



EUROPEAN
PROPERTY
AWARDS

Best real
estate agency
Moscow, Russia

2018-2019



EUROPEAN
PROPERTY
AWARDS

Best real
estate agency
Moscow, Russia

2020-2021



URBAN
AWARDS
2020

Best real
estate agency

2020

Whitewill Luxury Real Estate
Agency Presentation
for Developers and Partners

WE SELL REAL ESTATE ALL OVER THE WORLD



Dubai, UAE



London,
United Kingdom



Abu Dhabi, UAE



Miami, United
States of America



Oman



*In 2018-2019 and 2020-2021,
we won the Best Real Estate Agency
award in London*



500 People Working to Make Your Properties Sell

This photo shows just part of the team at Whitewill's office. Programmers, designers, illustrators, copywriters, accountants, lawyers, and quality department staff, working remotely from different cities around the world. Part of the Team works in the Whitewill London office situated in the prestigious Chelsea district. There are 2 offices in the green area of The Greens in Dubai. And we opened new offices in Abu Dhabi and Oman at the 2024. Our brokers successfully close deals for customers from all over the world.



OUR OFF PLAN
DEPARTMENT

We sell both off-plan projects from developers and resale properties

5000+ Residential Projects

Our portfolio boasts over 5000 residential projects from leading developers



New Office in Oman

Our new direction includes property sales in Oman, particularly in Muscat and Salalah.

+2 500 Transactions Annually

We successfully close over 2 525 transactions each year in the World.



Average Value: over \$200 million

Our average transaction value stands at an \$204 millions, demonstrating the quality of our deals.

340+ Brokers in Whitewill

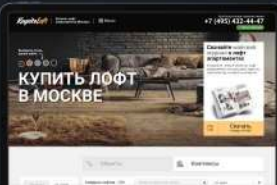
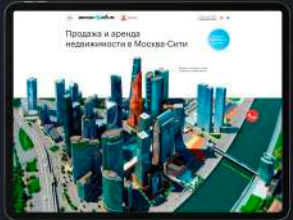
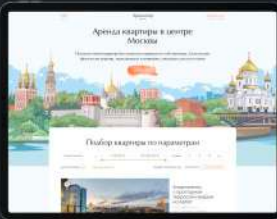
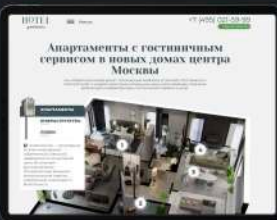
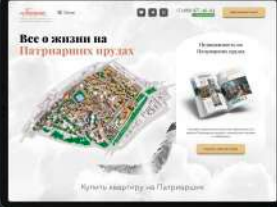


Top Deals in Key Projects

We have executed some of the largest deals in premium projects such as Como Residence, Royal Atlantis, Orla Infinity и Bluewaters projects, with an average deal value over 33 million AED.

Our team entered the TOP 10 Best Real Estate Agencies for sales from developers such as Emaar, DAMAC, Select Group, Omniyat, Sobha, Imkan, and Wow Red. We also ranked in the TOP 20 for Nakheel, Ellington, AZIZI, and MAG.





Attracting 500 Clients a Month Through Marketplaces

Whitewill is not a classic real estate agency, but a digital company. 40% of all employees aren't actually brokers; they work instead on the creation of our branded Internet portals, making videos, illustrations, articles, photographs, and managing sites. We've created cozy portals on different segments of real estate: mansions, penthouses, lofts, skyscrapers, and hotel apartments. We have launched separate marketplaces for entire areas of London and Dubai.

We don't outsource to contractors, but maintain our own development and digital marketing department. This allows us to maintain a high project launch rate, make quick revisions and corrections, maintain internal quality standards, and focus more on efficiency. Thanks to the powerful young digital heart beating in Whitewill's chest, we're able to attract more real wealthy clients than our old-fashioned competitors.

HOTEL
apartments

Хамовники

KupiteLoft

Арендатор
moscow

dubai
DUBAI MARINA

kypitedom.com

ОСОБНЯКИ

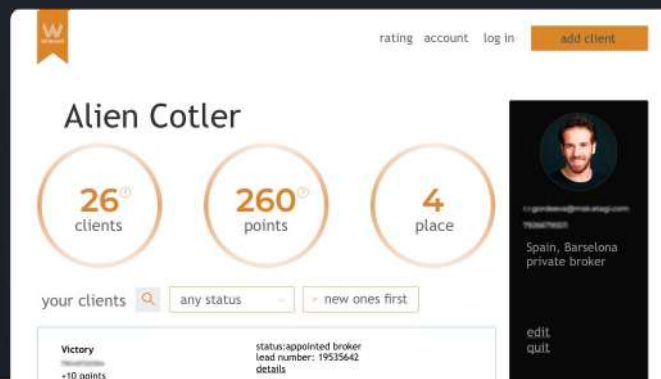
logos of some of our real estate portals



We've Built a Regional Network of 12,100 Agents

The Whitewill affiliate division receives approximately 500 requests per week from real estate agencies and private brokers from all over the World. They refer clients to us who plan to buy real estate in London, Dubai or other cities. And they can rest easy knowing that their request will be handled properly, a deal will be closed, and the buyer will be happy.

Our partners receive their commission from a special fund of Instant Payments within 7 days of signing the deal. They don't even have to wait for the developer to transfer the commission to us. We often hear our partners say, «If we have to pass on a client to someone, it's Whitewill».



Screenshot from the platform we created for our agent network. Synchronization with the CRM-system, and the partner can see which broker is handling their client and the stage of the application. Our regional partners also compete internally on the platform for good bonuses.



OUR RESALE
DEPARTMENT



Key Advantages of Our Unique Database

Market Growth

Continuous growth
in investment opportunities

Real-time Updates

The database features
constantly updated data regarding:

- Completed projects
- Off-market options
- Surrounding area information
- Apartment layouts
- Amenities
- Pricing

Unique Database Features

Our custom-built database is specifically designed to equip agents with invaluable market insights. This reduces the risk of costly errors and enhances service quality for clients

Extensive Listing Portfolio

3,000+ developer units
& 1,000+ secondary units

Quick Access to Presentations

Agents can download up-to-date client presentations in less than 2 minutes

We prioritize understanding and fulfilling the specific requirements of our clients. As a result, personalized approach lead to better client experiences and outcomes.



OUR QUALITY
DEPARTMENT



*Roman,
Head of the Quality
Control Department*

We support our clients throughout the entire property buying process

Transaction support

Our company has established a dedicated quality control department that focuses on understanding and addressing client needs throughout the transaction process. This department ensures that all requirements are met at the highest standards and aims for efficient and timely service. Quality managers maintain ongoing communication with clients, helping to identify and resolve potential issues early on. This proactive strategy is designed to enhance customer loyalty and exceed client expectations.

Post-sale services

Following the conclusion of a transaction, our commitment to client satisfaction continues through another specialized department. This team supports clients with all post-sale activities, including account setup and key handover. This ongoing assistance ensures that clients receive full support and a smooth transition into their new property, providing reassurance and confidence in their decision.



*In-house academy
at the Whitewill office*



Rigorously Training Brokers for Client Satisfaction

Before becoming a member of Whitewill, the broker goes through a three-stage evaluation system. If a person is a right fit, they get a two-week training at our internal academy. There they study the company's standards of communication, ethics, customer service, request processing, holding viewings, as well as the rules of interaction with developers.

After completing the main module, the supervisor attests to knowledge of the company's standards and can transfer the broker to the project training stage. It also ends with competence assessment. There is no need to blush for the brokers we cooperate with, and developers also see the difference.



Julia
head of the HR department



lecture at the Whitewill office



Moving Brokers to Sell More

A good high-end real estate broker should not only know sites and prices, but also be an interesting interlocutor. We have organized a Whitewill lecture hall on the basis of the head office. The company invites experts from various fields close to real estate, and arranges training lectures for our brokers' development.

Architects, interior designers, engineers, sales experts, tax lawyers share their experience. Once we even invited the Louis Vuitton Customer Service director. We record all lectures, so each broker has access to the knowledge database. Such a development system gives our brokers a head start compared to sellers from other companies.



Mr Akimov's lecture about ultra-high net worth individuals



clip from the lecture on working with objections



clip from the lecture on ventilation systems

Keeping Morale High and Enjoying Victories

To keep broker morale up, we've installed a big gong in the office, which, with a deep clang, announces to the entire team that yet another deal has been closed. That said, every time the brokers set a new monthly sales record, a trip is arranged at the company's expense. Earning a billion dollars in a month on sales was once just a dream, but soon that bar was raised and now our goal is three times higher.

Such trips shape the Whitewill team spirit, and well-rested brokers set new records with their eyes ablaze, getting first place in sales from real estate developers. In the office the gong sounds again and again. Bom-m-m-m.



gong in the Whitewill office



photos from our team trips to Dubai and Turkey

Like Office Like Home

The Whitewill office is located on the 43rd floor of the Empire Tower. When we prepared this space, our aim was to make it cozy and warm, and to make it feel like home.

The panoramic views were joined by cozy beige curtains in the meeting rooms, soft carpet patterns, warm lighting, crackling fireplaces, and the sounds of a piano.

We even made a separate lounge zone for employees to relax in, where they can lie down after lunch.

A good office makes it easier for Us to find strong brokers for our team and receive rave reviews from clients and partners.





WHITEWILL OFFICE
IN EUROPE



Whitewill's London Office

The Whitewill office is located on Upper Berkeley Street in the prestigious Marylebone district of central London. We chose a segment in the downtown and populated with new buildings. The company's portfolio includes 510 houses and residential developments from local developers, while the broker team has grown to 85 people. In 2024, sales increased by 3 times, in total we sold more than 79 million GBP.

The English market is a real challenge for the entire team. We took on new and strong employees working not only on the project in England, but also bringing their own ideas, implementations, and solutions to improve the whole company.



part of the Whitewill London team



Whitewill office on Upper Berkeley Street



WHITEWILL OFFICES
IN MIDDLE EAST

Whitewill office in Dubai

We opened our Dubai office in The Greens area near Palm Jumeirah in 2021. Clients are greeted by a friendly receptionist, the aroma of fresh coffee, and iconic projects displayed on the walls. Our agents are ready to assist clients worldwide in finding the best properties in Dubai, whether for investment or living.

Our agents are always happy to meet clients from all over the world in our glass meeting rooms and are ready to help them in choose the best properties in Dubai, whatever their purchase purpose might be, whether it is for investment or living.



Olga Pankina,
COO of Dubai Branch



Office 1314, The Onyx, Tower 1, Sheikh Zayed Road, The Greens, Dubai

Dubai office interiors



WHITEWILL OFFICES
IN MIDDLE EAST

New Whitewill office in Abu Dhabi

In fall 2023, we expanded to Abu Dhabi, forming a multinational team of experienced brokers dedicated to significant deals in the capital's real estate market. We brought on board experienced brokers, forming an excellent multinational team aimed at significant deals and top positions in sales in the capital's real estate market. In a couple of months of active work, we managed to close 13 deals with an average check of 60 million rubles.

Our new direction will not only encompass property in Abu Dhabi, but will also include sales in other Middle Eastern countries, primarily in Oman's cities – Muscat and Salalah. We are greatly expanding the geography of our projects and partners, as well as continuing our close cooperation with the leading developers of Abu Dhabi: Aldar, Imkan, and Nine Yards.



Svetlana Politova,
COO of Abu-Dhabi Branch



Office 707, Sky Tower, Shams Abu Dhabi, Al Reem Island, Abu Dhabi

Projects in Abu Dhabi



WHITEWILL OFFICES
IN MIDDLE EAST

Whitewill office in Oman

Our new direction also includes property sales in Oman, particularly in Muscat and Salalah, while continuing strong partnerships with leading Abu Dhabi developers like Aldar, Imkan, and Nine Yards.



Coming soon

Projects in Oman

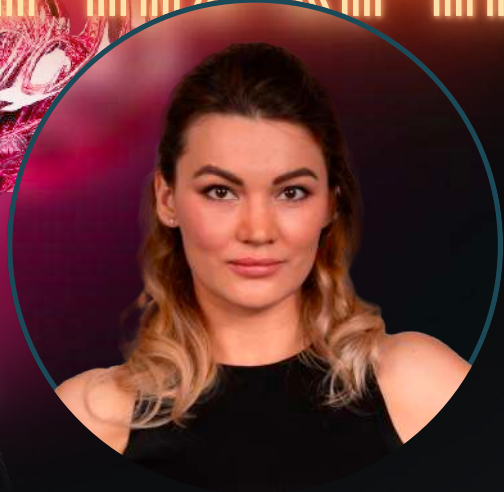


WHITEWILL BASED
IN THE UNITED STATES

Wisewill in Miami: the Company bids for the USA

We're expanding our business on a global scale, and our next goal is the USA, specifically the vibrant city of Miami. It took us a solid month to sort out all the local paperwork and set up the legal groundwork for our American branch.

By the end of 2023, we opened a new stylish office in Miami, obtained a brokerage license and even closed several deals. The team has several strong brokers who will help to choose a property for living and investing in real estate on the sunny coast of the American continent.



Eva Borovinsky,
Head of Whitewill Real Estate L.L.C. Miami



Projects in Miami



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