BURJ INTELLIGENCE

How Fast Does Dubai Reply?

A response benchmark of 14 Dubai brokerages

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METHODOLOGY

How this was measured

Between late September and early October 2026, Burj Intelligence sent one genuine buyer enquiry to each of 14 Dubai brokerages. Every enquiry was identical: a cash buyer based overseas, asking two questions about a mid-range apartment listed for sale (AED 1.0 to 1.7 million). Was it still available, and what was the best price? Most enquiries were sent in the evening, Dubai time. First replies were measured over 24 hours. Firms are anonymized. Ranks are shared privately, on request.

RESULTS

Headline findings

4 of 14

brokerages replied within 24 hours. Ten did not reply at all.

16 minutes

The fastest reply.

17.5 hours

The slowest reply.

1 of 14

answered both questions the buyer asked.

- Three of the four replies came from the founder or CEO personally, not from a sales team.
- Two of the four responders asked for a phone call or a working number instead of answering in writing.
- The single enquiry sent during business hours went unanswered too. Silence was not only an after-hours problem, but the evening is where most enquiries landed, and most were never answered.

The ranking

RANK	FIRST REPLY	ANSWERED BOTH QUESTIONS
Brokerage A	16 minutes	No
Brokerage B	2 hours	No
Brokerage C	8 hours	**Yes**
Brokerage D	17.5 hours	No
Brokerage E	No reply within 24 hours	n/a
Brokerage F	No reply within 24 hours	n/a
Brokerage G	No reply within 24 hours	n/a
Brokerage H	No reply within 24 hours	n/a
Brokerage I	No reply within 24 hours	n/a
Brokerage J	No reply within 24 hours	n/a
Brokerage K	No reply within 24 hours	n/a
Brokerage L	No reply within 24 hours	n/a
Brokerage M	No reply within 24 hours	n/a
Brokerage N	No reply within 24 hours	n/a

ANALYSIS

What separated the fast firms from the silent ones

A person was watching.

Every reply in this benchmark came because a specific individual, in three cases the founder personally, saw the enquiry and chose to answer it. The fastest firm in Dubai replied in 16 minutes, late in the evening, because its founder was the inbox.

The one complete reply came from the only firm where a named team member owned the enquiry end to end. Brokerage C answered both questions in writing, stated its price position plainly, asked the buyer a question in return, and followed up the same day to keep the conversation alive. It was not the fastest reply. It was the only finished one.

The silent ten had no such owner. Their listings were live, their prices were competitive, and their enquiries went into channels nobody was accountable for. A buyer with cash, asking about a specific apartment, heard nothing for 24 hours. In a market where the same buyer typically enquires with several brokerages at once, the first complete reply usually takes the viewing.

Speed alone is not the standard. Two responders replied quickly and still did not answer the questions asked; one asked the buyer to resend a working phone number. The firms that win the first conversation are the ones where someone owns the reply, answers what was asked, and answers it while the buyer is still looking.

YOUR RANK

Your rank

Brokerages: your rank is available privately on request.

Burj Intelligence measures how fast Dubai brokerages respond to new enquiries, and helps them make that speed systematic.

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