



# GuyLast

Premium Real Estate Recruitment UAE



[www.guylast.com](http://www.guylast.com)

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## About Us

- ❖ Guy Last Premium Real Estate Recruitment UAE is a turnkey solution offering unique and innovative services. With offices in the UK and Dubai, and with over a decade worth of experience in the UAE, we offer a truly personal and expert perspective on Dubai based real estate recruitment.

We are a relationship building business dedicated to delivering a deep understanding of our market, employers and candidates. Our new and innovative approach has seen us consistently receive positive feedback from candidates and employers. Guy Last Premium Real Estate Recruitment UAE, takes great pride in our approach, unique services and delivering a consistent high standard of customer service.

### ***Our Mission***

- ❖ Guy Last Premium Real Estate Recruitment UAE aim to set a new benchmark by raising the level of standards, expectations and value added services within the recruitment industry.

The first stage of our mission is within the Dubai Real Estate Industry, where we will achieve extraordinary results in delivering bespoke solutions which enable employers to flourish and our candidates to maximise their career potential.

# *Lets Get Straight to the Point*

 Our first step of a full-scale recruitment campaign includes the following:



***Advertising***



***Requisition Management***



***Applicant and Resume In-take***



***Preliminary Screening***



***Short Listing Candidates***



***Informal Reference Checks***



***Individual assessment and testing***



***Final Interview***

## *In a Little More Detail*



Our unique approach and experience with requisitions will help you narrow down the necessities and target the right candidate.



We will advertise your job positions across the UK's leading job portals including 'Premium' adverts on sites such as [www.reed.co.uk](http://www.reed.co.uk), [www.indeed.co.uk](http://www.indeed.co.uk) and [www.totaljobs.com](http://www.totaljobs.com).



We have systems in place to make sure each and every resume is captured with notifications of delivery to both the recruitment agent and candidate.



Thorough reviews of the candidates cover letter and resume will be conducted.



The candidates skills and experience will be cross referenced with your company's requirements and suitable candidates will be short listed for the next stage.



When conducting the informal reference checks we have a planned process to verify the accuracy of information, as well as identifying the potential development needs of the applicant.



Various positions may need certain assessments to make sure we match the right candidate with the job requirements.



Once our process is concluded, we then arrange for you to personally interview the recommended candidates in order to make a final decision.

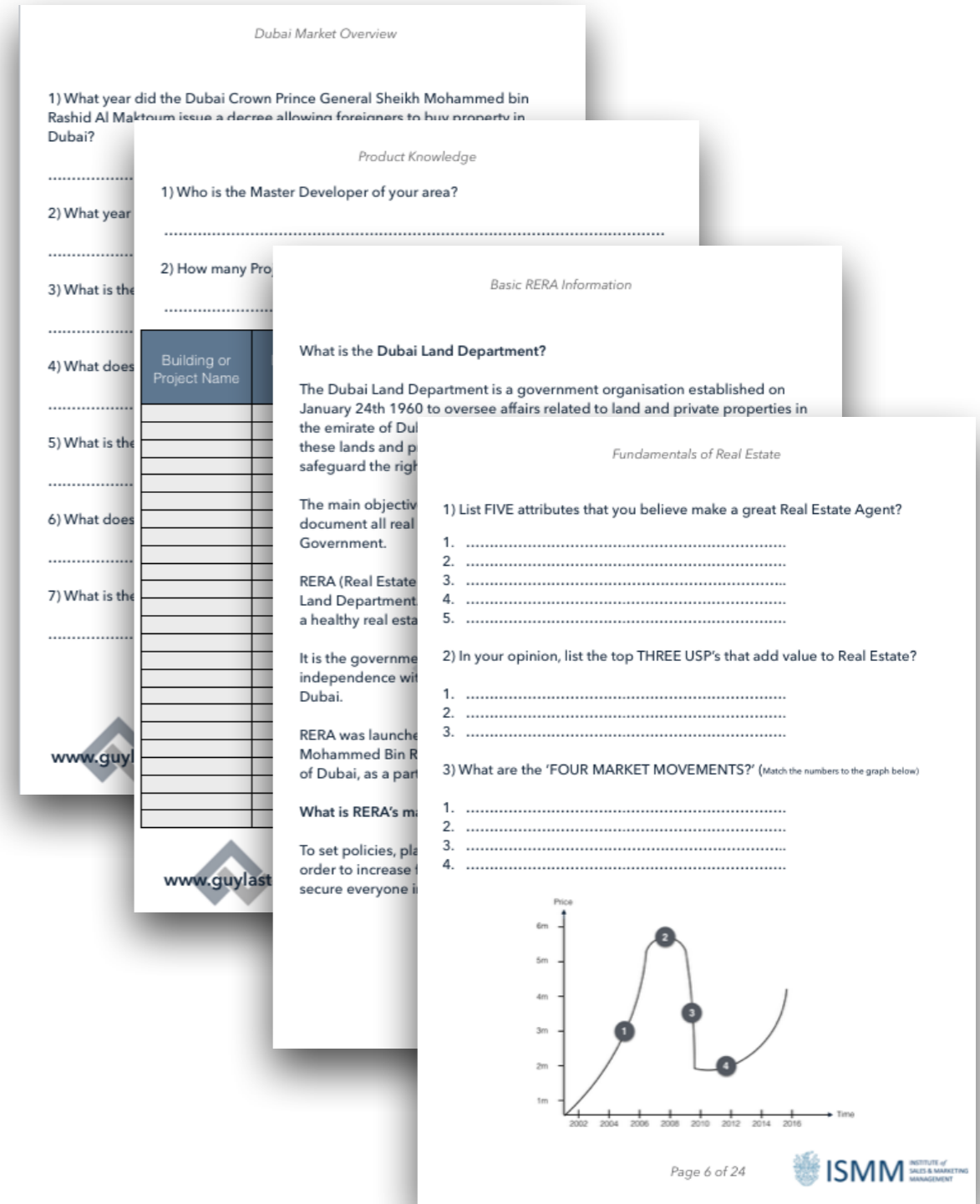
# Package One

## 1-Day Induction

Before joining you in Dubai, your selected candidates will be taken through a **1-DAY** induction held at our UK office. They will be issued a 25 page 'Training Guide' which includes information, Q&A's and role play scenarios, all in relation to the full days induction. The candidates will be introduced to Dubai's history, the exciting present day and also discuss the future projects and developments that the world-renowned city has planned.

We will provide the candidate with proven strategies on how to build a client network through various avenues. They will also receive training on how to service their clients and manage their appointments and work schedule.

Each candidate will also receive valuable information on the basic guidelines, giving them a brief overview of RERA and the Dubai real estate in general. They will also be introduced to the fundamentals of real estate, covering the market trends that effect supply and demand and ultimately the ever changing property prices. All of which will give your candidate a head start with basic knowledge of Dubai as a real estate market.



*Dubai Market Overview*

1) What year did the Dubai Crown Prince General Sheikh Mohammed bin Rashid Al Maktoum issue a decree allowing foreigners to buy property in Dubai?

.....

2) What year .....

3) What is the .....

4) What does .....

5) What is the .....

6) What does .....

7) What is the .....

*Product Knowledge*

1) Who is the Master Developer of your area? .....

2) How many Pro .....

*Basic RERA Information*

**What is the Dubai Land Department?**

The Dubai Land Department is a government organisation established on January 24th 1960 to oversee affairs related to land and private properties in the emirate of Dubai. Its main objective is to safeguard the rights of all parties involved in real estate transactions and to ensure a healthy real estate market.

*Fundamentals of Real Estate*

1) List FIVE attributes that you believe make a great Real Estate Agent?

1. ....

2. ....

3. ....

4. ....

5. ....

2) In your opinion, list the top THREE USP's that add value to Real Estate?

1. ....

2. ....

3. ....

3) What are the 'FOUR MARKET MOVEMENTS?' (Match the numbers to the graph below)

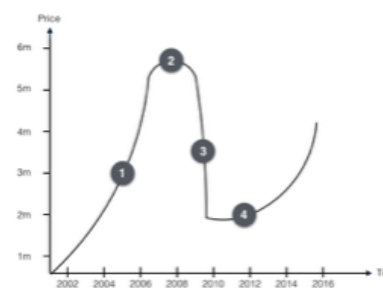
1. ....

2. ....

3. ....


4. ....

Price



Time

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# Package One

1-Day Induction Includes



Recruitment Campaign
Advertising
Requisition Management
Applicant and Resume Intake
Preliminary Screening
Short List Candidates
Informal Reference Checks
Assessment & Training
Final Interview
Job Offer



One Day Induction
Introduction into Dubai
Dubai Market Overview
Fundamentals of Real Estate
Growing the Referral Network
Client Management
Video Content
Question & Answer
Motivation & Goal Setting
Basic RERA guidelines
Role Play Scenarios
Dubai Directory



Relocation Support
24/7 UK Based Support
Booking Flights
Sourcing Accommodation
General Q&A
Clothing Recommendations
Money Transfer
Money Exchange
Reassurance
Family Support
In-Depth Preparation
Professional Advice
Travel Check List
Follow up Support
Dubai Based Support

# Package Two

## 2-Day In-Depth Induction and Sales Tips & Techniques

**Package Two** is a **2-DAY** course covering an in-depth induction into Dubai as well as sales tips and techniques specifically for the Dubai real estate market. They will be issued a 45 page 'Advanced Training Guide' which includes 'Package One' information, Q&A's and role play scenarios, including an introduction into Dubai, covering the short history, and talking about the exciting future projects.

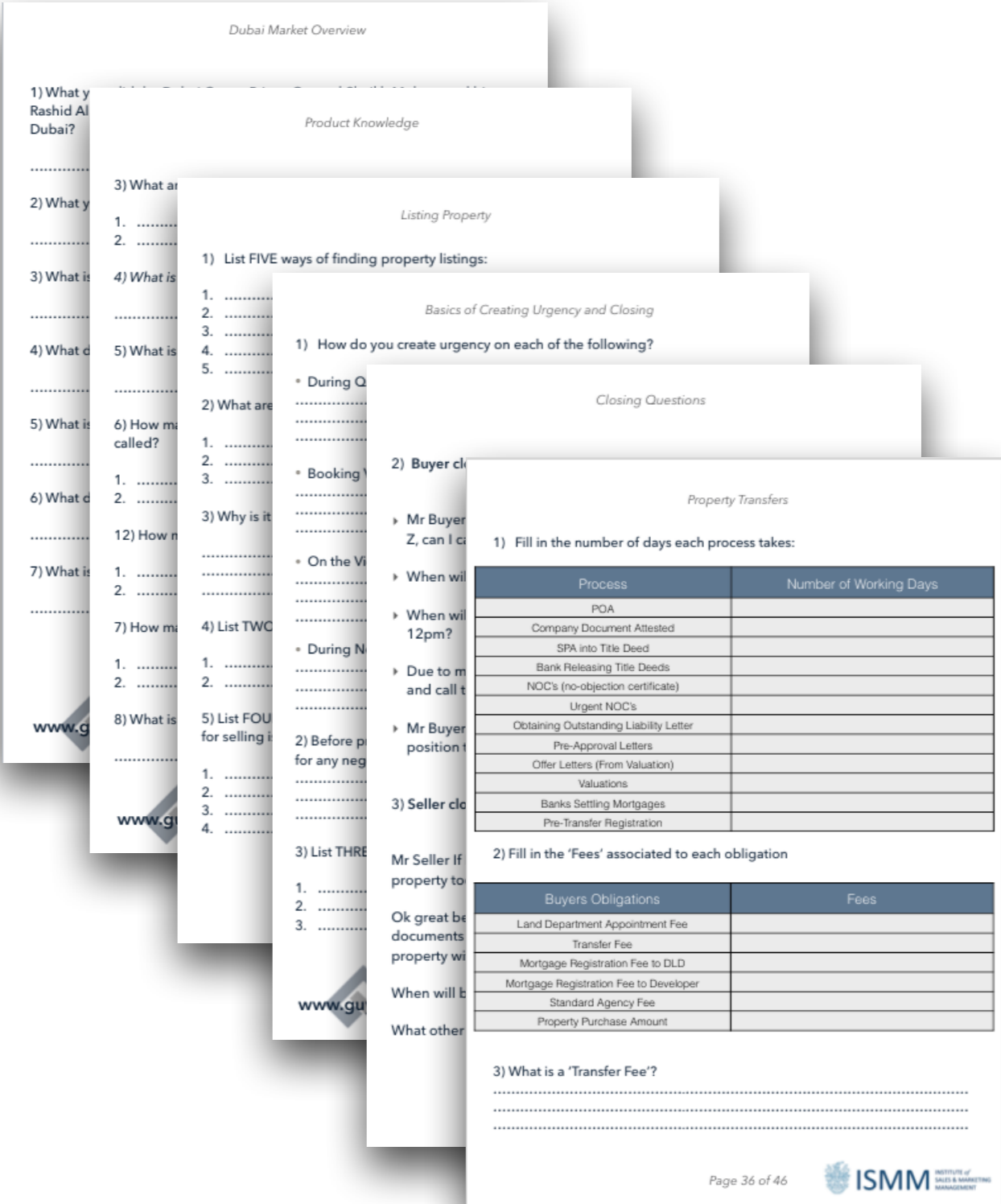
### Objectives

- To provide an overview of Dubai's History as a city and Emirate
- To review the Dubai Real Estate Market
- To examine the fundamentals of Real estate
- To understand the importance of product knowledge
- To be made aware of the key Dubai based Real Estate sales techniques and procedures

### Learning outcomes

On completion of this course you will be able to;

- Relocate comfortably with relevant knowledge of the city
- Identify the fundamentals of Dubai Real Estate
- Distinguish between the different cycles of Real Estate markets
- Identify and establish the appropriate referral networks
- Understand the importance of client & customer management
- Identify the service needs of different types of clients
- Explain in detail product knowledge about their selected area
- Demonstrate phone techniques and cross selling
- Explain the different types of qualifying clients and customers
- Describe ways of creating urgency and negotiating
- Describe the importance of listening skills
- Explain the procedures for Listing property
- Demonstrate how to book and conduct viewings
- Understand the importance of time management



**Dubai Market Overview**

**Product Knowledge**

**Listing Property**

**Basics of Creating Urgency and Closing**

**Closing Questions**

**Property Transfers**

1) Fill in the number of days each process takes:


Process	Number of Working Days
POA	
Company Document Attested	
SPA into Title Deed	
Bank Releasing Title Deeds	
NOC's (no-objection certificate)	
Urgent NOC's	
Obtaining Outstanding Liability Letter	
Pre-Approval Letters	
Offer Letters (From Valuation)	
Valuations	
Banks Settling Mortgages	
Pre-Transfer Registration	

2) Fill in the 'Fees' associated to each obligation

Buyers Obligations	Fees
Land Department Appointment Fee	
Transfer Fee	
Mortgage Registration Fee to DLD	
Mortgage Registration Fee to Developer	
Standard Agency Fee	
Property Purchase Amount	

3) What is a 'Transfer Fee'?

.....  
.....  
.....

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# Package Two

*2-Day In-Depth Induction and Sales Tips & Techniques Include*



Recruitment Campaign
Advertising
Requisition Management
Applicant and Resume Intake
Preliminary Screening
Short List Candidates
Informal Reference Checks
Assessment & Training
Final Interview
Job Offer



Day One Induction
Introduction into Dubai
Dubai Market Overview
Fundamentals of Real Estate
Growing the Referral Network
Client Management
Video Content
Question & Answer
Motivation & Goal Setting
Basic RERA guidelines
Role Play Scenarios
Dubai Directory



Day Two Sales Training
<b>Cold Calling Techniques</b>
<b>In-Depth Qualifying</b>
<b>Closing Questions</b>
<b>Creating Urgency</b>
<b>Closing Offers</b>
<b>How to List Property</b>
<b>Viewings &amp; Appraisals</b>
<b>Property Transfers</b>
<b>Telephone Role Play</b>
<b>Qualifying Role Play</b>
<b>Product Knowledge</b>



Relocation Support
24/7 UK Based Support
Booking Flights
Sourcing Accommodation
General Q&A
Clothing Recommendations
Money Transfer
Money Exchange
Reassurance
Family Support
In-Depth Preparation
Professional Advice
Travel Check List
Follow up Support
Dubai Based Support



# UK Induction and Training

2016/17 Dates

<b><i>Dates 2016</i></b>	<b><i>Package 1</i></b>	<b><i>Advanced Package 2</i></b>
October	Friday 28th	Saturday 29th
November	Friday 25th	Saturday 26th
December	Friday 16th	Saturday 17th

<b><i>Dates 2017</i></b>	<b><i>Package 1</i></b>	<b><i>Advanced Package 2</i></b>
January	Friday 20th	Saturday 21st
February	Friday 24th	Saturday 25th
March	Friday 17th	Saturday 18th
April	Friday 21st	Saturday 22nd
May	Friday 26th	Saturday 27th
June	Friday 23rd	Saturday 24th
July	Friday 28th	Saturday 29th
Total	7	7

# Relocation Support

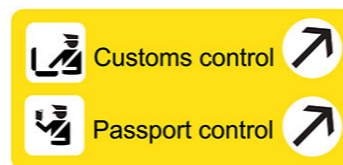
Value Added Service Included

Once the candidate has successfully signed their offer letter and confirmed their start date, they will receive full support from our relocation department who have a combined living experience of over 20 years in Dubai.

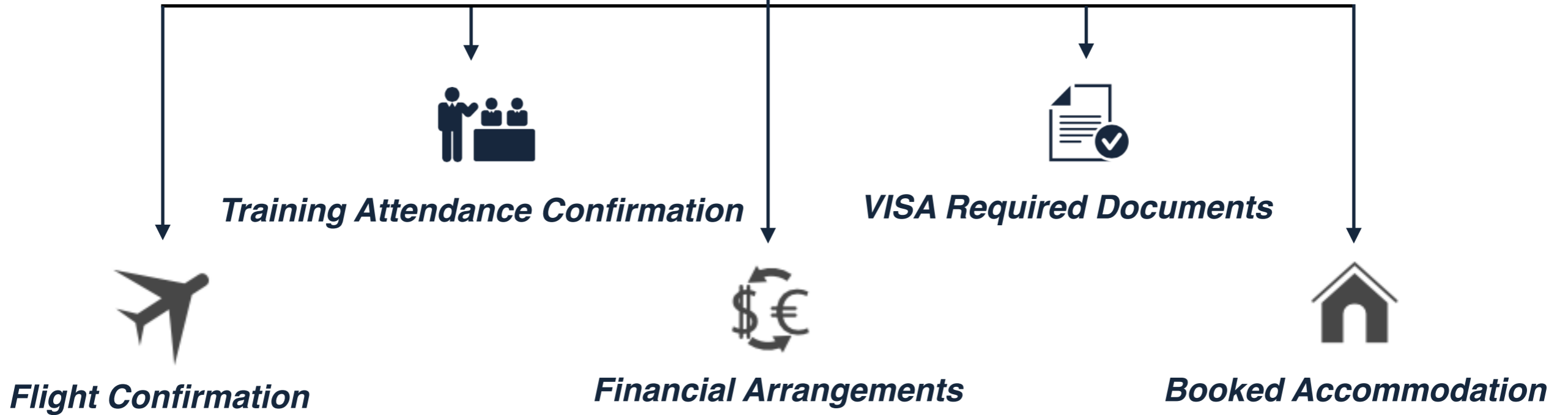
We will provide a service to your candidates where they can contact our UK office 24/7 with any questions or concerns. Our team will be on hand to answer and support them through the process up to and after arriving in Dubai. Any questions asked regarding company affairs we will pass directly on to you.

Our purpose is to install confidence and reassurance by assisting them step by step making their transition from the UK to Dubai a smooth and stress free process.

This is a value added service which **you** as the real estate company will be offering via Guy Last. No other company currently assists with relocation and offers the experience and services we do.



*Initial Support Includes*





## Training Attendance Confirmation

The Candidate Induction and Training days will be confirmed by the 'Recruitment Consultant'. The Relocation Manager will send an email to the candidate with the specific training dates and all necessary information will be included on the email. We will gain confirmation from the candidate 2-4 weeks prior to the chosen induction and training dates.



<b>Dates 2017</b>	<b>Package 1</b>	<b>Advanced Package 2</b>
January	Friday 20th	Saturday 21st
February	Friday 24th	Saturday 25th
March	Friday 17th	Saturday 18th
April	Friday 21st	Saturday 22nd
May	Friday 26th	Saturday 27th
June	Friday 23rd	Saturday 24th
July	Friday 28th	Saturday 29th
Total	7	7



## Flight Confirmation

The relocation department will assist by sourcing flight dates and times suitable and in line with their start date. We will provide two options which will consist of a direct flight and a cheaper option that will involve one stop. Both flights must land a minimum of 3 days before their start date. This gives the candidate the opportunity to settle in, familiarise themselves with the surroundings, acclimatise and also adjust to the time difference. The relocation department will also remind them of the fact that they will enter on a 'visit VISA' which will be stamped at the airport on their arrival.



London (Any) ▶ Dubai (Any)  
1 adult | Economy

21/09/2016

	<p>13:20 STN</p> <p>11h 1 stop SAW</p> <p>03:20 (+1) DXB</p>	<p>15 deals from <b>£152</b></p> <p>Select</p>
	<p>17:45 LHR</p> <p>7h Direct</p> <p>03:45 (+1) DXB</p>	<p>21 deals from <b>£284</b></p> <p>Select</p>





## Accommodation Booked

Accommodation is always a worry for every candidate however we will make it a stress free and reassuring process. We always recommend that for the first 1-2 weeks they stay in a hotel. This is only if they haven't already arranged to stay with friends, family or associates. We will provide them with an option of 3 B&B's / Hotels which are closely located next to their office. This will be sourced by our relocation department and provided via website links to the candidates.

**Example:** Below are THREE hotels within 3km's of a **Al Barsha Based Real Estate** Office. It will cost AED12 (£2) in a taxi to reach the office. Approximately 2-4 minutes from the hotel to the office.



### Holiday Inn Dubai - Al Barsha

Sheikh Zayed Road, Al Barsha 1 - Near Mall of The Emirates - Dubai - United Arab Emirates

+971 4 323 4333

[www.hialbarshadubai.com](http://www.hialbarshadubai.com)

### IBIS Hotel Al Barsha

Sheikh Zayed Rd, Al Barsha - Dubai - United Arab Emirates

+971 4 399 6699

[www.accorhotels.com](http://www.accorhotels.com)

### Citymax Hotel Al Barsha

Al Barsha 1, Behind Mall of the Emirates - Dubai - United Arab Emirates

+971 4 409 8000

[www.citymaxhotels.com](http://www.citymaxhotels.com)



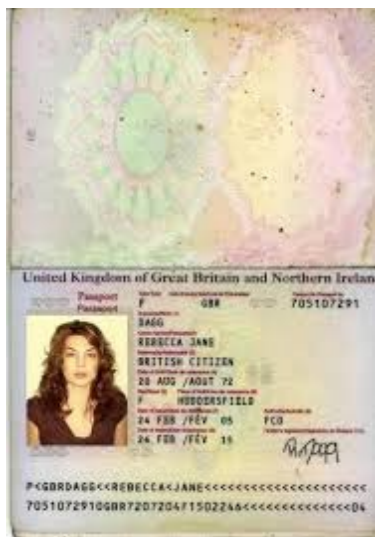
## VISA Required Documents

Each company will have their individual document requirements however we will have a standard checklist which prepares the candidate for all scenarios and future employment within the UAE.



### List includes:

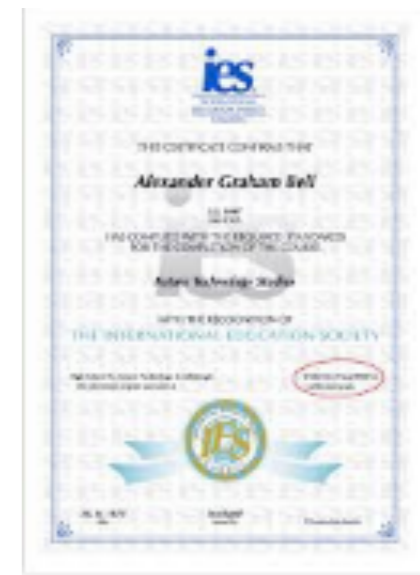
Passport Copy (Color)



Digital Passport Photo (Color)



Educational Certificates





## ***Financial Arrangements***

Every candidate that we will be recruiting will all have a minimum of £5000 that they will need to transfer over to Dubai once they have set up a bank account inside the UAE. We advise them on how much is necessary going into a commission based role to cover living expenses and all eventualities. We will guide and advise them in terms of travel money and logistically managing their finances in the first few months. This will allow candidates to focus more on their job roles and less stress on managing their finances in the early stages of their relocation. We will be offering a combined living experience of over 15 years in Dubai to make sure the candidates get off to the best start possible.





General

Shopping

Food

Cars & Driving

Health Care

Banking



# Relocation

United Arab Emirates

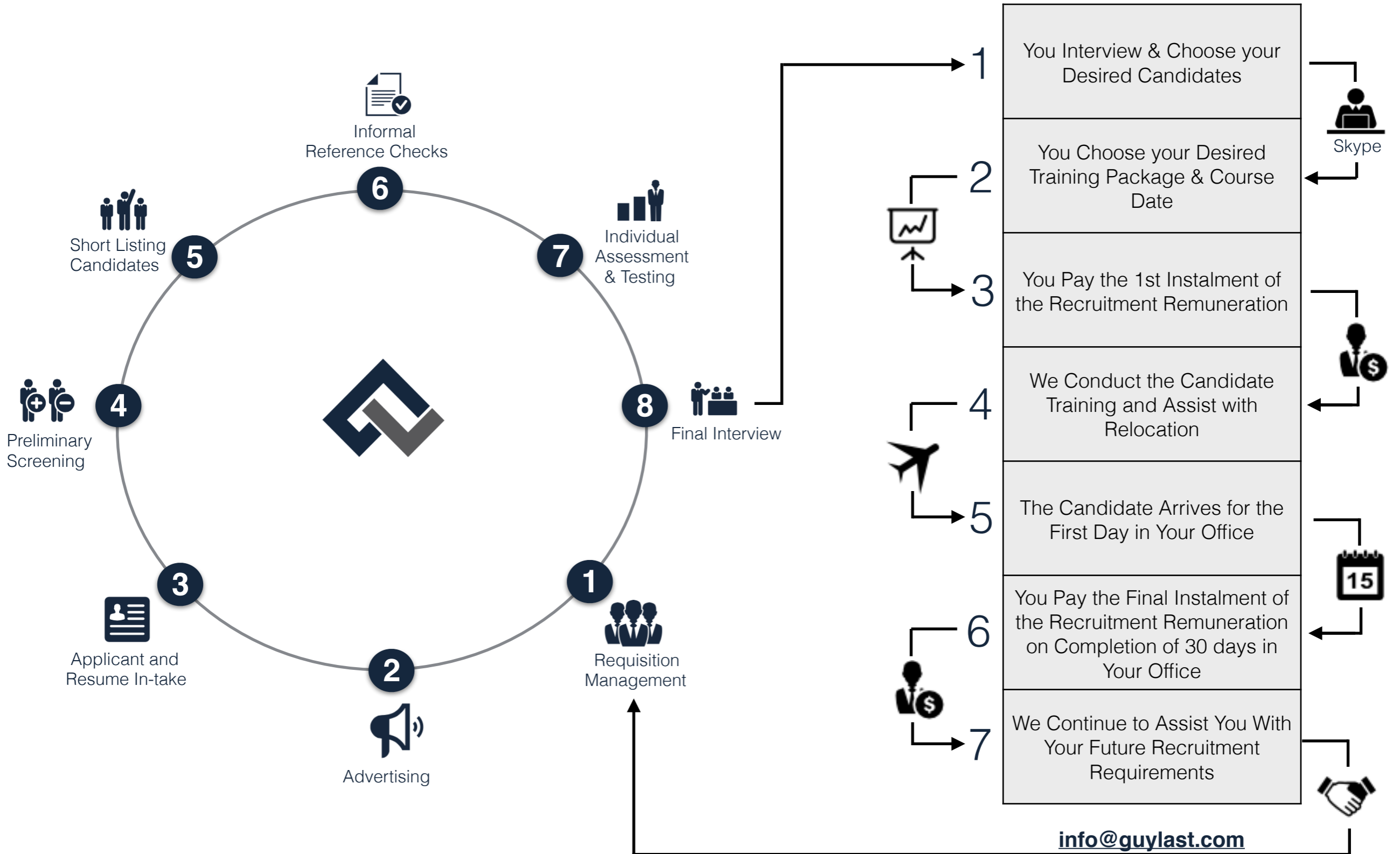


The Relocation support will continue to progress and enhance its services. The list below are the added value services which are ongoing throughout the candidates entire relocation process. Ultimately, the candidate wants the support and reassurance that they have a reliable source to gain as much information and support as possible to hand **IN THE UK.**



Relocation Support	
24/7 UK Based Support	24/7 telephone and email support from our UK based Relocation Manager
Booking Flights	Assistance and recommendations on flights that will match the candidates budget & start date in Dubai
Sourcing Accommodation	Preferential rates will be offered on accommodation relative to the location of the company office
General Q&A	A combined 15 years of Dubai knowledge will be on hand for every kind of question the candidate has
Clothing Recommendations	Clothing will be recommended for both work and social along with Dubai etiquette guidelines
Money Transfer	Advice and support will be offered with the candidates financial arrangements
Money Exchange	We are in partnership with exchange companies offering the best rate and advice for Dubai Exchange
Reassurance	Reassurance is a key element during the relocation stage as this is where the highest rate of drop off is found
Family Support	We offer help, support and advice if the candidate is relocating with family or partners
In-Depth Preparation	We provide a check list of necessary preparations for each candidate to go through
Professional Advice	Guy Last has 10 years experience in the Dubai real estate and development industry.
Travel Check List	Travelling to the UAE can be daunting however our check list insures a smooth and stress free trip
Follow up Support	Our relocation service supports each candidate for 3 months from the day they land in Dubai
Dubai Based Support	Our office in Dubai is on hand to also offer help, support and advice if necessary

# Recruitment & Remuneration Process

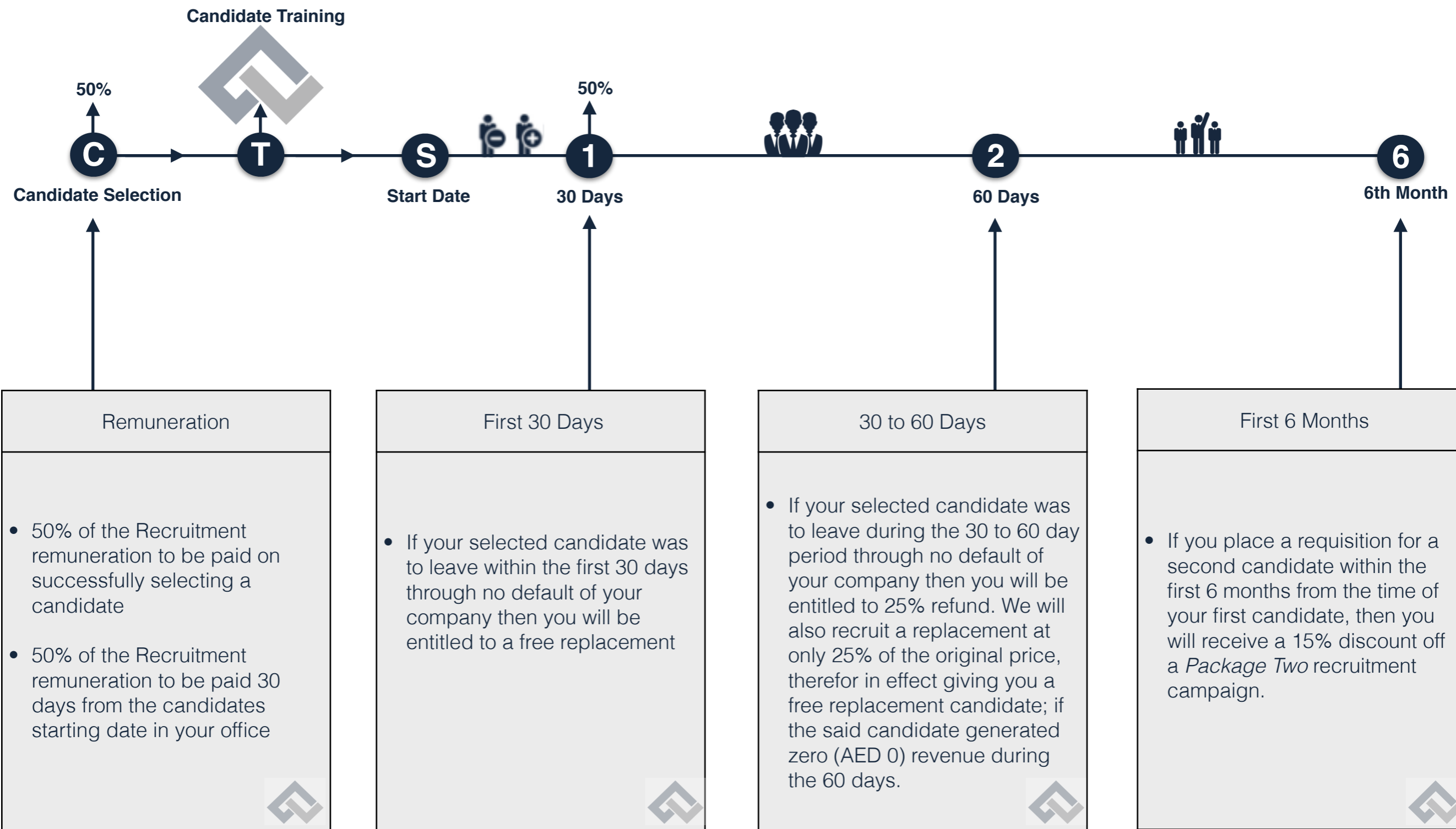


# Invest in Your Growth

<b>Services</b>	<b>Package 1</b>	<b>Advanced Package 2</b>
Advertising	★	★
Requisition Management	★	★
Applicant & Resume Intake	★	★
Preliminary Screening	★	★
Short list candidates	★	★
Informal Reference Checks	★	★
Assessment & Testing	★	★
Final Interview	★	★
Job Offer	★	★
Introduction into Dubai	★	★
Dubai Market Overview	★	★
Fundamentals of Real Estate	★	★
Growing your Referral Network	★	★
Client Management	★	★
Motivation & Goal Setting	★	★
Basic RERA guidelines	★	★
Role Play Scenarios	★	★
Dubai Directory	★	★
Product Knowledge		★
Product Knowledge test		★
Cold Calling Techniques		★
In-Depth Qualifying Questions		★
Closing Questions		★
Creating Urgency & Closing Offers		★
How to List Property		★
Viewings and Appraisals		★
Property Transfers		★
<b>Your Initial Investment</b> <i>Per Candidate</i>	Please Request Info	Please Request Info
<b>Final Instalment</b> <i>30 Days from the date of Joining</i>	<a href="mailto:info@guylast.com">info@guylast.com</a>	<a href="mailto:info@guylast.com">info@guylast.com</a>
<b>Total</b>	<a href="http://www.guylast.com">www.guylast.com</a>	<a href="http://www.guylast.com">www.guylast.com</a>

# Rebate Scheme

“Protecting your Investment”





**GuyLast**

Premium Real Estate Recruitment UAE