
FREE TRAINING / GUIDE NO. 02

THE BANT-D FRAMEWORK

The qualification standard for every lead in the pipeline. Budget, Authority, Need, Timeline, and Decision-making structure. Scored, tiered, and worked.

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INTRODUCTION

QUALIFICATION, AS A STANDARD.

BANT-D is the qualification standard used across the pipeline. It stands for Budget, Authority, Need, Timeline, and Decision-making structure. It maps directly to the intelligence gathering questions in Step 2 of the nine-step sales process, which means brokers who are running the process correctly are gathering BANT-D data in every first conversation without needing to treat it as a separate exercise.

Every lead must carry a BANT-D score by the end of the first or second meaningful conversation. A lead without a BANT-D score is a lead that cannot be properly prioritised, and a pipeline full of unscored leads is a pipeline that will be managed by instinct rather than by evidence.

HOW TO USE THIS GUIDE

Read it once, end to end. Then return to one dimension at a time and apply the scoring rubric to your live pipeline. Mastery comes from repetition, not theory.

B

DIMENSION / B

BUDGET

Budget in the Dubai real estate context means the total capital the prospect is willing or able to deploy, whether that is cash or mortgage. It is not the same as the asking price of the property they enquired about. A prospect who enquires about a AED 2 million property may have AED 5 million available. A prospect who enquires about the same property may have AED 1.8 million and be hoping to negotiate. Both need to be understood before a recommendation is made.

SCORING

- 3 Budget confirmed, clearly stated, and matched to available inventory in the pipeline.
- 2 Budget range given but not confirmed. Prospect has indicated a bracket without committing to a ceiling.
- 1 Budget unknown or inconsistent with the enquiry. Further qualification required before progressing.

A

DIMENSION / A

AUTHORITY

Authority means the prospect has the decision-making power to proceed without requiring sign-off from an unidentified third party. In the Dubai real estate context, this most commonly means confirming whether the decision is solo or joint, and if joint, whether the other party has been part of the conversation.

SCORING

- 3** Sole decision-maker confirmed, or joint decision-maker with partner actively engaged in the process.
- 2** Joint decision but partner not yet involved. Broker has a plan to include the partner in the next touchpoint.
- 1** Decision-making structure unclear or dependent on a third party whose involvement has not been established.

N

DIMENSION / N

NEED

Need means the prospect has a genuine, articulated reason for wanting to transact in Dubai real estate. This goes beyond casual interest. It means they have a specific goal, investment yield, capital appreciation, relocation, portfolio diversification, that a We Are Property recommendation can actually address.

SCORING

3

Need clearly articulated, specific, and matched to We Are Property's product range.

2

General interest expressed but specific need not yet defined. Education and exploration still required.

1

Need unclear, contradictory, or outside We Are Property's current capability to address.

T

DIMENSION / T

TIMELINE

Timeline means the timeframe within which the prospect intends to transact. This is one of the most important qualification dimensions because it determines the urgency with which a lead should be worked and the stage of the follow-up funnel it sits in. A prospect who wants to transact within 30 days is a fundamentally different resource allocation to one who is researching for a purchase in eighteen months.

SCORING

- 3 Timeline confirmed, specific, and within six months.
- 2 Timeline indicated as this year or in the medium term but not precisely defined.
- 1 Timeline vague, undefined, or beyond twelve months.

D

DIMENSION / D

DECISION STRUCTURE

Decision-making structure is distinct from authority. It refers to the process the prospect will go through to make their decision, whether they need a site visit, whether they require a specific number of options before they can commit, whether there are advisors or family members whose input they will seek, and whether there are any known barriers between the current conversation and a transaction.

SCORING

- 3** Decision process understood. Broker knows what the prospect needs to see, hear, and feel before committing, and has a plan to deliver it.
- 2** Decision process partially understood. Some elements remain unclear but the next step is defined.
- 1** Decision process unknown. Broker does not yet understand what would need to happen for this prospect to transact.

THE THREE TIERS

SCORE. TIER. WORK.

Every lead is assigned to one of three tiers based on their aggregate BANT-D score, out of a maximum of 15. The tier determines the level of broker resource allocated, the frequency of follow-up, and the pipeline stage the lead enters.

TIER 1

SCORE 11 - 15

DEFINITION

Fully qualified. Clear budget, authority, need, timeline, and decision structure. Ready to be worked actively toward a close.

FOLLOW-UP

Every 2 – 3 days.
Broker-owned.
Maximum attention.

PIPELINE STAGE

Qualified Lead or
Presentation
Scheduled.

TIER 2

SCORE 7 - 10

DEFINITION

Partially qualified. Some gaps in the BANT-D profile. Progressing toward full qualification through the nurture window.

FOLLOW-UP

Every 5 – 7 days.
Mix of WhatsApp
value content and
direct calls.

PIPELINE STAGE

Working Lead or
Nurture.

TIER 3

SCORE UNDER 7

DEFINITION

Unqualified or insufficient information. Early stage or low intent. Managed through the long-game follow-up cadence.

FOLLOW-UP

Every 2 – 4 weeks.
Low-touch value
content.
Re-qualification
attempt every 30
days.

PIPELINE STAGE

Prospect or
Long-Game.

ON TIER MOVEMENT

Tiers are not fixed. A Tier 3 lead who receives a financial event, a bonus, a visa approval, a business exit, can become a Tier 1 lead overnight. A Tier 1 lead whose circumstances change can drop to Tier 2 or 3. Re-score BANT-D at every meaningful conversation and update the tier in Salesforce. A lead that has not been re-scored in 30 days must be reviewed.

IN PRACTICE

QUALIFICATION QUESTIONS BY SOURCE.

The following questions are designed to gather BANT-D data naturally within the nine-step intelligence gathering framework. They are not a formal interview. They are conversation starters that surface the information needed to score each dimension. Tags in [brackets] indicate which dimension the question addresses.

BAYUT LEAD / BANT-D GATHERING SEQUENCE

“Thanks for your enquiry on [property/area], I wanted to reach out personally to make sure I give you something useful rather than just sending a brochure. Can I ask, is this something you are actively looking to move on in the next few months, or are you more in the research phase right now? [Timeline] And is it primarily for investment or are you looking for somewhere to live? [Need] Great, and just so I can make sure I’m looking in the right bracket for you, are we working with a budget around [X] or are you flexible depending on what the right opportunity looks like? [Budget] Is this a decision you’re making independently or is there a partner involved who will need to be part of the conversation? [Authority and Decision structure]”

INSTAGRAM LEAD / BANT-D GATHERING SEQUENCE

“Really glad you reached out, can I ask what it was about [post/content] that caught your attention? [Need surface] Have you been looking at Dubai property for a while or is this something that’s come onto your radar recently? [Timeline and experience] And is this more of an investment conversation or are you thinking about making a move here? [Need confirmation] Happy to set up a proper conversation, before I do, just so I can make sure it’s actually relevant to what you’re looking for, what sort of budget are we working with? [Budget]”

REFERRAL LEAD / BANT-D GATHERING SEQUENCE

"[Referring party] spoke really highly of you, it's great to connect. I've got a bit of context from them but I'd love to hear it in your own words. What are you trying to achieve with this? [Need] And what does your timeline look like, are you looking to move on something in the next few months or is this more of a medium-term plan? [Timeline] I want to make sure whatever I show you is genuinely relevant rather than just the most obvious options, budget-wise, are we looking at [X] or is that bracket flexible? [Budget]"

OPENING MISTAKES TO ELIMINATE

- Asking for budget before establishing any rapport or relevance
- Treating BANT-D as an interview rather than a conversation
- Accepting a vague answer and moving on without re-anchoring
- Failing to confirm joint decision-makers before progressing
- Skipping the score and trusting your gut on tier placement

CLOSE

SCORED. TIERED. WORKED.

BANT-D only works if it is used. A framework that lives in a document and not in your pipeline is decoration. Score every active lead this week. Place each one into a tier. Set the cadence. Then re-score at every meaningful touchpoint. That is how a pipeline gets managed by evidence rather than by instinct.

PAIR WITH THE 9-STEP

Step 2 of the 9-Step Sales Process – Intelligence Gathering – is where BANT-D data is captured. Run the two together and qualification becomes the natural output of every first conversation, not a separate exercise.