



Unit Quick-Compare Sheet

The Art of Directing: How Top Agents Build Trust & Close with Integrity | By Khadija El Otmani

Compare two or more units side by side before presenting options to your client. A structured comparison demonstrates professionalism and helps the client make a faster, more confident decision.

Client Name

Date Prepared

Property Comparison

Criteria	Option A	Option B	Option C
Project Name			
Developer			
Location / Community			
Unit Type			
Bedrooms / Bathrooms			
Total Area (sqft)			
Floor Level			
View			
Price (AED)			
Price per sqft (AED)			
Payment Plan			
Service Charge (est.)			
Handover Date			
Parking			
Furnished / Unfurnished			

Investment Analysis

Criteria	Option A	Option B	Option C
Expected Rental Yield			
Comparable Rental (AED/yr)			
Recent Transaction Price			
Capital Appreciation Potential			
Demand Level (High/Med/Low)			
Resale Liquidity			

Pros & Cons Summary

	Option A	Option B	Option C
Key Strengths			

Key Weaknesses			
Best Suited For			

Agent Recommendation

Recommended Option

Reason

Tip: Never present more than 3 options. Too many choices create confusion. Your job is to narrow it down, not overwhelm.