

Glamour Star AI

AI Sales & Communication Platform

Prepared for Unique Properties

A focused discussion deck for buyer qualification, owner/seller/landlord acquisition, integrations, voice readiness, operational workflows and next-step discovery.

Meeting outcome

Identify the highest-value use case and agree the right next step for Unique Properties.

**AI handles repetition.
Humans handle
relationships.**

CONVERSE

Natural multilingual conversations

QUALIFY

Budget, intent, timeline, contact

CONNECT

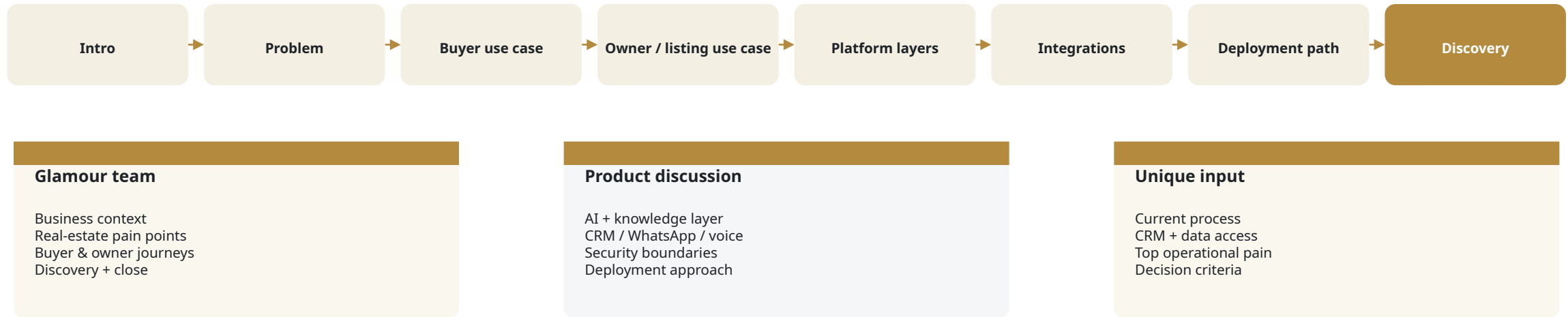
CRM, inventory, WhatsApp, voice

CONVERT

Structured opportunities + handoff

Suggested meeting flow

A business discovery conversation first, with technical depth where it matters.



After the capability overview, the priority is to understand Unique's real process and highest-value use case.

Start with the real-estate problem

Brokerage has two constant challenges: genuine demand and quality supply.

Demand side **Buyer / investor leads**

- Respond quickly
- Understand intent
- Qualify serious clients
- Prevent lost follow-up

Supply side **Owners / listings**

- Identify sellers and landlords
- Capture property details
- Assess owner intent
- Create listing opportunities

Business goal

More qualified opportunities with less repetitive agent work.

Glamour Star AI supports both sides of brokerage — identifying genuine demand and building quality supply.

Core message to repeat

This is a sales productivity story, not an anti-agent story.

Glamour Star AI is not designed to replace agents. It is designed to help agents spend more time selling.

AI should handle

First response
Basic qualification
Data structuring
Reminders & early follow-up

Humans should handle

Relationships
Advice
Valuation discussions
Negotiation & closing

**AI handles
repetition.
Humans handle
relationships.**

Buyer AI journey

From late-night website enquiry to structured opportunity for the agent.



Example opening

“Are you looking to live in the property or invest?”

Qualification captured

Intent • Budget • Area
Developer preference
Timeline • Financing
Contact details

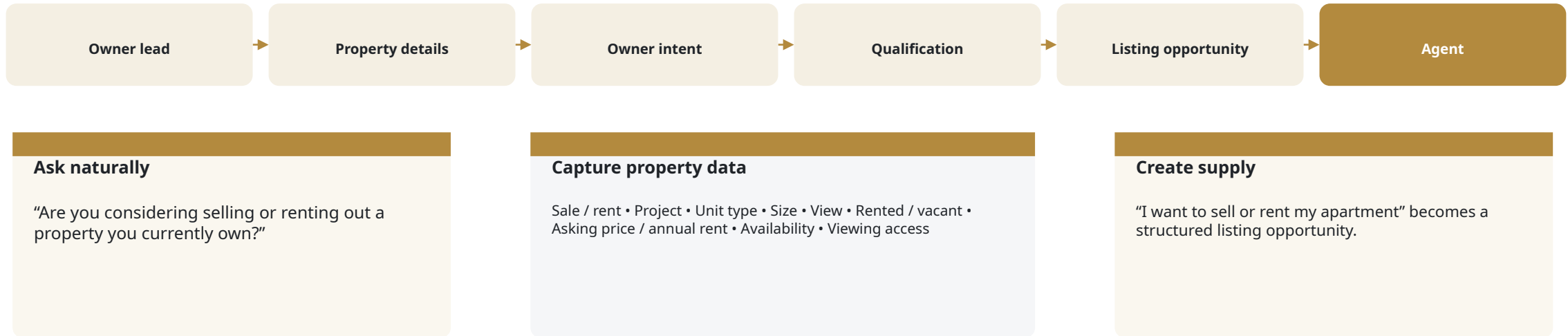
Agent receives

Investor | AED 2M | Dubai Creek Harbour / Dubai Hills |
Emaar preference | 3–6 month timeline

By morning, the agent receives a qualified opportunity with context — not just a name and phone number.

Owner, seller & landlord acquisition

The same platform can support resale and rental supply generation.



On one side, we identify demand. On the other side, we help build supply.

Demand + supply matching

Once requirements and inventory are structured, the platform can surface relevant opportunities.



Instead of isolated leads and isolated properties, the platform can help identify relevant opportunities between existing demand and available inventory.

Why this is not “just a chatbot”

The difference is not the chat window; it is the controlled business layer behind it.

Chatbot

- Answers questions
- Often isolated
- Limited business memory
- Weak handoff

General AI tool

- Can converse
- But not configured around Unique's data, sales rules, users and workflows

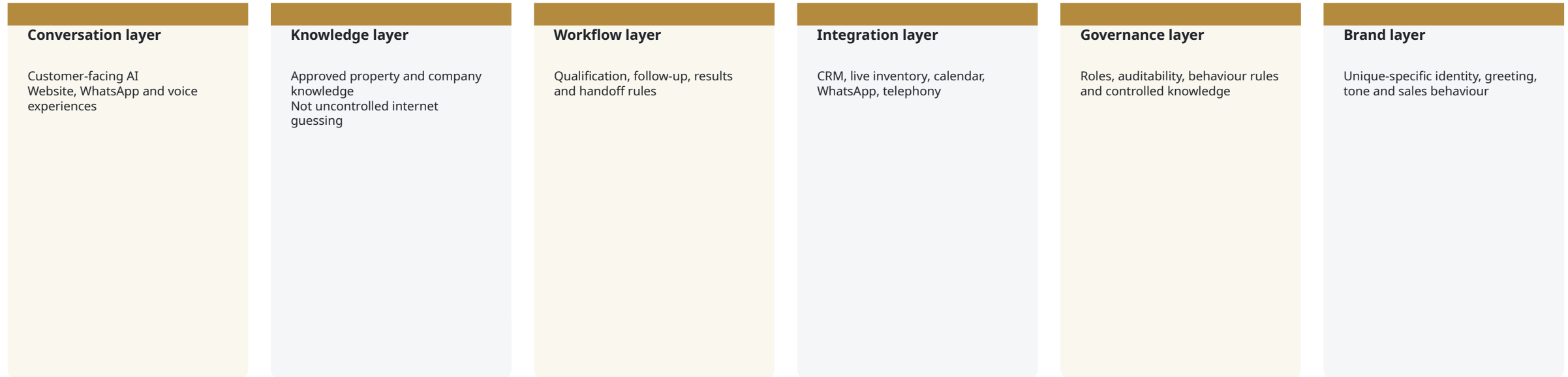
Glamour Star AI

- Understands intent
- Qualifies leads
- Uses approved knowledge
- Creates outcomes
- Hands off to agents

A chatbot answers questions. Glamour Star AI manages part of the sales process.

Platform capability layers

The AI model is one component; the business layer creates the value.



“The AI model is one component. The value is the controlled business layer around it.”

Operational AI workspace

The conversation becomes structured operational data for the sales team.

Leads & Contacts

Customer and prospect records with requirements and notes

Conversations

AI chat history and context for review

Calls & Transcripts

Voice records, transcripts and linked leads

Results

Structured outcomes from conversations and calls

Follow-ups

Next actions, reminders and workflow continuity

Activity History

Operational visibility into what happened and when

The AI interaction should not disappear after the conversation — it should become usable sales data.

Knowledge, data & governance

Unique controls what the AI can know, use and escalate.

Approved knowledge

Projects, developers, areas, inventory, internal notes, FAQs and approved policy language.

Safe behaviour

If information is missing, the AI should clarify or escalate rather than invent.

Manager control

Roles, activity history, auditability, conversation review and configurable handoff rules.

A safe handoff is better than a confident wrong answer.

Integration requirements

Activations depend on the actual systems, APIs, accounts and provider access available at Unique.

CRM

Live inventory

WhatsApp Business

Calendar / viewing

Voice / SIP

Professional answer

"Yes, subject to the available APIs, provider access, account configuration and agreed integration scope."

Discovery required

Exact CRM, WhatsApp, inventory and telephony behaviour should be confirmed after reviewing Unique's actual environment.

Integration clarity prevents overpromising and keeps the commercial scope clean.

Voice & telephony readiness

The realtime voice foundation is ready; direct telephone operations activate after SIP provisioning.

Realtime voice engine

Live conversational AI, speech processing, transcripts, lead linking and post-call result processing.

Direct telephone calling

Activated when Unique provides approved corporate SIP trunk, telephone numbers and telecom-provider access.

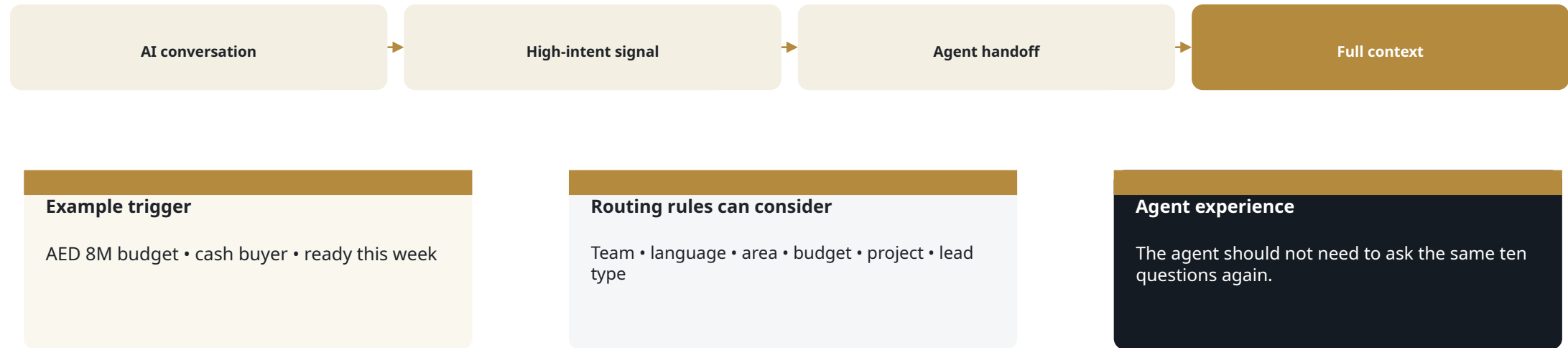
Outbound workflows

AI can support defined outreach or follow-up workflows where permitted, configured and compliant.

Do not call everyone. Define who to contact, why, and what outcome we want.

Human handoff & routing

The AI should know when to stop being AI.



Initial deployment paths

Start with the use case that creates the biggest operational opportunity for Unique.

Path A — Buyer AI

- Website or WhatsApp lead
- Natural conversation
- Qualification
- Property guidance
- Follow-up
- Agent handoff

Path B — Owner / Listing AI

- Owner or landlord lead
- Property information
- Seller / landlord motivation
- Listing qualification
- Potential match
- Agent handoff

Path C — Combined Sales Layer

- Buyer + owner workflows
- Shared knowledge
- CRM + inventory integration
- Voice readiness
- Operational workspace
- Measurable KPIs

The right first step depends on Unique's highest-value use case and available systems.

Success metrics & discovery questions

The goal is measurable business value — not only an impressive AI demo.

Response time

Qualification completion

Qualified opportunities

Follow-up completion

Human handoff rate

Viewing / appointment conversion

Listing opportunities

CRM data completeness

Discovery questions

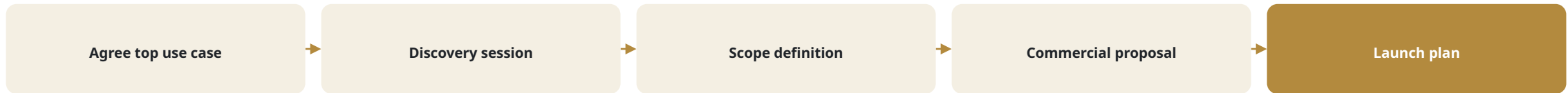
Where do most leads come from?
Where do opportunities get lost?
How important is resale/rental listing acquisition?
Which CRM and inventory systems are used?

Six-month success question

“Six months from now, what would need to improve for this project to be called a success?”

Close with a clear next step

Turn the discussion into a focused scope and commercial proposal.



“We do not want to sell Unique an AI feature. We want to build an AI sales capability that produces measurable value for Unique Properties.”

Ask for: a focused discovery session with the relevant sales and technical stakeholders.

Next step: use case → discovery → proposal