

Project Overview – Dubai Mortgage Broker Sales Funnel

Goal

Generate high-quality mortgage leads (expats, investors, residents) and convert them into booked calls/consultations with the brokerage.

1. Opt-In Page (Lead Magnet Landing Page)

- **Headline:** Bold, benefit-driven (e.g., *“Unlock Dubai’s Best Mortgage Rates in 7 Minutes”*)
 - **Subheadline:** Curiosity & urgency (e.g., *“Discover how to qualify as an expat without hidden fees or delays”*)
 - **Lead Magnet:** Free downloadable guide or calculator → “Dubai Mortgage Approval Checklist”
 - **3 Benefit Bullets:** Outcomes (faster approval, best rates, no hidden fees)
 - **CTA:** *“Get My Free Checklist Now”*
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2. Email Sequence (Nurture + Conversion)

- **Email 1** – Deliver Lead Magnet + Curiosity Loop
 - Subject: *“Your Dubai Mortgage Guide is Inside (plus a secret)”*
 - Hook: deliver the free guide, hint at something more valuable coming.
- **Email 2** – Authority + Proof + Empathy
 - Subject: *“How expats save thousands on Dubai mortgages”*
 - Share success stories, break down myths, show empathy.

- **Email 3** – Pitch Core Offer + Urgency
 - Subject: *“This could cost you thousands (avoid this mistake)”*
 - Transition into booking a consultation → CTA: *“Book Your Free Mortgage Strategy Call”*
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3. Sales Page

- **Hero Section:** Promise + emotional hook (*“Finally, a mortgage broker who speaks your language in Dubai”*)
 - **Problem Amplification:** Show pain of confusion, bank rejections, hidden costs.
 - **Offer Breakdown:** Side-by-side comparison of broker vs bank.
 - **Social Proof:** Client stories (expats & investors who succeeded).
 - **Risk Reversal:** Free consultation, “no obligation” approach.
 - **CTA Placement:** Top, middle, and bottom → *“Book My Free Mortgage Consultation”*
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4. Reminder + Follow-Up Emails (For non-action takers)

- **Reminder Email 1:** *“Still thinking about financing in Dubai?”* → Reopen curiosity, show benefit.
 - **Reminder Email 2:** *“Don’t miss out on better rates”* → Emphasize urgency.
 - **Reminder Email 3:** *“Your free consultation slot may close soon”* → Scarcity + social proof.
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5. Thank You / Upsell Page

- **Thank You Message:** Confirm lead magnet delivery.

- **Upsell Offer:** Invite to a *“Dubai Mortgage Fast-Track Session”* (paid consult OR premium package).
 - **Framework:**
 - Reaffirm value of freebie.
 - Offer immediate upgrade (priority consultation, VIP service).
 - CTA: *“Yes, Fast-Track My Approval”*
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6. Ads (Facebook / Instagram) – 3 Angles

- **Curiosity Angle:** *“Expats are unlocking hidden Dubai mortgage rates (here’s how)”*
- **Pain Angle:** *“Banks rejecting your mortgage? Try this instead.”*
- **Aspirational Angle:** *“Your Dubai dream home is closer than you think”*

Each ad → Short headline, scroll-stopping hook, 3-4 sentences (pain + desired result + credibility), CTA → “Download Free Checklist”

⚡ With this flow, the funnel captures cold leads, nurtures them with authority, then pushes them into a booked call while maximizing ROI with reminders + upsells + ads.

Opt-In Page Copy – Dubai Mortgage Brokers

Headline (4U’s)

“Unlock Dubai’s Best Mortgage Rates—Even as an Expat”

Subheadline

Stop wasting time with banks that say “no.” Get the insider checklist that shows you how to qualify fast and save thousands on hidden fees.

Intro Paragraph (Pain + Empathy)

If you've ever felt overwhelmed trying to secure a mortgage in Dubai—you're not alone. Confusing regulations. Endless paperwork. Banks rejecting you for reasons no one explains.


Here's the good news: getting approved doesn't have to be this hard. With the right roadmap, you can secure the home (or investment) you want—without costly mistakes or months of delays.

3–5 Benefit Bullets (Benefit > Feature)

By downloading this free **Dubai Mortgage Approval Checklist**, you'll discover:

- ✓ The 5-step shortcut to get approved (even as an expat)
 - ✓ How to avoid hidden costs that drain buyers of thousands of dirhams
 - ✓ Insider tips on choosing the right bank for your situation
 - ✓ The #1 mistake that gets most applications rejected—and how to dodge it
 - ✓ A clear path to faster approval, better rates, and stress-free financing
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Visual Description (Mockup Idea)

 *Image mockup of a sleek PDF guide titled "Dubai Mortgage Approval Checklist" with Dubai skyline + home key graphic.*

Opt-In Form Copy

Enter your details below to get instant access:

- Name
 - Email
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CTA (Strong & Action-Focused Button Text)

"Send Me My Free Checklist"

Social Proof / Trust Builder

Trusted by 300+ expats & residents who secured mortgages in Dubai faster than they thought possible.

(Add client logos, testimonials, or a credibility badge like “10+ Years in UAE Market.”)

Urgency/Scarcity Element

⚡ *This guide is only available for free until [end of month] — after that, it will only be shared with paid clients.*

🔥 This copy is **clear, benefit-driven, and optimized for conversions:**

- Headline = ultra-specific + useful (4U's).
- Subheadline = urgency + curiosity.
- Copy = empathy + authority.
- CTA = direct action, low friction.
- Social proof + urgency = trust + push to act.

Email Sequence – Dubai Mortgage Brokers

Email 1 – Deliver Lead Magnet + Open Loop

Subject: *“Your Dubai Mortgage Checklist (plus a secret inside)”*

Hey [First Name],

Here's your free **Dubai Mortgage Approval Checklist**—download it now and keep it handy.

👉 [Download Your Checklist]

Now, here's the thing most people don't realize:

It's not always about “how much you earn.”

It's about *how you position your application*.

In fact, I'll reveal in my next email the #1 mistake that quietly gets most expats rejected. (It's something you'd never expect.)

For now, open your checklist. Look at Step 3. That step alone has saved buyers **tens of thousands of dirhams**.

Stay tuned—because what I'll share next could mean the difference between a quick approval and months of rejection headaches.

Talk soon,
[Your Name]

Email 2 – Authority + Proof + Empathy

Subject: *"The silent mortgage killer in Dubai (most don't know)"*

Hey [First Name],

Let's be real—Dubai's mortgage system can feel like a maze.

And most expats (and even some residents) unknowingly walk straight into traps that cost them time, money, and opportunities.

Here's the truth: banks don't always explain why applications get rejected.

But after years in the industry, I can tell you—it usually comes down to one thing: **documentation gaps**.

That's why I created the checklist you downloaded. It helps you avoid these pitfalls.

Fascinations (teasers that spark curiosity):

- Why one missing sheet of paper can delay approval by 3 months.
- The "too good to be true" offer some banks dangle—and the hidden penalty behind it.
- How an expat earning \$15k/month still got denied (and what fixed it).

The good news? You don't have to learn this the hard way. My team has helped over 300+ expats and residents secure their mortgages faster and with better rates.

In my next email, I'll share how you can do the same—and why waiting too long could cost you big.

To your success,
[Your Name]

Email 3 – Pitch + Urgency (Book Call CTA)

Subject: “Every month you wait could cost you...”

Hey [First Name],

Here’s the reality: property prices in Dubai are climbing, and mortgage rates change fast.

Every month you wait to get your mortgage sorted... you risk paying **thousands more over the lifetime of your loan**.

But it doesn’t have to be that way.

We help expats and residents cut through the noise, find the best rates across Dubai’s top banks, and secure approvals quickly—without hidden fees or endless delays.

Fascinations (future-pacing benefits):

- How to cut weeks off your approval time.
- The secret bank we use for fast-track expat mortgages.
- Why acting *this month* could lock in a better rate than 6 months from now.

👉 **Click here to book your free Dubai Mortgage Strategy Call today.**

No pressure, no obligation—just a simple chat to see what’s possible for you.

But don’t wait too long. The best rates aren’t around forever.

Book your free call now,
[Your Name]

🔥 These 3 emails flow naturally:

1. Curiosity + delivery → open loop.
2. Authority + empathy → proof + fascinations.
3. Offer + urgency → action with scarcity.