



Segment Specialization Worksheet

From Corporate to Closing: Building a Luxury Real Estate Career from Scratch | By Ahmed Elsheikh

Use this worksheet to choose, validate, and own your niche in Dubai's real estate market. Standing out means becoming the undeniable expert in one segment — not trying to sell everything to everyone.

Your Current Position

Agent Name

Time in Real Estate

Current Focus Area (if any)

Top 3 Areas You Know Best

Deal Types Closed So Far

Step 1: Choose Your Segment

Answer honestly — which segment aligns with your strengths and interests?

Segment Option	Why It Interests You	Your Knowledge Level (1–10)	Competition Level
Ultra Luxury (Palm, Jumeirah Bay)			
Luxury (Downtown, Dubai Hills)			
Mid-Market (JVC, Dubai South)			
Off-Plan New Launches			
Commercial / Retail			
Other: _____			

Chosen Segment

Why This Segment?

Step 2: Know Your Numbers

You cannot claim to be a specialist without knowing these figures cold:

Total transactions in your segment
(last 6 months)

Average price per sqft

Top 5 most recent transactions
(project + price)

5 lowest transactions (project +
price)

Average days on market

Rental yield range



Step 3: Build Your Credibility

What proof points do you have or need to build?

- ☐ RERA card star rating — current level and target
- ☐ DLD registered transactions in your segment
- ☐ Client testimonials from this segment
- ☐ Developer relationships in this area
- ☐ Market reports or data you can share with clients
- ☐ Social media presence showcasing this segment

Step 4: Your Positioning Statement

Complete this sentence:

"I am [your name], a [segment] specialist at Driven Properties. I focus exclusively on [area/product type] and I help [client type] achieve [outcome]. What sets me apart is [your edge]."

Your Statement

Step 5: Weekly Segment Mastery Habits

- ☐ Check DLD transaction data for your segment every Monday
- ☐ Visit at least 2 new properties in your area each week
- ☐ Update your listing inventory and pricing weekly
- ☐ Connect with one new developer contact per month
- ☐ Share one market insight on social media each week
- ☐ Review and update your RERA card achievements quarterly

6-Month Goal

Target Deals Closed

Target Revenue (AED)

Target RERA Star Rating

Target Number of Listings

Tip: You can't claim to be a luxury agent if you're selling in non-luxury areas. Your deals, your knowledge, and your credentials must all tell the same story. Stay true to your segment.