
FREE TRAINING / GUIDE NO. 03

THE FOLLOW-UP FUNNEL

The complete touchpoint system for Dubai real estate. Three phases. Two channels. Every message has a reason to exist.

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INTRODUCTION

WHERE THE SALE ACTUALLY LIVES.

The initial call is not the sale. For the vast majority of prospects in the Dubai real estate market, the sale happens somewhere in the sequence of touchpoints that follows it. Research consistently shows that most transactions occur between the fifth and twelfth point of contact. Yet most brokers abandon a lead after two or three attempts with no response. The gap between where most brokers stop and where the sales actually lives is where you want to compete.

Two channels only: WhatsApp and phone. WhatsApp is the primary vehicle for content delivery, evidence sharing, and relationship maintenance between calls. The phone is reserved for relationship moments, direct closes, and re-engagement after silence. Every touchpoint has a reason. Nothing should be sent simply to show activity.

STRUCTURE

THE THREE PHASES.

PHASE 01

THE HOT WINDOW

HOURS 0 TO 72

Attention is at its highest. Every touchpoint reinforces credibility, demonstrates your difference in the market, and moves the prospect toward the video call or viewing commitment.

PHASE 02

THE NURTURE WINDOW

DAYS 3 TO 30

The prospect is still in the market but has not yet committed. Touchpoints deliver value, build relationship, and maintain top-of-mind presence without pressure.

PHASE 03

THE LONG-GAME WINDOW

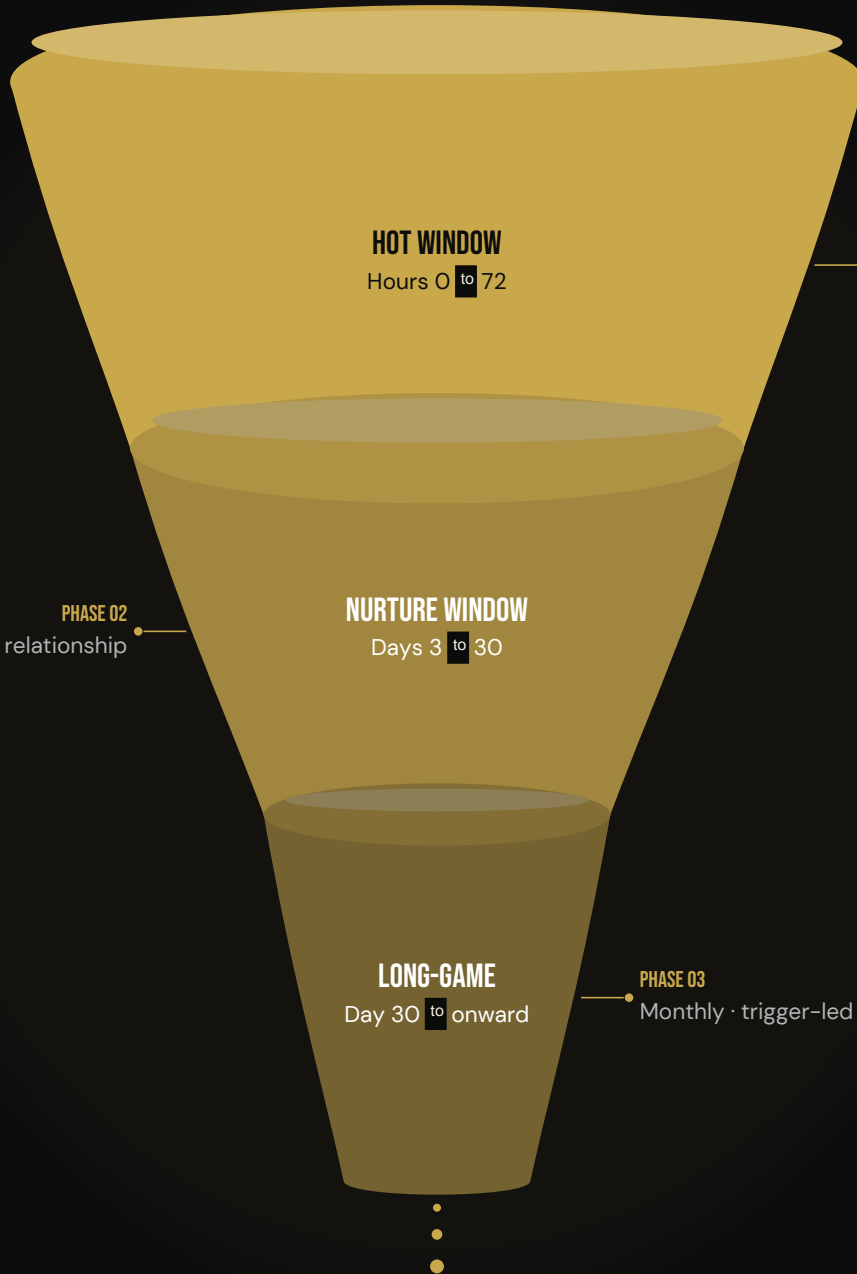
DAY 30 ONWARD, INDEFINITELY

No lead is ever fully closed. Touchpoints are lower frequency but remain purposeful, using market data, new listings, and re-engagement calls to bring dormant prospects back into active conversation.

VISUAL MODEL

THE FUNNEL AT A GLANCE.

NEW LEAD · INITIAL CALL



HOT WINDOW
Hours 0 to 72

PHASE 01
5 touchpoints · voice + data

NURTURE WINDOW
Days 3 to 30

PHASE 02
6 touchpoints · value + relationship

LONG-GAME
Day 30 to onward

PHASE 03
Monthly · trigger-led re-engagement

CLOSED TRANSACTION

Most sales occur between touchpoint 5 and 12.

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PHASE / HOT WINDOW

HOURS 0 TO 72

The 72 hours following the initial call are the most important window in the entire funnel. The prospect's attention will never be higher. In the off-plan market, this is where you establish your data-led identity. Most brokers will have sent a brochure. You are going to do something meaningfully different.

TIMELINE

WITHIN 2 HOURS OF CALL

WhatsApp voice note, 60 to 90 seconds. Recap what they told you about their situation. Confirm the video call date and time. Tell them what you will be preparing for them. Voice note is deliberate, it is personal, stands out, and signals that a real person is on the other end of this relationship.

SAME DAY +3 HOURS

Send your company profile with context: 'I mentioned we operate differently to most brokerages, this gives you a clear picture of how and why. Particularly worth looking at the section on how we use DLD data to make recommendations.'

DAY 1, EVENING

Send one DLD data insight directly relevant to the area or project type they mentioned. Not a brochure. Not a developer flyer. A screenshot or short summary of actual transaction data.

DAY 2, MORNING

Brief confirmation call, three to five minutes. Check they received the profile and the data. Ask if anything has come up since yesterday. Reconfirm the meeting. This is a relationship call, not a sales call.

DAY 3

If meeting confirmed, send a short preparation message with two or three questions you'd like them to think about before the call. This increases engagement and shows you're prepared to customise the meeting.

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PHASE / NURTURE WINDOW

DAYS 3 TO 30

The prospect is still in the market but hasn't committed. The content in this phase delivers value and builds relationship, not more pitching of the same project.

TIMELINE

WEEK 1, POST VIDEO CALL

Follow-up WhatsApp voice note recapping the call, confirming next steps, and sending any materials discussed.

DAY 7

Market update. One piece of community-relevant data they haven't seen yet. Position it as 'something I came across that's relevant to what you're looking at.'

DAY 10

Developer update or project milestone message if relevant. Something specific, not general.

DAY 14

Phone call. Not WhatsApp. This is a relationship touchpoint. Check in, ask how their thinking has evolved, ask if they've visited any sites. No pitch unless they bring one.

DAY 21

A relevant testimonial or success story. A buyer with a similar profile who transacted. Frame it as 'something that made me think of you.'

DAY 28 TO 30

Re-engagement call. Direct, warm, no pressure: 'I wanted to check in before the end of the month, where are you in your thinking? Is there anything I can do to help you move this forward?'

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PHASE / LONG-GAME WINDOW

DAY 30 ONWARD

No lead is ever dead. A prospect who was not ready at Day 30 may be ready at Day 90. The long-game window maintains a consistent, value-led presence that keeps the door open without pressure.

Frequency: monthly touchpoints for all inactive leads. Each touchpoint must have a specific trigger, a new project launch, a market data shift, a Golden Visa threshold change, a developer incentive expiry. Never send a 'just checking in' message.

RE-ENGAGEMENT MESSAGE

"Hi [Name], it's been a while since we last connected. I wanted to reach out because [Developer] just launched a new phase in [Community] with a payment plan I haven't seen matched this year, only [X%] during construction. Given what you were looking for when we last spoke, I thought this might be worth a look. Happy to send the details if you're still considering Dubai."

CORE PRINCIPLE

EVERY MESSAGE EARNS ITS PLACE.

Every message sent, every call made, must have a clear reason to exist. The prospect should finish every interaction thinking: that was useful, that was relevant, that person knows what they are talking about. If a message cannot meet that standard, it should not be sent.

IN PRACTICE

SCENARIO SCRIPT.

VERBAL COMMITMENT FOLLOWED BY TWO WEEKS OF SILENCE

A buyer reached a strong level of certainty in a previous conversation, appeared ready to proceed, and then stopped responding. Two weeks have passed with no reply to follow-up messages. The temptation is to either chase aggressively or write the lead off. Neither is the right move.

Buyers who go silent after a verbal commitment are almost always still interested. Something shifted, a competing priority, a family conversation, a second thought about timing. The broker's job is to re-open the conversation without making them feel chased or guilty for disappearing.

WHATSAPP VOICE NOTE / ALWAYS VOICE, NEVER TEXT

"[Name], it's [your name]. I wanted to reach out personally because we were at a genuinely good point in our last conversation and I want to make sure nothing has changed on your end that I should know about."

"I'm not following up to push, I am reaching out because I would rather know if your situation has shifted so I can adjust what I'm doing for you. If the timing has moved, that's completely fine and I'd rather you tell me than feel like you can't say it."

"If you are still on track, the unit we discussed is still available but I cannot guarantee that position for much longer. Either way, can we reconnect for five minutes this week? Even if it's just to confirm where things stand, I would rather have an honest five-minute conversation than leave things in limbo for both of us."

RULE

RE-ENGAGEMENT AFTER SILENCE.

Never send a text message as first contact after a period of silence following a verbal commitment. A voice note creates human presence where text creates pressure. The message must remove guilt, not add to it.

The goal of this first touchpoint is not to close, it is to re-open communication so the actual re-close can happen in the following conversation.

WORK THE FUNNEL. CLOSE THE GAP.

Most brokers stop at touchpoint three. The sale lives between five and twelve. This is the system that closes that gap.

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