

- | | |
|--------------------------|---|
| ☐ | 21 A current broker kit
Deck, one-pagers, price sheet, payment plan, FAQs, updated in the last 30 days. |
| ☐ | 22 A content pack brokers can forward
Short videos, images and messages ready for WhatsApp. |
| ☐ | 23 You know which brokers bring buyers
Registration and tracking by broker; top brokers get priority support. |
| ☐ | 24 Brokers hear the same story you tell buyers
Regular briefings on positioning, objections and answers. |
| ☐ | 25 Brokers are one channel, not the only one
A meaningful share of enquiries comes from your own channels. |

F. Brand and differentiation

Would a buyer remember your project after ten viewings?

- | | |
|--------------------------|--|
| ☐ | 26 Positioning that differs from 3–5 nearby projects
Write their one-liners next to yours. Are they interchangeable? |
| ☐ | 27 A visual identity beyond stock "luxury" imagery
Colours, photography and naming that belong to the project. |
| ☐ | 28 Proof of delivery
Completed projects, handover dates met, site photos and videos. |
| ☐ | 29 A face of the developer
Founder or team in content; buyers trust people more than logos. |
| ☐ | 30 Buyer and owner voices
Visits, interviews, questions from real buyers (with permission). |

YOUR SCORE

What your ticks say

TICKS	WHAT IT MEANS
25–30	Your sales system works beyond brokers. The next gains are in conversion: response speed, follow-up and investor materials.
15–24	You have channels, but buyers fall out between the ad and the viewing. Usually the gaps are in qualification, response time and the investment story.
0–14	Brokers carry your sales plan. In a slower market this means higher commissions and less control. Start with sections A, C and D.

Section score

SECTION	YOUR TICKS (OF 5)
A. Owned channels	—
B. Product and investment story	—
C. Lead capture and qualification	—
D. Response and sales handling	—
E. Broker channel	—
F. Brand and differentiation	—

Where developers usually lose buyers

In our experience the most expensive gaps are in sections B and D: an investment story without costs and risks, and a first reply that comes hours after the enquiry. Both are cheaper to fix than buying more traffic.

Want a second opinion on your score?

Book a free 30-minute Zoom. We'll go through your checklist, look at your website and ads, and show you what to fix first.

Book a Zoom consultation: [\[ZOOM_BOOKING_LINK\]](#)

Who we are

A real estate team, not a classic agency. Our founder has led projects as a developer, and our team has run marketing for developers, business parks, shopping centres and international real estate brands such as RE/MAX, NAI and Nhood in Ukraine. PBB Global brings this to developers in the UAE and Cyprus: social media, lead generation, investor decks, brochures, websites and outsourced marketing.

Dmytro Volovyk, Founder, PBB · growth@pbbagency.com