
Post-Sale Issue Handling Guide

Mastering Off-Plan: From Developer Relationships to Client Success | By Dalila Laaribi

A practical guide for managing common post-sale challenges in off-plan transactions. How you handle problems after the sale defines whether a client becomes a lifelong advocate or a lost relationship.

1. Construction Delays

What it looks like: The developer pushes the handover date beyond the original timeline, sometimes by months or years.

How to handle it:

- ☐ Acknowledge the client's frustration immediately — don't minimize it
- ☐ Contact the developer's client relations team for an official update
- ☐ Provide the client with a written timeline update within 48 hours
- ☐ Explain legal options: SPA clause review, RERA complaint process
- ☐ Reframe the situation: assess whether the delay impacts long-term value
- ☐ Offer to arrange a site visit so the client can see progress firsthand

2. Quality & Specification Issues

What it looks like: The finished unit doesn't match the promised specifications — lower grade finishes, layout changes, or missing features.

How to handle it:

- ☐ Document everything: photos, original brochure specs, SPA terms
- ☐ File a formal snag list with the developer before handover acceptance
- ☐ Advise the client on their rights under RERA and DLD guidelines
- ☐ Negotiate remediation or compensation on behalf of the client
- ☐ Never defend the developer at the expense of client trust

3. Developer Over-Promising

What it looks like: Marketing materials showed amenities, views, or community features that were scaled back or removed.

How to handle it:

- ☐ Compare marketing material vs. delivered product with documentation
- ☐ Determine what was contractually promised vs. marketing illustration
- ☐ Advise the client on realistic next steps (complaint, legal, negotiation)
- ☐ Use this as a learning moment: vet future projects more carefully
- ☐ Be transparent with the client — acknowledge the gap honestly

4. Speculator Payment Defaults

What it looks like: A client purchased off-plan with intent to flip, but can't afford payments beyond the 30–40% construction milestone.

How to handle it:

- ☐ Assess the client's financial situation without judgment
- ☐ Explore options: assignment/resale before next installment
- ☐ Contact the developer about payment plan restructuring
- ☐ Review SPA termination and penalty clauses
- ☐ Help the client make a rational decision — holding vs. exiting

- ☐ Set expectations: this process takes time and may involve losses

5. Client Communication During Issues

Golden rules for post-sale problem management:

- ☐ Never go silent — even if you don't have an update, communicate that
- ☐ Set clear timelines: "I will update you by [date]" and honour it
- ☐ Keep written records of every communication with client and developer
- ☐ Separate emotion from action — focus on next steps, not blame
- ☐ Remember: how you handle problems is what earns lifelong referrals

Tip: *The agent who disappears when things go wrong is the agent who gets replaced. The one who stays, communicates, and fights for the client — that's the one who gets referred for life.*