Property Finder:
Stand Out & Sell More

Driven Properties Training Hub

Course 264 | Technology and Tools

This course equips Dubai real estate professionals with the knowledge and skills to optimize their listings on Property Finder, achieve SuperAgent status, and effectively utilize the PF Expert platform. Through focused and practical content, learners will gain a clear understanding of the best practices in listing quality, platform-specific performance metrics, and compliance requirements to enhance their success in the market.

Learning Outcomes

- Create optimized, high-ranking listings on Property Finder that attract qualified leads.
- Understand and implement the eligibility criteria to achieve and retain SuperAgent status.
- Use PF Expert tools to monitor listing performance, respond to insights, and manage compliance.
- Apply platform-specific strategies (e.g., Spotlight, CTS, Quality Score improvements) to enhance listing visibility.
- Demonstrate knowledge of verification requirements to build trust and improve listing success rates.

Module Contents: 5 Videos + End-of-Module Knowledge Check

Video 1: How does Property Finder Support You?

What is PF Expert?

PF Expert is Property Finder's platform designed to empower agents, helping you track metrics, manage listings, and maximize your success.

Key Note on Agent-to-Agent Leads

Agent-to-Agent leads are excluded from the SuperAgent criteria. Confirmed agent leads will not impact your:

- Response time
- Response rate
- Customer rating
- Number of leads

In this video, discover how the new PF Expert System combines intuitive design with powerful tools to help you grow, perform, and succeed. Built for stability, innovation, and long-term value, it's your trusted partner in becoming the next top agent.

Video 2: How Listings Appear on Property Finder

This video explores the PF Expert Portal, a powerful platform designed to help agents monitor their performance metrics and optimise listing visibility.

You Will Learn:

- The three listing categories: Standard, Featured, and Premium
- How listing visibility impacts performance
- The use of booster products like Spotlight and Community Top Spot (CTS) to enhance exposure
- Key eligibility criteria for using these tools
- How credits and cash-based bidding work for each product

By the end of this video, you will know how to strategically manage your listings and make the most of Property Finder's tools to stay competitive in your market.

Non-Compliant Listings: What You Need to Know

To maintain listing quality and promote only real and available properties, Property Finder has updated the definition and criteria for non-compliant listings.

Key Rule:

You can have a maximum of 2 listings removed via the Listing Action Tracker within the last 60 days to remain eligible for SuperAgent status. Agents exceeding this limit will not qualify until their compliance record improves.

Reasons for Listing Removal from the Listings Action Tracker:

- Listings flagged as inaccurately priced
- Listings reported as unavailable
- Listings identified as potential duplicates

Video 3: Quality Score and Listings Visibility

What is a Quality Score?

A Quality Score rates your listing's completeness and attractiveness. Higher scores mean higher placement on search pages.

This video covers how your Quality Score drives listing visibility and how Verified Listings can boost trust, attract more leads, and earn you the SuperAgent badge.

Video 4: Verify the Listing

Verification Checklist
Verified Listings on Property Finder are subject to a meticulous review by a specialized team.

Why Verified Listings Matter
Verified Listings are reviewed to ensure accuracy, build trust, and boost performance.

The Benefits Are Significant:
- **Boosted Visibility:** Verified listings receive priority placement in search results.
- **Increased Trust:** Buyers are more likely to engage with listings they know are genuine.
- **More Leads:** Enhanced credibility leads to higher-quality enquiries.
- **SuperAgent Qualification:** Only verified listings count toward SuperAgent eligibility, making verification essential for status recognition.

This video walks through the required documents for listing verification on Property Finder.

You Will Learn:
- The specific documents needed for rental, sales (secondary and off-plan), commercial properties, and whole buildings
- How to ensure signature consistency across all documents to avoid verification delays
- Best practices for setting clear expectations with property owners to reduce follow-ups and errors

By the end of this module, you will have a clear checklist and process to verify your listings smoothly and efficiently.

Video 5: Super Agent Essentials & AAA Manifesto

What is a SuperAgent?

A SuperAgent is a property professional recognized for exceptional service, fast lead response, and consistently high-quality listings on Property Finder. It's a badge of credibility, trust, and competitive edge.

The AAA Manifesto

This video introduces the AAA Manifesto — Property Finder's commitment to a high-quality, transparent marketplace. The importance of ensuring your listings are:

- **Accurate** — Truthful and detailed in photos, descriptions, and specifications.
- **Authorised** — Legally approved to sell or rent.
- **Available** — Ready for viewing and not already sold or rented.

Path to SuperAgent Status

You will explore:

- The benefits of becoming a Super Agent
- The performance and quality standards required
- How to use Holiday Mode to maintain your badge while on leave

By following these guidelines, you will not only improve your reputation but also help clients make more informed decisions, positioning yourself as a trusted leader in the real estate market.

End of Module Knowledge Check

6 questions in total. Correct answers are shown in green.

Question 1 of 6

Which listing type on Property Finder offers the highest visibility and appears at the top of search results?

- **A.** Standard
- **B.** Featured
- **C. Premium ✓**
- **D.** Spotlight

Question 2 of 6

To be eligible for a Spotlight position, a listing must meet all of the following EXCEPT:

- **A.** Be a Premium listing
- **B.** Be no more than 60 days old
- **C.** Have a Quality Score of at least 90%
- **D. Have "Ask for Price" enabled ✓**

Question 3 of 6

What is the main advantage of Community Top Spot (CTS)?

- **A.** It provides a free upgrade to Premium listings
- **B. It ensures your listing is in the #1 search position for up to 3 months ✓**
- **C.** It allows you to bypass the Quality Score requirement
- **D.** It automatically verifies your listing

Question 4 of 6

Which of the following is NOT a mandatory requirement for becoming a SuperAgent?

- **A.** Minimum 5 live listings (max 80)
- **B.** At least 10 leads in the past 60 days
- **C.** Maintain a Quality Score of 85% or higher
- **D. Maintain a minimum listing age of 30 days ✓**

Question 5 of 6

Which feature of PF Expert allows agents to track real-time metrics, lead response times, and listing quality to help achieve SuperAgent status?

- **A.** Spotlight Tracker
- **B. Agent Insights Dashboard ✓**
- **C.** Listing Action Tracker
- **D.** Community Top Spot Panel

Question 6 of 6

Which of the following is a required document for verifying a rental property listing on Property Finder?

A. Form A

B. Tenancy Contract

C. NOC signed by owner ✓

D. Proof of funds from the buyer