# THE GROWTH BLUEPRINT.

A strategic roadmap for transforming a UAE proptech SaaS platform into the dominant operating system for real estate agents — across the GCC and beyond.

# 00

// A NOTE BEFORE WE BEGIN

## To the agents who deserve better tools.

// THE BELIEF

This blueprint exists because of a simple Trifid belief: most SaaS platforms fail not because the product is wrong, but because the people who need it most never hear about it — and those who do aren't given a reason to stay.

// THE PROOF

BrokerHub360 has quietly built a powerful platform in a market where speed, automation, and transparency are the difference between a closed deal and a lost lead.

// THE PROOF OF CONCEPT IS UNDENIABLE

| $30K | 80 | 100% |
|---|---|---|
| SUBSCRIPTION REVENUE | PAYING AGENTS | RENEWAL RATE |

The opportunity is not to shout louder — it is to architect a brand world that earns trust, builds authority, and converts both into a defensible proptech ecosystem across the UAE, GCC, and beyond.

*"This document is the operating system for that architecture. It is opinionated, it is detailed, and it is built to be executed — not just read."*

— TRIFID MEDIA, ADVISOR TO BROKERHUB360

# 00

// WHAT'S INSIDE

## Twelve sections. Built to be executed.

Designed to run in sequence — though Section 05 (Content Engine) and Section 07 (Paid Media) can run in parallel from day one.


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# 01

// HOW TO USE THIS BLUEPRINT

## Five principles that shape everything.

### P/01 Credibility before clicks

In proptech, trust is currency. BrokerHub360 can't out-spend competitors into awareness. It can out-trust them. Every demo, every case study, every founder post is an investment in the one asset that compounds: belief.

### P/02 Automation is a movement, not a feature

The brand doesn't compete on cheap software. It competes on transformation. Not 'CRM tool' — but 'the platform that finally lets you run your brokerage on autopilot.'

### P/03 The agent is the story, the software is the proof

The highest-converting content in SaaS is transformation. Before/after. Chaos/clarity. Lost leads/closed deals. Every pillar leads with the human outcome, then lands on the product. Never the reverse.

### P/04 Distribution density beats ad spend

An agent who sees BH360 on LinkedIn, then TikTok, then hears a top broker mention it, then finds it first on Google — that agent books a demo. Omnipresence, not volume, is the moat.

### P/05 Build the ecosystem, not just the subscription

The platform that wins in GCC proptech is the one brokerages depend on to run their entire operation and return to for every growth decision. That is the 5-year arc.

# 02

// THE STATE OF BROKERHUB360 TODAY

## The product is right. The brand is half-built.

BrokerHub360 has the harder half of the equation solved — a real product delivering real results to real agents. **$30K MRR, 80 paying users, 100% renewal on ~$5/day in ad spend.** What's missing is the system that turns that proof into a brand the whole UAE real estate industry knows and depends on.

### // WHAT'S WORKING

- **+ Proven traction**
  $30K revenue · 100% renewal · 80 users
- **+ Product-market fit**
  UAE agents need exactly this
- **+ First-mover lane**
  No dominant affordable proptech CRM
- **+ Founder-led momentum**
  Roy's personal drive is an asset

### // WHAT'S NOT

- **× Brand world is thin**
  No visual identity, no founder story arc
- **× No content engine**
  Posting is reactive, not systematic
- **× No creator layer**
  Influencers and creators not structured yet
- **× Paid media early**
  Underdeveloped below $5/day test spend

### // THE READ

The platform is doing what the platform can do. Exponential growth won't come from changing it — it'll come from restructuring everything that happens before, around, and after the demo. That's the work this blueprint covers.

# 03

// THE STRATEGIC FOUNDATION

## The brand in one paragraph.

// POSITIONING_STATEMENT

For the independent real estate agent and growing brokerage across the globe — the solo agent building their book, the team lead scaling a unit, the broker juggling 40 leads and no system — **BrokerHub360 is the first platform** that automates their entire follow-up system, matches them to the right leads instantly, and removes every operational excuse not to close.

**We are not a CRM. We are the operating system modern real estate runs on.**

// TAGLINE_ARCHITECTURE

| [BRAND] | [SPEED] | [POWER] | [TRUST] |
|---|---|---|---|
| **The CRM that works while you sleep.** | **Never lose a lead again.** | **Run your brokerage on autopilot.** | **Close more. Work less.** |

// WHAT WE DEFEND

+ Automation-first positioning — every feature framed as time saved
+ Agent-success content — education leads, product follows
+ UAE-rooted identity — built for this market, not exported to it
+ Transparent pricing — what you see is what you pay

// WHAT WE AVOID

× Market as "just another CRM" — we are a growth engine
× Lead with features before outcomes — transformation first
× Expand internationally before UAE dominance is secured
× Compromise agent experience to win a brokerage contract

# 03.2

// WHO WE ARE BUILDING FOR

## Three agents, one centre of gravity.

PRIMARY — 60%

### The Independent Agent

AGE 22–38

**LOCATION**
GCC, Levant, and global markets.

**PROFILE**
Solo agents, new-to-mid career brokers without admin support.

**LEADS**
5–30 active leads at any time.

**WANTS**
Automation, speed, never missing a follow-up.

**WHERE**
Instagram, TikTok, LinkedIn — follows real estate influencers and founders.

SECONDARY — 30%

### The Team Lead / Brokerage Manager

AGE 30–50

**LOCATION**
GCC, Europe, North America, Southeast Asia.

**PROFILE**
Managing 3–15 agents, needs pipeline visibility and team accountability.

**LEADS**
50–200 leads across team pipeline.

**WANTS**
Oversight, reporting, CRM hygiene, agent performance.

**WHERE**
LinkedIn, YouTube, WhatsApp groups, industry events.

TERTIARY — 10%

### The Enterprise Brokerage

AGE N/A

**LOCATION**
Global — multi-market, multi-branch operations.

**PROFILE**
Large brokerages looking to standardise ops, white-label or API-integrate.

**LEADS**
High-volume, multi-branch operations.

**WANTS**
Scalability, custom integrations, dedicated support.

**WHERE**
LinkedIn, referral, direct outreach, industry conferences.

// THE ORDER MATTERS

Own one segment (independent agents in the GCC and Levant), then one region, then one continent, then the world. Be indispensable to one specific user before scaling.

# 05

// BRAND CONTENT PILLARS

## Three content types, fixed weekly mix.

What it looks like, what it sounds like, what ships when, and who owns what. The operating system for BrokerHub360's brand channels.

| | PILLAR | WHAT IT IS | WHAT GOOD LOOKS LIKE |
|---|---|---|---|
| 01 · 40% | **Edutainment** | Real estate education wrapped in entertainment. Pain points, tips, market insights — built to be shared. | "Why brokers lose 3 leads a day without knowing it." Cost-of-bad-follow-up reels. Market explainers in 60 seconds. |
| 02 · 35% | **Client Testimonials** | Agent transformation stories — before/after journeys across lead management, deal speed, brokerage growth. | Full arc: chaos to closed deal. 45-second hero film + agent quote. "How I went from 5 to 30 deals a month." |
| 03 · 25% | **Q&A / Gamified** | Viral, gamified real estate questions and audience challenges that generate mass engagement and shares. | "What property is the most expensive in the world?" · Suggesting different brokers for different cars. Comment bait. High-share formats. |

// WEEKLY MIX




// THE GUARDRAIL

The fastest way to break this system is to let conversion content creep above 10%. Build trust. Trust books demos. Demos close subscriptions.

# 06

// A SEPARATE, DISTINCT CONTENT ENTITY

## Roy's personal brand is not optional.

Roy's personal channel is a separate and distinct content entity from the BrokerHub360 brand account. **Founder-led content in B2B SaaS converts 3–5× better than brand-only content** — this is not optional, it is essential.

### 01

STORYTELLING

#### Autobiographical

The founder journey — building BrokerHub360, the mistakes, the lessons, the vision. Builds parasocial trust and long-term loyalty.

// EXAMPLES

"How I built a CRM agents actually use." Origin story Reels. Behind-the-scenes build content. Vulnerability posts that humanise the brand.

### 02

THOUGHT LEADERSHIP

#### Edutainment

Roy's personal insights on real estate, sales psychology, and brokerage operations — his expertise, his voice, his takes.

// EXAMPLES

"3 things top brokers do before 9am." Market opinion pieces. Short-form thought leadership. Trend commentary.

### 03

EMPLOYEE-GENERATED

#### EGC

Content created by Roy and the team showcasing the people behind BrokerHub360 — culture, wins, day-in-the-life, real work.

// EXAMPLES

Day-in-the-life at BrokerHub360. Team celebrating a product milestone. Roy reacting to a user win. Behind-the-scenes of a pitch.

// ROY'S PERSONAL BRAND POSITIONING — TRIFID DEDICATED SESSION

**Roy should become the most recognisable founder in proptech. Trifid will provide a dedicated personal-branding session covering on-camera presence, voice, content archetypes, and platform strategy — worth months of trial-and-error.**

# 07

// THE BLUEPRINT

## $3K/month into a predictable pipeline.

Meta, LinkedIn, TikTok, Google — budget allocation, creative system, and the scaling strategy that turns spend into demo flow.

### META ADS

**$1,000–3,000 / mo**

Retargeting, lookalike audiences from existing users, video creatives of agent testimonials. Primary objective: demo bookings.

// OBJECTIVES

Demo bookings · Free trials · Video views

### LINKEDIN ADS

**$500–2,000 / mo**

Sponsored content targeting UAE real estate agents and brokerage managers by job title. Highest CPL but highest intent.

// OBJECTIVES

Lead gen forms · Webinar regs · Agency awareness

### TIKTOK ADS

**$500–1,500 / mo**

Short-form video for brand awareness. "Stop losing leads" hooks. Agent pain-point formats. Younger broker demographic.

// OBJECTIVES

Brand awareness · Viral reach · Top-of-funnel

### GOOGLE SEARCH

**$1,000–3,500 / mo**

Intent capture: "real estate CRM Dubai", "broker software UAE", "lead management real estate". Highest conversion channel.

// OBJECTIVES

Free trials · Demo bookings · Branded search

// BLENDED MONTHLY SPEND

**$3K → $15K**

SCALING M3 → M12

// CREATIVE STRATEGY

Video creatives and agent testimonials prioritised over static ads at a **3:1 ratio**. Test 10 new creatives/month, cut losers at $50 spend, scale winners to 3× budget within the same month. Every creative starts with a pain-point hook, never a feature.

# 08

// WHO WE HELP YOU BUILD

## The hires Trifid will recruit, train, onboard.

Five roles. End-to-end recruitment, SOP creation, onboarding, and a personal-branding session for every hire.

| // POSITION | # | BASE SALARY | COMMISSION | TOTAL / YR → |
|---|---|---|---|---|
| **Meeting Setter** [1]<br>Lebanon-based | ×5 | $250–350 USD/mo<br>AED 915–1,300 | 5% per setter on closed deals | **AED 54K–78K combined** |
| **Closer / Sales Executive**<br>UAE-based | ×1 | AED 5,000–8,000 / mo | 10% on closed deals | **AED 60K–96K + commission** |
| **Content Creator** [2]<br>Lebanon or UAE | ×1 | Lebanon: $700–1,500<br>UAE: AED 5,000–8,000 | None | **Lebanon: AED 31K–66K · UAE: AED 60K–96K** |
| **Social Media Manager** [3]<br>Lebanon or UAE | ×1 | Lebanon: $700–1,500<br>UAE: AED 5,000–8,000 | None | **Lebanon: AED 31K–66K · UAE: AED 60K–96K** |
| **Sales Coordinator**<br>Lebanon or UAE | ×1 | Lebanon: $800–1,500<br>UAE: AED 4,000–6,000 | None | **Lebanon: AED 29K–54K · UAE: AED 48K–72K** |

[1] Performance-gated: paid only when monthly target is met. All 5 setters are Lebanon-based remote hires.

[2] UAE-based hire: Visa, health insurance, and all required documentation covered by BrokerHub360.

[3] UAE-based hire: Visa, health insurance, and all required documentation covered by BrokerHub360.

// TRIFID DELIVERABLE

**Every hire receives a dedicated personal-branding session — voice, on-camera presence, channel confidence. Worth months of trial-and-error.**

# 09

// ONE HIRE THAT MOVES THE NEEDLE

## The content role. Where the leverage is.

// ROLE_01 · CONTENT

**$700—1,500 USD / mo**

### Content Producer / Creative Strategist

// RESPONSIBILITIES

+ Daily short-form video production (2–4 videos / day)
+ Scripting, editing, and real estate trend research
+ Platform-specific adaptation: IG, TikTok, LinkedIn, YouTube
+ Founder (Roy) shoot direction (2 shoots / week)
+ UGC sourcing, curation, repurposing from agent network
+ Content calendar + creative performance review

// WHAT TRIFID DELIVERS FOR EVERY HIRE

| | |
|---|---|
| 01 / 06<br>**Recruitment**<br>End-to-end sourcing, screening, and candidate selection for every role. | 02 / 06<br>**SOP Creation**<br>Documented standard operating procedures covering every function. |
| 04 / 06<br>**Personal Branding**<br>Every hire gets a dedicated session — voice, presence, channel confidence. | 05 / 06<br>**Performance Framework**<br>KPI dashboard, weekly review cadence, accountability structure built for the role. |

| |
|---|
| 03 / 06<br>**Onboarding & Training**<br>Structured first-30-days program and role-specific playbooks. |
| 06 / 06<br>**Mahdi Advisory Access**<br>Direct CEO advisory for strategic decisions, pivots, growth inflection points. |

# 10

// THE SCOREBOARD

## Twelve numbers. Reviewed weekly.

Reported monthly, defended quarterly. If any one stops moving, something in the architecture above is not being executed.

| // METRIC | M3 | M6 | M12 → |
|---|---|---|---|
| ▸ BRAND & SOCIAL | | | |
| Instagram followers | 3K | 10K | 25K+ |
| Avg engagement rate | 4% | 5.5% | 7%+ |
| LinkedIn followers | 2K | 8K | 20K+ |
| TikTok followers | 5K | 20K | 50K+ |
| ▸ SALES & DEMOS | | | |
| Monthly demo bookings | 50 | 150 | 500+ |
| Demo → trial conversion | 20% | 30% | 40%+ |
| Trial → paid conversion | 15% | 25% | 35%+ |
| ▸ REVENUE | | | |
| Monthly paying users | 150 | 350 | 1,000+ |
| MRR growth MoM | 15% | 20% | 25%+ |
| Renewal / retention | 90% | 93% | 95%+ |
| ▸ PAID MEDIA | | | |
| Blended ROAS | 2.5 | 3.0 | 4.0+ |
| Monthly paid spend | $3K | $7K | $15K+ |

### // WEEKLY

One-page report every Friday. Numbers + one paragraph of read. Reviewed by Roy in 5 minutes.

### // MONTHLY

Full deck: creative debrief, influencer leaderboard, paid breakdown, next-month priorities.

### // QUARTERLY

Strategic review with Trifid. What is working at the system level. What needs rearchitecting.

# 11

// WHY TRIFID

## Not a consulting engagement. A strategic partnership.

The kind **Mahdi wished he had when scaling Trifid**. The entire firm is now deployed behind BrokerHub360's growth.

// 10 GLOBAL OFFICES · ONE MISSION

ZERO → 10 OFFICES

| | | | | |
|---|---|---|---|---|
| ×01 **UAE (HQ)** | ×02 **Jordan** | ×03 **Lebanon** | ×04 **United Kingdom** | ×05 **Australia** |
| ×06 **Bali** | ×07 **India** | ×08 **Qatar** | ×09 **KSA** | ×10 **Kuwait** |

// MAHDI ADVISORY

### Direct CEO access for the decisions that define whether a platform scales or stalls.

Hiring, positioning, expansion, product-market fit — the inflection points. Mahdi has been there. He knows the way.

// THE RECRUITMENT EDGE

### Trifid-standard talent without Trifid-level recruitment costs.

Every hire in this blueprint — meeting setters in Lebanon, content creators in the UAE — sourced, screened, and onboarded by Trifid. SOPs, KPI frameworks, training programs built in.

# 12

// THREE PHASES. EACH BUILDS ON THE LAST.

## Phase 01 can start Monday morning.

| // PHASE_01 Foundation | | DAYS 01–30 |
|---|---|---|
| WK 1 | Brand audit, positioning finalised, content pillars locked, social handles optimised | |
| WK 2 | Content creator and social media manager hired via Trifid recruitment pipeline | |
| WK 3 | First 20 content pieces scripted, shot, scheduled. Roy's first founder Reel live | |
| WK 4 | Paid media accounts structured. First $1K test spend on Meta & LinkedIn. 3 influencer outreach packs sent | |

| // PHASE_02 Momentum | | DAYS 31–60 |
|---|---|---|
| WK 5–6 | 5 meeting setters onboarded. Outreach SOPs installed. First demo pipeline active | |
| WK 6–7 | 10 Tier-3 creator activations live. 3 agent testimonial videos produced | |
| WK 7–8 | Paid spend scaled to $3K/month. Google Search campaigns live for Middle East intent keywords | |
| WK 8 | First weekly report delivered. Creative leaderboard established. CRM automation flows live | |

PHASE_03 / SCALE → CONTINUED ON NEXT PAGE →

# 12

// THE FOUNDATION IS SET. MOMENTUM IS BUILDING.

## Phase 03.
## Now we scale.

| // PHASE_03 Scale | | DAYS 61–90 |
|---|---|---|
| WK 9–10 | Closer onboarded. Full sales pipeline operational with pipeline manager in place | |
| WK 10–11 | First Tier-2 influencer activation live. LinkedIn organic strategy producing qualified leads | |
| WK 11 | Paid spend scaled to $7K/month. ROAS target 2.5×. 150+ demos booked cumulative | |
| WK 12 | Quarterly review with Trifid. Q2 strategy locked. International expansion planning begins | |

// BEYOND 90 DAYS

MONTH 04–06 · OPTIMISE

**Double down. Cut the bottom 20% of spend.**

First international market scoping — KSA or Jordan.

MONTH 06–12 · COMPOUND

**1,000+ paying users. Brand recognition across UAE.**

Founder-led content compounds. Distribution density becomes the moat.

// THE ARC

Twelve months from now: a real estate agent in Dubai needs a CRM, opens their phone, and opens BrokerHub360 without thinking.

// A FINAL NOTE

# Build it like it matters.

Most platforms don't fail at strategy. They fail at the boring, repeated, weekly execution of a strategy that was correct in the first place.

**This blueprint is correct.**

The thing that matters now is showing up on Monday morning and running it.

// THE COMMITMENT

Trifid will be there for every Monday stand-up, every Friday report, every shoot day, every influencer activation, every paid creative review, and every quarterly recalibration — for as long as BrokerHub360 wants us alongside the work.

**The marketing has done its job when no one talks about the marketing.**