

Expectation-Setting Guide

Advise, Don't Sell: Building Trust, Pipelines & Lasting Client Relationships | By

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Many investors buy from abroad without the full picture — they don't know the market the way you do. Your job is to bridge that information gap and reframe expectations before problems appear. Manage expectations early, and you avoid most difficult situations entirely.

Agent Name

Client Name

Client Origin

**First Dubai Transaction?
(Y/N)**

1. Before the First Conversation

Do your own homework. Don't take the developer's information at face value — form your own view first.

- ☐ Gathered all information from the developer, then verified it independently
- ☐ Formed my own honest opinion of the opportunity
- ☐ Researched what this client is actually looking for, in advance
- ☐ Prepared the right opportunity rather than forcing inventory

2. Set the Frame — Explain the Process Upfront

For first-time or overseas buyers there can be a culture shock in how business is done here. Walk through every step in advance to reframe expectations.

- ☐ Explained reservation & the reservation form
- ☐ Explained the SPA and what they are committing to
- ☐ Explained the payment plan structure and milestones
- ☐ Explained DLD registration, fees and approvals
- ☐ Explained handover, timelines and what can shift

3. Bridge the Information Gap

Give them the picture they can't see from abroad. Look at the whole ecosystem, not just the unit.

Supply & demand dynamics in this specific area:

Comparable units in the same building / nearby:

External factors that may impact the property's performance:

4. When Expectations Don't Match Reality

Stay calm, give the client time and space, and reset with evidence — not pressure.

- ☐ Went back to their original expectations together
- ☐ Showed the reality with data and past transactions
- ☐ Helped them see where the disconnect is
- ☐ Let them either compromise on one or two elements, or adjust their perspective
- ☐ Made sure the decision — and its consequences — remained theirs

Tip: *Put all the elements in front of the client and let them decide. They are the ones who will benefit from the property's performance — or suffer from the lack of it — so they must own the decision, fully aware of the consequences.*