

LIV SQUARED PROPERTIES

Career Progression Pack

Your structured path from Property Consultant to Sales Director.

www.livsqared.com

Your career, mapped

Welcome to the team. This pack is your personal roadmap at Liv Squared Properties — from your first day of training to the most senior commercial role in the business. It sets out, in writing, exactly what is expected at every level, what you earn and receive at each stage, and precisely what it takes to be promoted.

There are no grey areas and no favourites: hit the criteria, and you move up. Keep this pack, bring it to your monthly one-to-one reviews, and have each promotion signed off as you progress.

3	Introduction to Real Estate Training
4	Career Progression Pathway
5	Property Consultant — Level One
6	Property Consultant — Level Two
7	Senior Property Consultant — Level One
8	Senior Property Consultant — Level Two
9	Associate Director
10	Head of Area
11	Senior Head of Area
12	Head of Department
13	Sales Director
14	One to One Monthly Review
15	Notes

Introduction to Real Estate Training

For all Property Consultants — Level One. Every broker completes this induction programme in full before going live. It ends with a test.

CONTENT OF TRAINING

1	Introduction to Dubai	9	How to qualify a Landlord
2	The different types of markets	10	How to qualify a Tenant
3	The do's and don'ts	11	Viewings
4	The different types of agents	12	Negotiating offers
5	The Letting Process	13	Tenancy contracts
6	How to obtain a listing	14	From offer to Keys
7	Exclusivity	15	Goyer CRM
8	Property Portals	16	Meet our Partners

FINAL STEP — TEST

The programme closes with a written test covering all modules above. A pass is required before your first live enquiry.

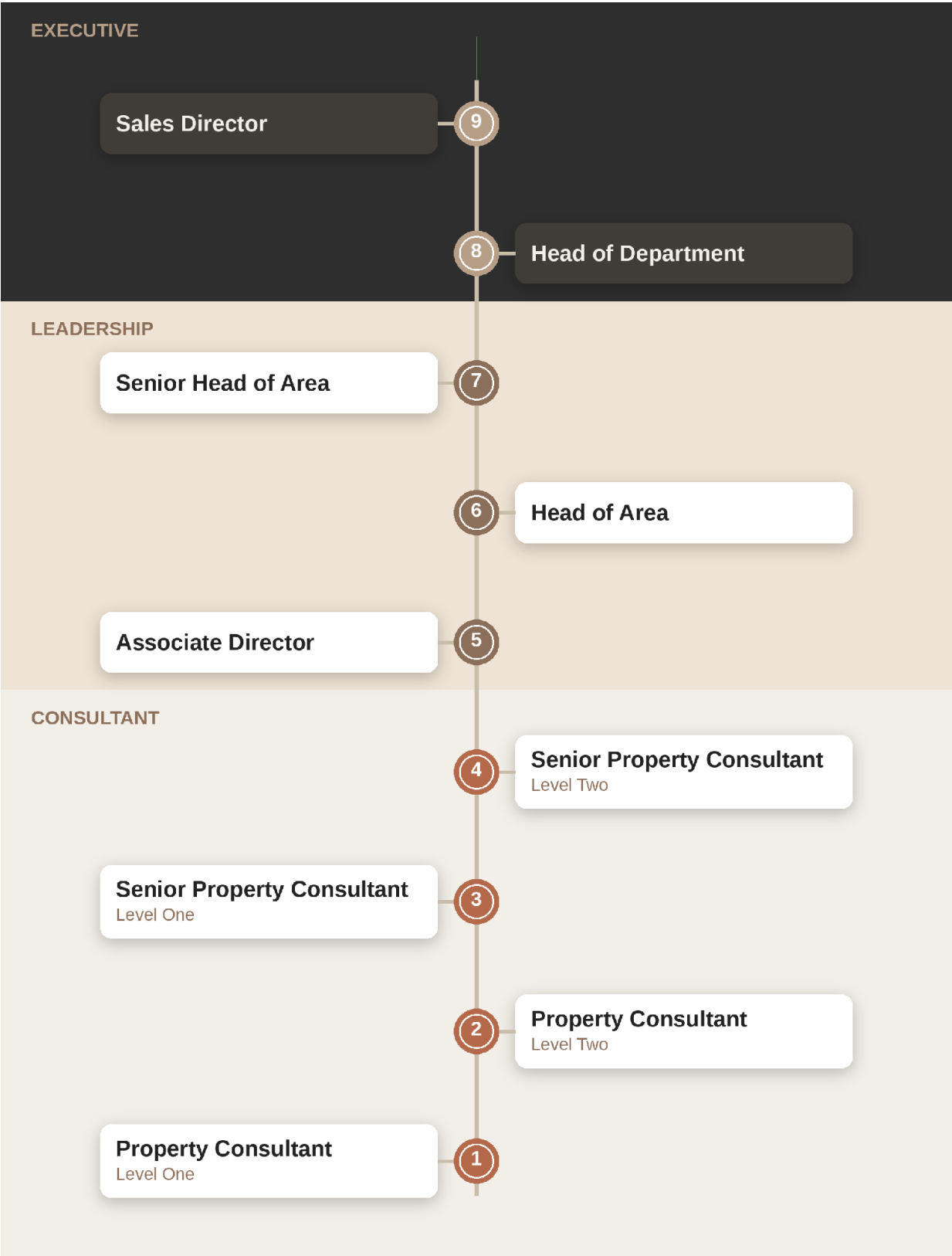
This confirms that _____ has successfully completed the Introduction to Real Estate Training.

(Type the broker's name over the line before printing, or complete by hand.)

Broker Signature **Management Signature**

Career Progression Pathway

A structured career framework for your long-term success — nine defined levels, each with written promotion criteria.



Property Consultant — Level One

This role sits at the heart of the Liv Squared client experience, guiding prospective clients through every stage of the leasing journey. You will support clients in making confident property decisions through strong relationship building and growing market awareness.

You'll manage property viewings and negotiations from enquiry to completion, working closely with internal teams to deliver smooth, compliant transactions and an exceptional standard of service.

This role provides the foundation for progression into a Level 2 position as your market knowledge, client management skills and commercial confidence develop.

ROLE

Leasing Only

- Cultivate strong relationships with prospective tenants to understand their needs and preferences.
- Conduct viewings and provide detailed information about features, leasing terms and pricing.
- Stay updated on Dubai's real estate trends, pricing and competitor offerings.
- Provide insights and recommendations to clients based on market conditions.
- Prepare and negotiate lease agreements, ensuring alignment with company policies and legal standards.
- Facilitate smooth lease transactions from enquiry to contract signing.
- Develop and execute innovative leasing strategies to meet occupancy and revenue targets.
- Work with marketing to create listings and promo materials.
- Maintain accurate records of client interactions and agreements.
- Ensure compliance with Dubai's real estate regulations and company standards.

Promotion Criteria to Property Consultant — Level 2

☐	Successfully pass 6 month probation
☐	Minimum of AED 150k in revenue added to the board
☐	Must be a Super Agent and Tru Broker
☐	80% of listings to be verified
☐	Hit full quarterly target over two consecutive months

BENEFITS

- ✓ 50–55% commission
- ✓ Office based
- ✓ 30 days annual leave

Broker Signature

Head of Area Signature

Managing Director Signature

Property Consultant — Level Two

As a Level 2 Consultant you take on expanded responsibility across leasing and residential sales, supporting clients through the full property transaction journey. You'll build strong client and corporate relationships, conduct valuations and viewings and provide informed market insight to support confident buying and leasing decisions.

You'll lead negotiations, implement sales and leasing strategies and work closely with internal teams to maximise property visibility.

Success in this role demonstrates growing commercial expertise and paves the way toward progression into a Senior Property Consultant position.

ROLE

Sales and Leasing

- Build and maintain strong relationships with clients and corporate tenants.
- Conduct in-depth property valuations and viewings tailored to client needs.
- Analyse market trends and provide strategic insights to influence leasing decisions.
- Identify opportunities for growth in market share within the market.
- Lead negotiations for standard and complex lease agreements.
- Ensure all terms align with company policies and legal standards.
- Develop and implement advanced leasing strategies to maximise revenue.
- Collaborate with marketing to enhance visibility and attract top-tier tenants.
- Oversee accuracy and completeness of leasing documentation.
- Ensure compliance with all regulatory requirements and company standards.

Promotion Criteria to Senior Property Consultant — Level One

Achieve 1.2 million AED within a 12 month period

25% of deals within a 12 month period (to include seller fee when seller relationship is owned)

Be a current TruBroker & Super Agent

BENEFITS

- ✓ 55% commission
- ✓ Office based
- ✓ 30 days annual leave

Broker Signature

Head of Area Signature

Managing Director Signature

Senior Property Consultant — Level One

As a Senior Property Consultant, you play a key role in driving client success and commercial performance within Liv Squared. Operating with greater ownership and market expertise, you manage client relationships at a strategic level while overseeing residential sales and leasing transactions from consultation through to completion.

You'll lead sales and leasing activity, negotiate agreements to the highest professional standards, and use market insight to guide confident client decisions. Alongside personal performance, you'll support and mentor developing brokers, helping strengthen capability across the wider team.

Success in this role reflects strong leadership, consistent results and readiness to take on broader commercial and team responsibilities within the business.

ROLE

- Engage with clients to understand their property needs and preferences.
- Conduct viewings and provide detailed insights on features, pricing and terms.
- Develop and implement sales and leasing strategies to meet targets.
- Collaborate with marketing to enhance property visibility and attract potential clients.
- Prepare and negotiate residential sales and lease agreements, ensuring compliance with company policies.
- Facilitate smooth transaction processes from enquiry to contract finalisation.
- Provide strategic recommendations to clients based on market insights.
- Support new brokers, sharing knowledge and best practices.
- Conduct training sessions to enhance their skills and confidence in sales and leasing.
- Maintain accurate records of interactions and agreements.
- Ensure adherence to Dubai's real estate regulations and company standards.

Promotion Criteria to Senior Property Consultant — Level Two

☐	Achieve 1.4 million AED within a 12 month period
☐	30% of deals within a 12 month period (to include seller fee when seller relationship is owned)
☐	Be a current TruBroker & Super Agent
☐	10% of deals within a 12 month period to be listed exclusively when seller relationship is owned
☐	Mentor a consultant to achieve their first 3 sales (you will receive 20% of the consultant's commission)

BENEFITS

- ✓ 60% commission
- ✓ Office based

Broker Signature

Head of Area Signature

Managing Director Signature

Senior Property Consultant — Level Two

As a Senior Property Consultant, you play a key role in driving client success and commercial performance within Liv Squared. Operating with greater ownership and market expertise, you manage client relationships at a strategic level while overseeing residential sales and leasing transactions from consultation through to completion.

You'll lead sales and leasing activity, negotiate agreements to the highest professional standards, and use market insight to guide confident client decisions. Alongside personal performance, you'll support and mentor developing brokers, helping strengthen capability across the wider team.

Success in this role reflects strong leadership, consistent results and readiness to take on broader commercial and team responsibilities within the business.

ROLE

- Engage with clients to understand their property needs and preferences.
- Conduct viewings and provide detailed insights on features, pricing and terms.
- Develop and implement sales and leasing strategies to meet targets.
- Collaborate with marketing to enhance property visibility and attract potential clients.
- Prepare and negotiate residential sales and lease agreements, ensuring compliance with company policies.
- Facilitate smooth transaction processes from enquiry to contract finalisation.
- Provide strategic recommendations to clients based on market insights.
- Support new brokers, sharing knowledge and best practices.
- Conduct training sessions to enhance their skills and confidence in sales and leasing.
- Maintain accurate records of interactions and agreements.
- Ensure adherence to Dubai's real estate regulations and company standards.

Promotion Criteria to Associate Director

	Achieve 1.65 million AED within a 12 month period
	30% of deals within a 12 month period (to include seller fee when seller relationship is owned)
	Be a current TruBroker & Super Agent
	10% of deals within a 12 month period to be listed exclusively when seller relationship is owned
	Mentor a consultant to achieve their first 3 sales (you will receive 20% of the consultant's commission)

BENEFITS

- ✓ 65% commission
- ✓ Office based
- ✓ 30 days annual leave

Broker Signature

Head of Area Signature

Managing Director Signature

Associate Director

As an Associate Director, you play a key leadership role in driving strategic growth, commercial performance and team development within Liv Squared. You translate business objectives into actionable strategies, lead high-value negotiations, and strengthen the company's presence within your designated area.

You'll guide senior team members, foster a high-performance culture, and mentor emerging leaders while maintaining strong relationships with key clients and stakeholders. Working closely with senior leadership, you'll identify opportunities and contribute to wider business development initiatives.

This position marks a significant step into senior leadership, paving the way toward full area ownership and broader responsibility within the business.

ROLE

- Develop and execute strategic plans to drive growth and enhance market presence.
- Lead high-level negotiations and secure key partnerships to advance company objectives.
- Assist when necessary to manage and oversee the sales team.
- Foster a collaborative and high-performance culture within the team.
- Mentor and guide senior executives, providing insights and strategies for career development.
- Conduct regular training sessions to elevate leadership skills and business acumen.
- Analyse market trends and provide actionable insights to capitalise on emerging opportunities.
- Build and maintain strong relationships with high-profile clients and stakeholders.
- Ensure exceptional service delivery and client satisfaction across all interactions.

Promotion Criteria to Head of Area

- ☐
- Attend and pass entry to Management Accreditation
- ☐
- Mentor a consultant to achieve their first 3 sales (you will receive 20% of the consultant's commission)

BENEFITS

- ✓ 65–75% commission
- ✓ Fully flexible working
- ✓ 30 days annual leave + additional day for every full calendar year worked (maxing out at 35 days)

Broker Signature

Management Signature

Head of Area

As Head of Area, you are responsible for the commercial performance, growth, and operational success of your designated market within Liv Squared. You lead a high-performing sales team, ensuring alignment with company objectives while fostering a culture of accountability, collaboration, and consistent results.

You'll recruit, develop and mentor team members, setting clear performance standards while implementing strategies that drive revenue growth and strengthen Liv Squared's market presence. Working closely with senior leadership, you will shape local business strategy and maintain key client and stakeholder relationships across your area.

Success in this role demonstrates sustained leadership and creates the opportunity to progress into a Senior Head of Area position.

ROLE

- Oversee and manage a high-performing sales team, ensuring alignment with company goals.
- Recruit and develop team members to maximise their potential.
- Develop and implement strategies to achieve and exceed sales targets.
- Analyse market and capitalise on opportunities to drive revenue.
- Set clear performance standards and expectations for the sales team.
- Conduct regular assessments and provide feedback to ensure continuous improvement.
- Collaborate with senior management to shape and execute business strategies.
- Identify new business opportunities and develop plans to capture market share.
- Build and maintain strong relationships with key clients and stakeholders.
- Monitor sales metrics and generate reports to track progress and inform decision-making.
- Use data-driven insights to refine strategies and improve outcomes.

Promotion Criteria to Senior Head of Area

	Achieve yearly team target based on the monthly's
	Hit 75% verification of all team listings across all platforms
	Ensure all team members that have completed 6 months tenure from the date of passing their RERA maintain a TruBroker & Super Agent status

BENEFITS

- ✓ 55–60% commission
- ✓ Team override
- ✓ Office based
- ✓ 30 days annual leave + additional day for every full calendar year worked (maxing out at 35 days)

Broker Signature

Management Signature

Senior Head of Area

As Senior Head of Area, you hold overall responsibility for the sustained performance, growth, and strategic direction of your market within Liv Squared. Building on proven leadership success, you oversee high-performing teams, drive commercial outcomes, and contribute to wider business strategy.

Working closely with senior leadership, you act as a trusted commercial lead, strengthening cross-department collaboration while maintaining key client and stakeholder relationships.

This role reflects advanced leadership capability and positions you to take on broader departmental responsibility as part of the transition toward Head of Department.

ROLE

- Oversee and manage a high-performing sales team, ensuring alignment with company goals.
- Recruit and develop team members to maximise their potential and performance.
- Develop and implement strategies to achieve and exceed sales targets.
- Analyse trends and capitalise on opportunities to drive revenue.
- Set clear performance standards and expectations for the sales team.
- Conduct regular assessments and provide feedback to ensure continuous improvement.
- Collaborate with senior management to shape and execute business strategies.
- Identify new business opportunities and develop plans to capture market share.
- Build and maintain strong relationships with key clients and stakeholders.
- Ensure exceptional service delivery and client satisfaction.
- Monitor sales metrics and generate reports to track progress and inform decision-making.
- Use data-driven insights to refine strategies and improve outcomes.

Promotion Criteria to Property Executive

☐

Maintain Senior Head of Area position

BENEFITS

- ✓ 55–60% commission
- ✓ Team override
- ✓ Office based
- ✓ 30 days annual leave + additional day for every full calendar year worked (maxing out at 35 days)

Broker Signature

Management Signature

Head of Department

As Head of Department, you are responsible for the overall leadership, performance and direction of the Liv Squared sales function. You oversee multiple areas and leadership teams, ensuring alignment with company objectives while driving a high-performance culture across the department.

You'll lead Heads of Area to deliver ambitious revenue targets, establish consistent sales standards and implement strategies that strengthen market position and operational excellence. Using data-led insights, you'll identify growth opportunities while ensuring best practices are maintained across all client interactions and sales processes.

Working closely with leadership, you will shape wider business strategy across the organisation, and ensure the department operates efficiently and in line with Liv Squared's long-term vision.

This role represents the final leadership stage before executive appointment, preparing you for progression into the Sales Director position — the highest level of commercial leadership within Liv Squared.

ROLE

- Oversee the entire sales department, providing strategic direction and leadership.
- Manage Heads of Area, ensuring alignment with company objectives and fostering a collaborative environment.
- Develop and execute comprehensive sales strategies to achieve ambitious revenue targets.
- Monitor and analyse sales performance metrics to identify areas for improvement.
- Design and implement training programmes to enhance skills and capabilities of the sales team.
- Foster a culture of continuous learning and professional growth.
- Establish and uphold high-performance standards across the sales floor.
- Implement best practices and innovative approaches to sales processes and client engagement.
- Collaborate with executive leadership to develop and refine business strategies.
- Build and maintain relationships with key clients and industry partners.
- Oversee the preparation of detailed sales reports and performance analyses.
- Utilise data-driven insights to inform strategic decisions and drive success.

Promotion Criteria to Sales Director

	Achieve annual team target based on monthly requirements
	Assist 5 Client Executives to achieve promotion to Senior Client Manager
	Ensure 80% of team members that have completed 6 months tenure from the date of passing their RERA maintain TruBroker & Super Agent status

BENEFITS

- ✓ Salary
- ✓ Team override
- ✓ Office based
- ✓ 30 days annual leave + additional day for every full calendar year worked (maxing out at 35 days)

Broker Signature

Management Signature

Sales Director

As Sales Director, you hold overall responsibility for the commercial performance, strategic growth, and leadership of Liv Squared's sales organisation. As the highest level within the sales career pathway, you oversee the entire department, ensuring alignment between company vision, market strategy and revenue delivery.

You'll lead Heads of Area and senior leadership teams to drive a high-performance culture focused on results, collaboration and exceptional client service. Through strategic planning, forecasting and data-led decision making, you'll implement sales strategies that strengthen market position and support business growth.

You will shape long-term business strategy, set performance standards, and ensure Liv Squared maintains a competitive advantage across its markets.

ROLE

- Manage the entire sales department, including Heads of Area, ensuring alignment with overall company goals.
- Provide guidance to foster a high-performance culture and collaborative environment.
- Develop and implement sales strategies to achieve revenue targets and drive growth.
- Monitor performance metrics and continuously optimise sales processes.
- Create and oversee training programmes to enhance skills and effectiveness of the sales team.
- Promote a culture of continuous learning and development.
- Set high-performance standards and ensure adherence to best practices in sales and client engagement.
- Innovate and refine sales approaches to maintain competitive advantage.
- Lead forecasting to predict sales trends and adjust strategies accordingly.
- Develop and manage sales budgets, ensuring cost-effective operations and resource allocation.
- Collaborate with executive leadership to shape and execute long-term business strategies.
- Identify opportunities for market expansion and increased market share.
- Build and nurture relationships with key clients and industry partners.
- Utilise data-driven insights to guide strategic decisions and drive success.

The top of the pathway

Sales Director is the highest level of commercial leadership within Liv Squared. From here, your focus is the growth of the whole sales organisation — and developing the leaders who will follow the same pathway you did.

BENEFITS

- ✓ Salary
- ✓ Team override
- ✓ Office based
- ✓ 30 days annual leave + additional day for every full calendar year worked (maxing out at 35 days)

Broker Signature

Management Signature

One to One Monthly Review

Name: _____

Month: _____

Number of months in the company: _____

Total amount of billed commission to date: _____

	Month Target	Actual Achieved
Commission Booked		
Calls Made		
New Listings		
Valuations		
Database		
Offers Received		
Viewings		

Current deals — work in progress

Property Address	Offer	Condition

Did you hit your target? Yes ☐ No ☐

What do you think went well for you?

What do you think needs improvement from you?

What can Liv Squared Properties do to help you progress further?

Plans for the month ahead?

Broker Signature

Management Signature

YOUR SPACE

Notes

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