Dubai Real Estate Through an AI Assistant's Eyes: 10 Typical Barriers + 3 Ready-Made Checklists

You would think everything here is ready for a client who arrives with an AI assistant. We tested it on three steps of a buyer from Europe: looking for a broker, studying developers' websites, and looking for a management company to rent the apartment out.

Sergei Ponomarev · AI Business · aibusiness.vc · 4 November 2026

53 agencies · 55 developers · 66 management companies · 174 websites in total · October–November 2026 · remotely, from Europe. The tasks were carried out by the AI assistant Claude Code, with no calls and no enquiries. This is not a ranking of companies.

Main finding: the industry is not yet ready for a client who arrives through an AI assistant. Agencies, developers and management companies face similar barriers.

1. **The door is closed to the AI assistant.** It could not read 42 of 174 websites: on 21 the website terms prohibit it, 21 did not open or showed no text.
2. **No figures where the decision is made.** Not one of 38 developer websites showed a ready apartment with its unit number, availability and price together. Only 5 of 52 management companies said what their commission is calculated on.
3. **"Call us" instead of an answer.** "Price from…", "leave a request", an income calculator behind a form. An AI assistant does not call; it moves on to the next website.
4. **Promises without details.** "We help you buy remotely", "30–60% more income", but no word on how, or what the figure is based on.
5. **The website argues with itself.** A building is "completed" with a future year next to it; different commission rates on different pages of the same website.
6. **Placeholders instead of people and figures.** "Lorem ipsum" instead of a broker's bio, a letter instead of years of experience, an income calculator showing placeholder text.
7. **No verifiable numbers.** A full broker profile with a licence number was found on 4 of 33 websites that list their staff; not one of 38 developer websites showed the project's Dubai Land Department registration number.
8. **Information made for the eyes.** Facts in images, tabs and PDF brochures, floor plans only as drawings.
9. **The machine-readable layer misses the point.** Most websites have schema.org markup, but it is the standard "website, company" kind. Markup for an apartment with a price, a broker with a licence, or management terms was rare.
10. **The client from abroad is not considered.** Only 2 of 52 websites say directly that an owner can sign up for management without travelling; none says in which currency the money arrives or what a transfer to Europe costs.

This is not another long report, but short findings and 3 ready-made checklists on the following pages: for brokers, developers and management companies. Check your website in 15 minutes.

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Broker and agency checklist: will a client's AI find you?

The task: find a specific broker who can handle buying an apartment in Dubai for a client in Europe. We covered 53 agencies; 14 brokers made the final list.

1. Let the AI assistant in

- ☐ The website terms do not prohibit automated access, or they name an allowed way for AI assistants. 8 of 53 websites prohibited it.
- ☐ The website opens from other countries and shows text without running scripts.
- ☐ Every broker has their own page with its own address, not just a card in a shared list.
- ☐ The broker's profile is on the agency website, not only on LinkedIn: LinkedIn limits reading by AI bots.

2. Five facts in every broker profile

- ☐ **Experience in numbers:** years in the Dubai market, number of deals.
- ☐ **Specialisation:** ready or off-plan, which areas, which types of deal.
- ☐ **Languages** listed directly, not guessed from the name.
- ☐ **Broker licence number**, labelled BRN.
- ☐ **Personal contact:** the broker's own phone, WhatsApp or email, not the office number.
- ☐ Experience and languages are visible already in the team list, under the name.

All five facts were found on 4 of 33 websites that list their staff.

3. Remote purchase

- ☐ The broker's profile describes deals done for clients who did not travel to Dubai. None of the 14 brokers on the final list had such examples in their profiles.
- ☐ The website explains step by step how to buy remotely: power of attorney, online signing, payment, receiving documents.

4. Clean profiles

- ☐ No test records, "Lorem ipsum", letters instead of years of experience, or empty licence fields.
- ☐ The same licence number does not appear in different profiles.
- ☐ The broker's page is about the person, not only about the agency.

5. A format AI can read

- ☐ Facts are written as text, not in an image or behind a button or tab.
- ☐ The broker's page is available in English.
- ☐ There is schema.org markup for the broker and the agency (Person, RealEstateAgent).

Full study: I asked an AI assistant to find me a broker among 53 Dubai agencies. "Buying a Dubai Apartment Remotely Through an AI Assistant. Episode 1: Choosing a Broker". Free, no sign-up: aibusiness.vc/library/ai-buyer-dubai-brokers

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Developer checklist: can a client's AI buy an apartment from you?

The task: find a ready one-bedroom apartment directly from a developer and learn its price. We covered 55 developers. The AI assistant did not find a specific available apartment with a price at any of them.

1. Let the AI assistant in

- ☐ The website terms do not prohibit automated access. 12 of 55 websites prohibited it.
- ☐ The website opens from other countries and shows text without running scripts. 5 websites did not open.

2. Building status

- ☐ It says whether the building is completed and when; for one under construction, the expected handover date.
- ☐ Ready and under-construction buildings are in separate sections. 12 of 38 developers do this.
- ☐ The status is the same in the catalogue and on the building page: "ready" does not sit next to "0%" or a future year.
- ☐ A sold-out building is not shown in the sales section.

3. A card for every available apartment

- ☐ Unit number, floor, size, number of bedrooms.
- ☐ The full price with currency, and what it includes: parking, finishing, kitchen.
- ☐ An availability mark and the date it was updated.
- ☐ The floor plan described in words, not only as a drawing. 9 of 38 developers do this.
- ☐ Filters by bedrooms, price and readiness (12 of 38 have them); the full list is visible without a "Show more" button.

4. Costs and verification

- ☐ The annual service charge with the year. Found on 0 of 38 websites.
- ☐ The project's Dubai Land Department (DLD) registration number. Found on 0 of 38.
- ☐ The payment plan and any costs on top of the apartment price.
- ☐ Distances to the metro and key places in minutes.

5. Next step

- ☐ A sales phone number or email without a form. 32 of 38 websites have one.
- ☐ It says whether the developer sells the apartment directly and whether you can buy without travelling to Dubai.
- ☐ Prices, sizes and status are written as text and marked up with schema.org (Offer, Residence), not only in a PDF brochure.

Full study: I asked an AI assistant to find a ready apartment on the websites of 55 Dubai developers. "Buying a Dubai Apartment Remotely Through an AI Assistant. Episode 2: Finding an Apartment". Free, no sign-up: aibusiness.vc/library/ai-buyer-dubai-developers

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Management company checklist: will a client's AI trust you with an apartment?

The task: find a company to rent the apartment to tourists while the owner lives in Europe, and learn 8 things before the first call. We covered 66 management companies and read 52 websites.

1. Let the AI assistant in

- ☐ The website opens from other countries and shows text without running scripts. 13 websites did not open or could not be read.
- ☐ FAQ answers are visible without clicks or scripts.
- ☐ The income calculator shows figures without a form and without placeholder text.

2. The owner from abroad

- ☐ It says directly whether the agreement can be signed remotely, whether a power of attorney is needed and how keys are handed over. 2 of 52 websites say so.
- ☐ The areas where you take apartments are listed.

3. Documents and the permit

- ☐ A short list of owner documents. Found at 6 companies.
- ☐ It says who applies for the DET permit and in whose name. The agency is called by its current name, DET, not DTCM.

4. The owner's money

- ☐ The commission rate, what it is calculated on and whether VAT is included. 5 of 52 companies stated the base.
- ☐ One commission rate and one set of income figures across all pages.
- ☐ A sample monthly statement: revenue, commission, costs, amount paid to the owner.
- ☐ Every income figure says which apartment it is for, which period, and whether it is before or after commission.
- ☐ The payout day. 7 companies named one.
- ☐ The payout currency, transfers to a foreign account and who pays for the transfer. No one said.

5. Repairs, insurance and the agreement

- ☐ The amount up to which the company repairs without the owner's approval, and who pays for guest damage.
- ☐ Who arranges insurance and what it covers; whether a guest deposit is taken.
- ☐ How to end the agreement and how much notice to give.
- ☐ A phone number, WhatsApp or email without a form. 51 of 52 have one.

Full study: I asked an AI assistant to find a company that would rent my Dubai apartment to tourists while I live in Europe. "Renting Out a Dubai Apartment Remotely Through an AI Assistant. Episode 3: Choosing a Holiday Home Operator". Free, no sign-up: aibusiness.vc/library/ai-owner-dubai-holiday-homes

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Want your business checked?

Sergei Ponomarev, PhD in Political Science, methodologist, founder of AI Business. He led public-service quality assessment for 7 years: standards, independent reviews, hundreds of test purchases. He now runs the same kind of test purchases with AI on company websites and helps prepare websites for clients who arrive through an AI assistant.

What you can order:

- **AI Test Purchase.** An AI assistant carries out your client's task on your website. We show what it found, where it stopped and what to fix first.
- **AI Visibility Check.** We check whether AI can open and understand your website, and suggest improvements.
- **AI Company Scan.** We ask five AI models what they know about your company and show you their answers.

Order a review: aibusiness.vc/service-check

Free in the library: the AI Test Purchase method, studies of AI assistants at banks, stores and public services, and all three episodes of the Dubai apartment series: aibusiness.vc/library

- Episode 1. Choosing a broker: aibusiness.vc/library/ai-buyer-dubai-brokers
- Episode 2. Finding an apartment: aibusiness.vc/library/ai-buyer-dubai-developers
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info@aibusiness.vc

linkedin.com/in/sergei-ponomarev

aibusiness.vc

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