

Kemedar Advisor: The AI Property Matching Engine

A comprehensive deep-dive:
Front-end user intelligence
and the backend administrative
command center.



Next-Generation Real Estate Intelligence



User Input

A 5-minute, 8-step intuitive survey replacing generic search.



ThinkDar™ AI

Processing engine trained on millions of MENA data points.



Admin Command Center

Generating smart matches, automated notifications, and deep market intelligence.

Powered by ThinkDar™ AI, Kemedar Advisor transforms raw buyer intent into actionable, high-conversion real estate intelligence.

The 8-Step Profiling Journey



1 What do you need?



I want to Buy a property

Purchase ownership of a home, apartment, or investment unit.



I want to Rent a property

Find a place to live on a monthly or yearly lease.



I want to Invest in real estate

Purchase for income or capital growth.

3 How urgent is your need?



Very Urgent

Within 1 month



Soon

Within 3 months



Planning Ahead

Within 6 months



Just Exploring

No timeline yet



Guest-Friendly Architecture:

Captures top-of-funnel leads instantly without requiring upfront registration. Progress saves locally.

Steps 1-5: Establishing the Framework

Intent

[Buy] [Rent] [Invest]

Urgency scale



Specs

[Apartment] [Villa] [Commercial]

[Family Living] [Solo] [Retirement]

Household

2 Adults

+ -

0 Children

+ -

0 Seniors

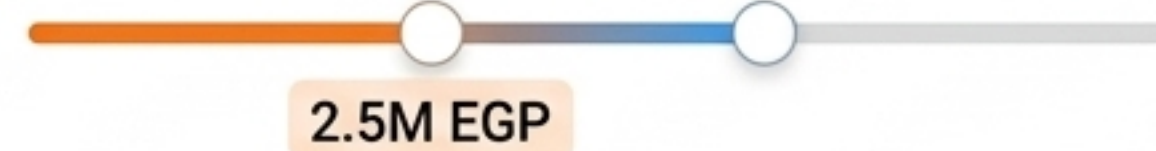
+ -

[Pets: Cats] [Wheelchair Accessible]

Financials

Income Range

Absolute Budget Limit



[Cash] [Mortgage]

Steps 6-8: The Human Element

The Nuance

1 Top 5 Priorities

1. Quiet & peaceful 🏡
2. Natural light ☀️
3. Near metro / transport 🚇

 View

Garden / Green

 Commute Logic Skip: Works Remotely

The Logic Filter

The Green List

✓ Must-Haves

✓ [Elevator]

✓ [Central AC]

The Red List

✗ Absolute No-Gos

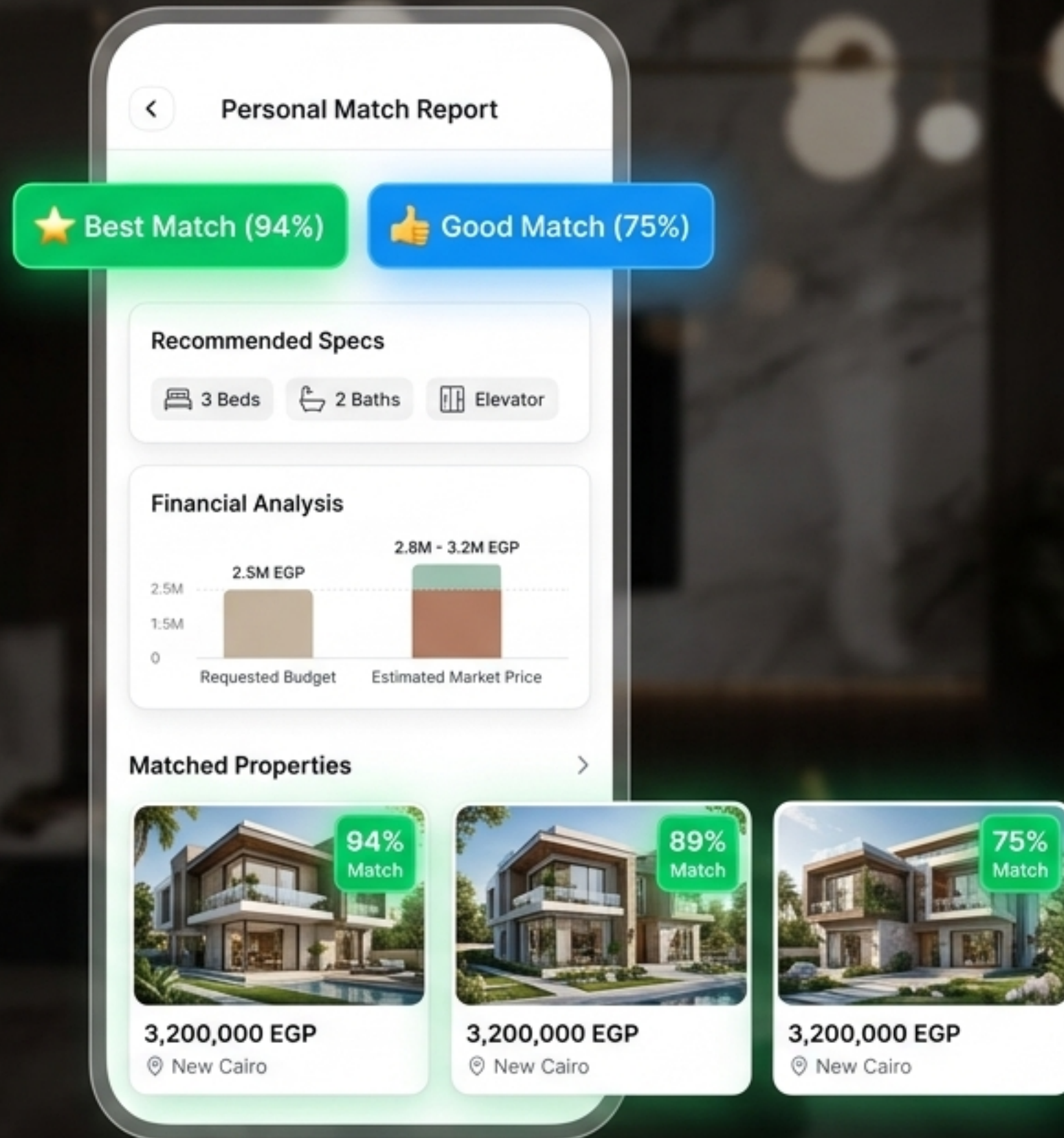
✗ [On a noisy main road]

✗ [Above 5th floor without elevator]



Deal-breakers trigger **automatic hard exclusions** from the AI dataset, saving users from viewing properties that technically fit their budget but fail their lifestyle tests.

From Raw Data to Tailored Results



The Anatomy of a Match Score

40%
Feature Score

Priority-weighted matching against the top 5 lifestyle choices.

30%
Location Score

Commute distance, requested schools, and proximity features.

20%
Budget Score

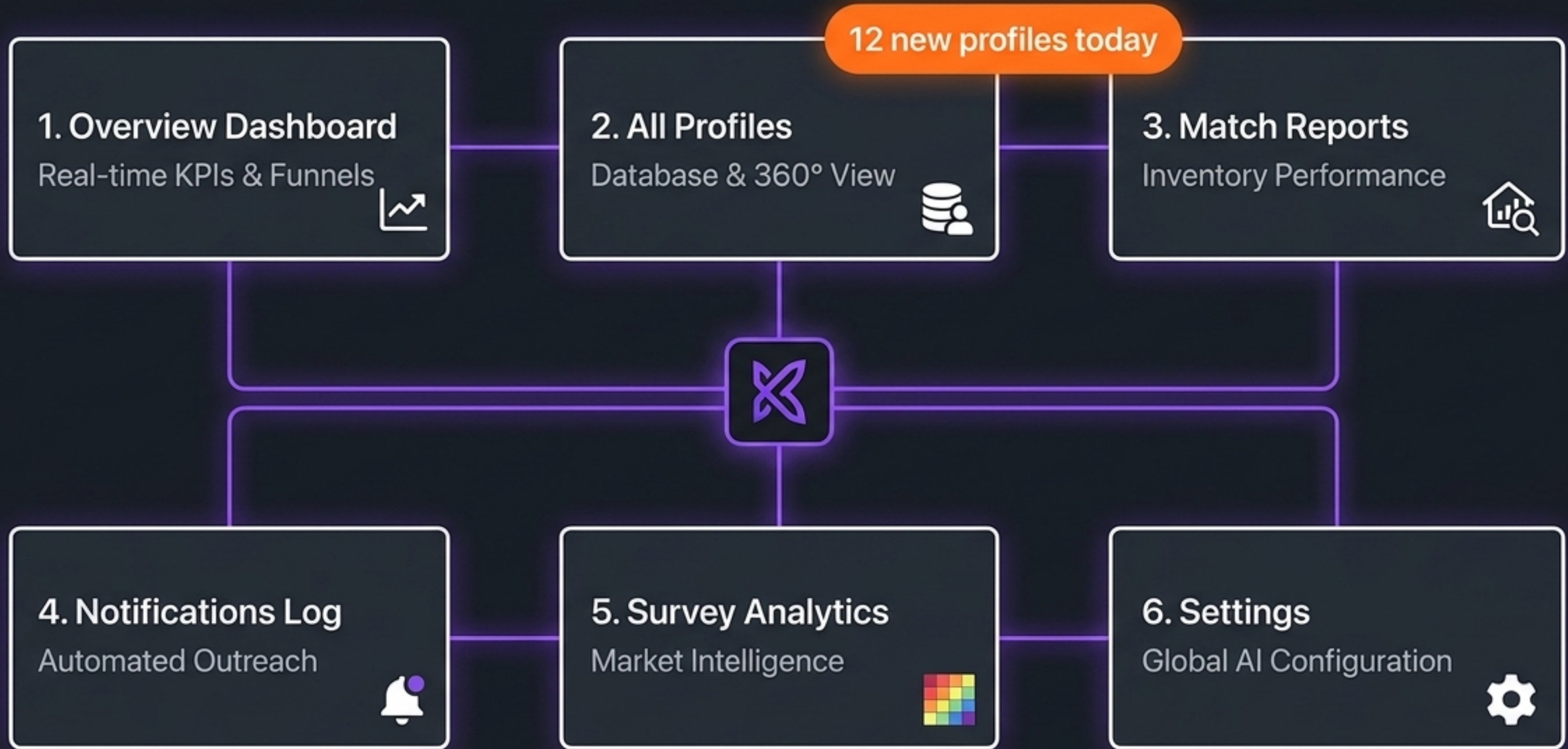
Price alignment vs. stated household capacity.

10%
Wishlist Bonus

Extra points for nice-to-have features.

Minimum Visibility Threshold (Configurable).
Deal-breakers auto-exclude properties entirely.

The Back-Stage: Admin Command Center Architecture



Command Center: Overview Dashboard

 Active Profiles

4,200

↑ +142 this week

 Surveys Today

85

78% completion rate

 Total Matches

12,400

Avg score: 82%

 Notifications Sent

3,150

Open rate: 42%

Average Survey Duration

4:12 min



Target: < 5 min


Profile-to-Lead Conversion

 **18.4%**


Users who contacted owner after a match.

Buyer/Renter Urgency



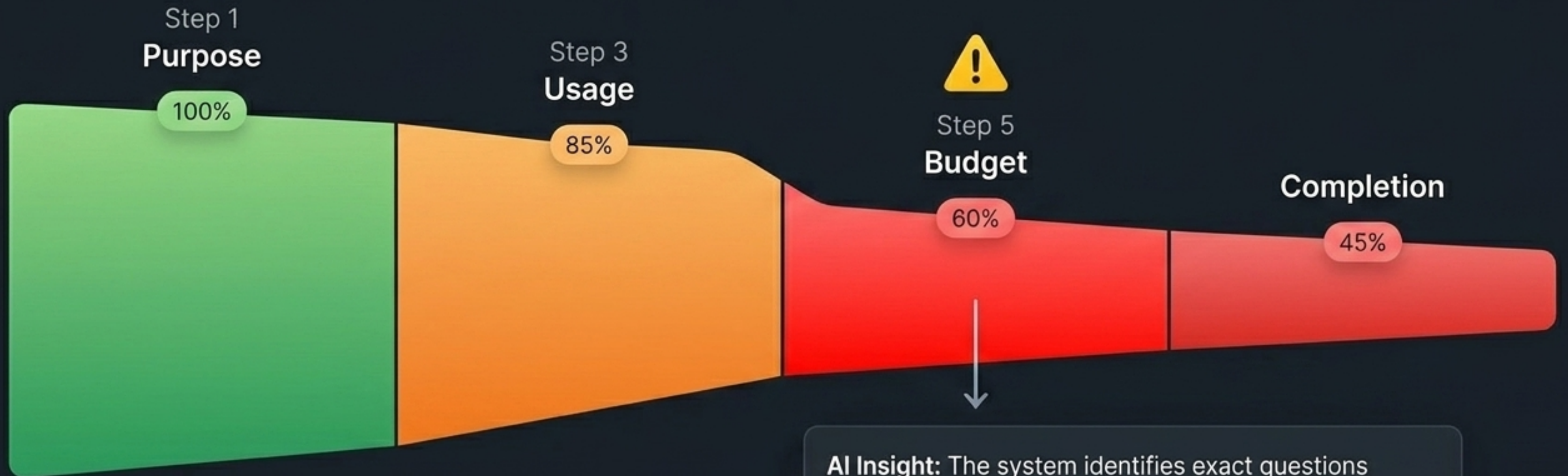
 Immediate (1 month) - 15%

 Soon (3 months) - 35%

 Planning (6 months) - 40%

 Exploring - 10%

Identifying Frictions & Drop-offs

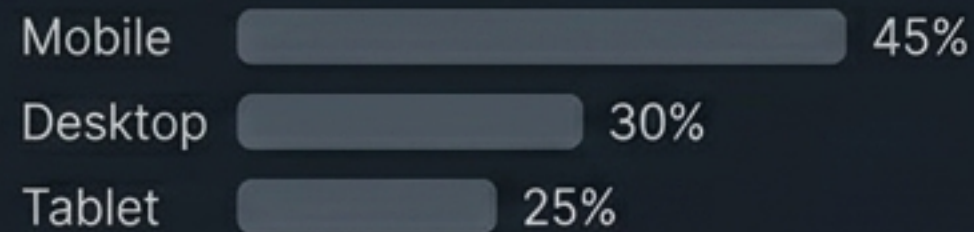


AI Insight: The system identifies exact questions causing abandonment.

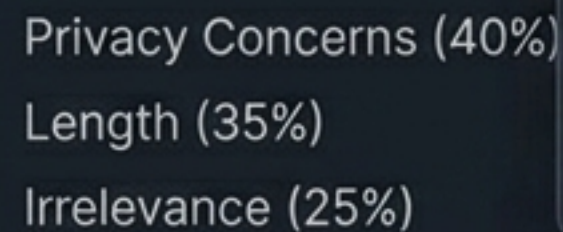
Q5.1 (Income Range) is causing a 25% drop in session continuity.

Recommendation: Reorder question to later in the flow or introduce trust/privacy signals before asking.

Drop-off by Device




Top Abandonment Factors



45%

The User Profile Database

	User	Purpose	Budget	Urgency	Matches
1	 Sarah K.	Buy	5M - 8M EGP	Immediate	14 matches
2	 Michael T.	Rent	20k - 35k EGP/mo	Soon	32 matches
3	 Ahmed F.	Invest	3M - 5M EGP	Planning	8 matches
4	 Nour A.	Explore	Unspecified	Exploring	142 matches




80% Complete

Intent: **Buy** | Type: **Villa** | Area: **New Cairo**

- 1  Saved property: **New Cairo Villa**
- 2  Viewed AI Report
- 3  Contacted owner

[ Refresh Matches]

[ Send Re-engagement Email]

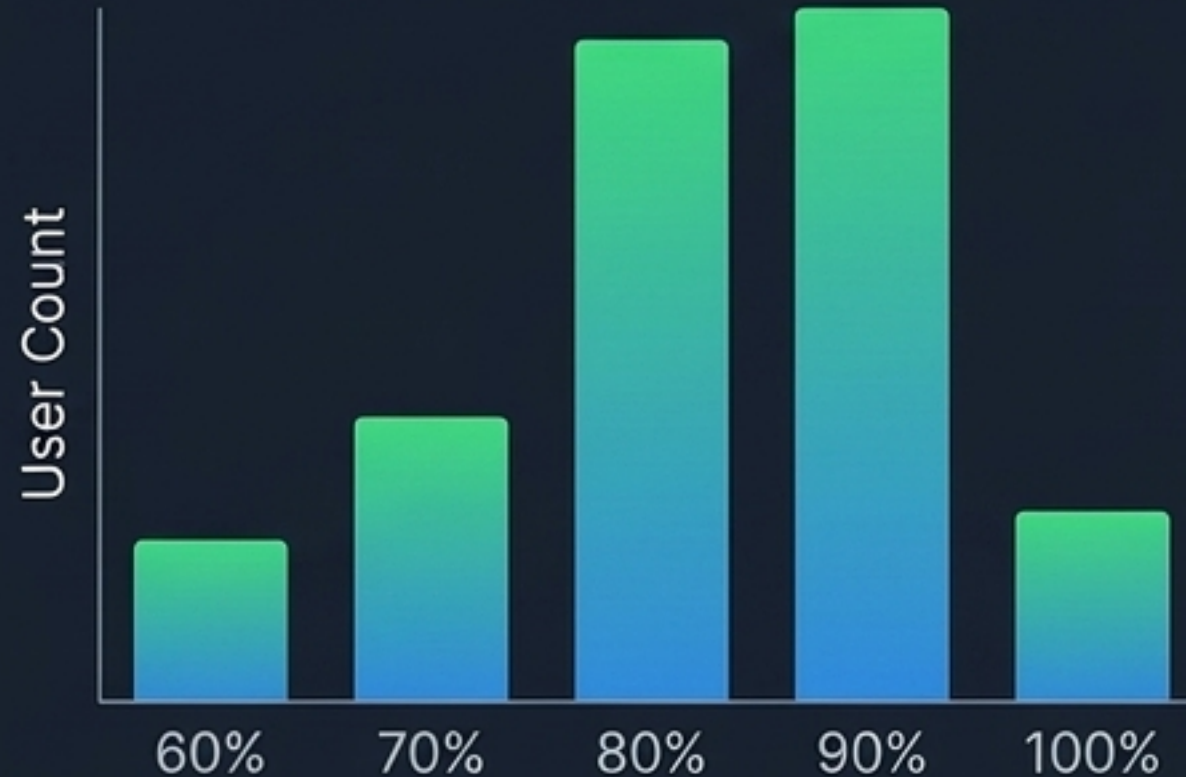
Property-to-Profile Performance



Listing: New Cairo
Modern Villa



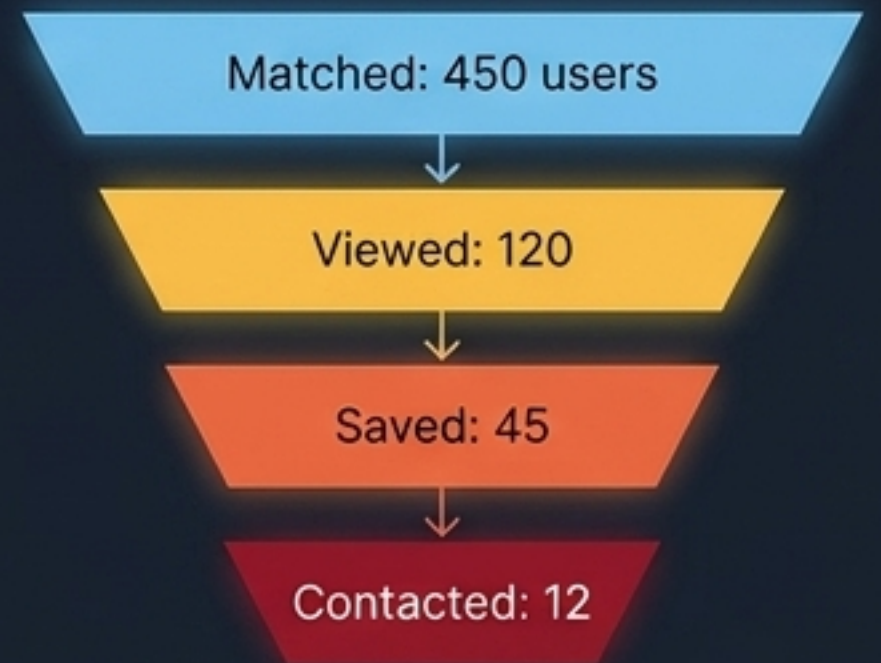
Score Distribution Across Active Profiles



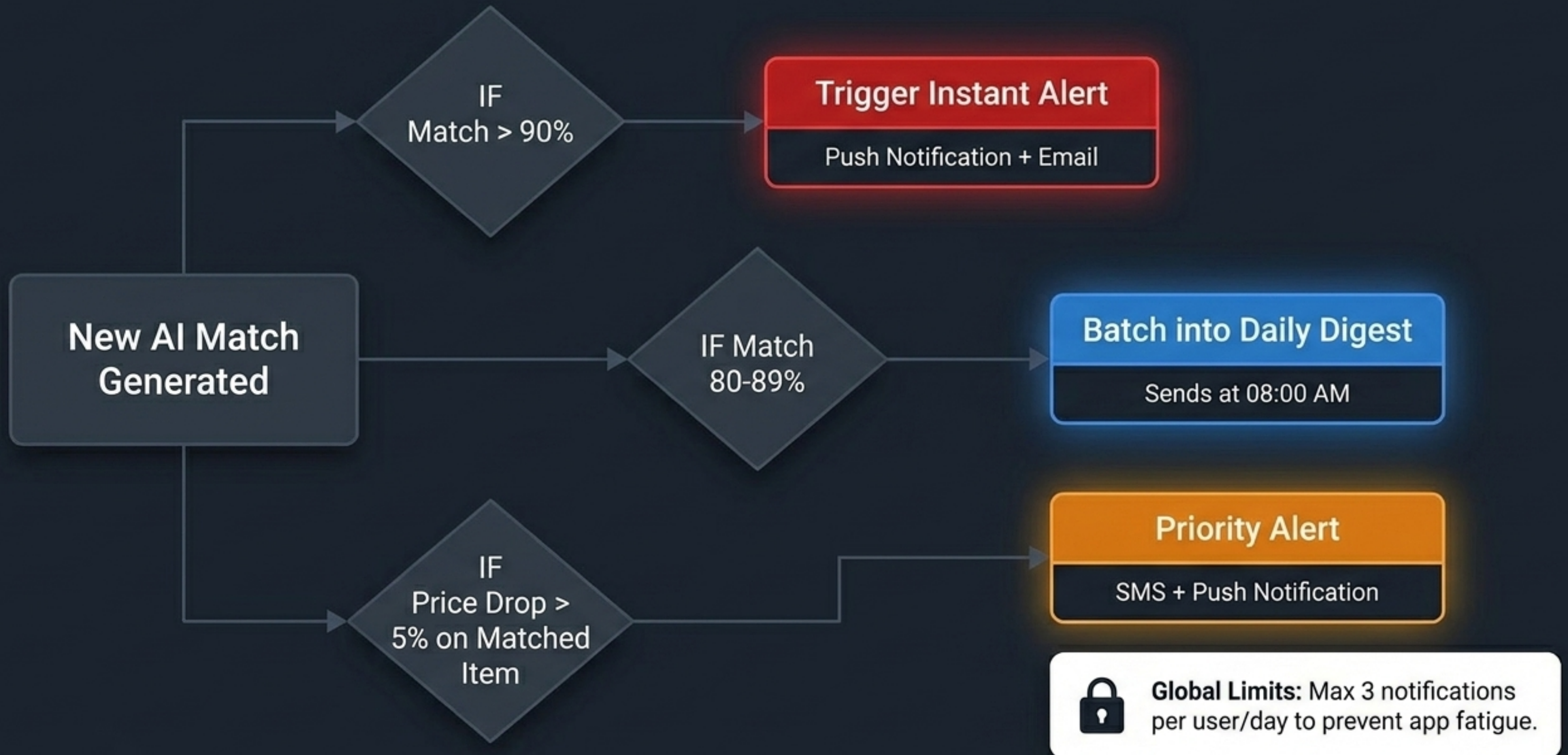
Feature Breakdown

- **Has Elevator**
(matched 80% of profiles)
- **Garden view**
(matched 65% of profiles)
- **Budget mismatch**
(priced out 30% of interested users)

Conversion Funnel

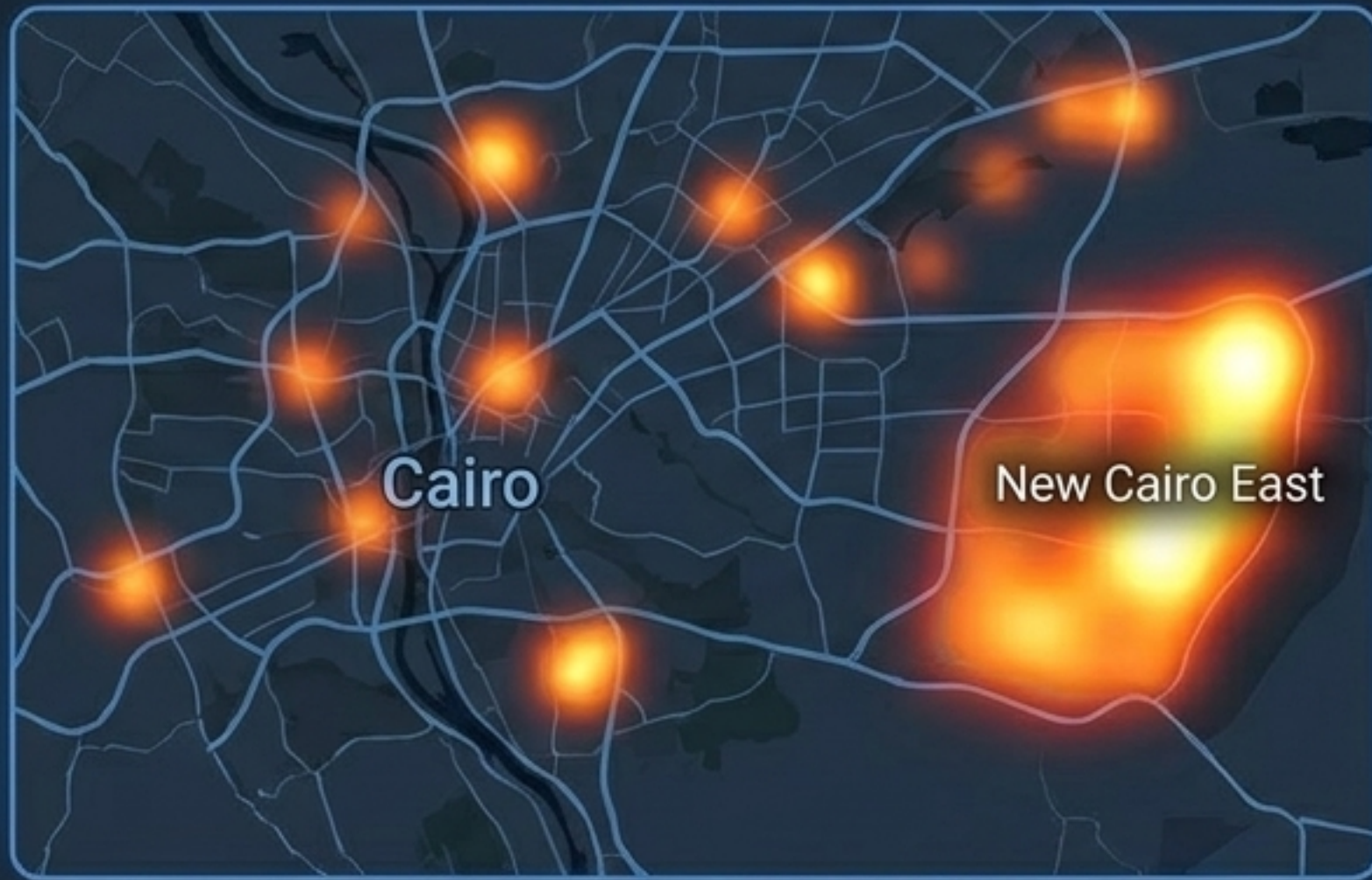


The Automated Notification Engine



Market Intelligence & Predictive Demand

Demand Heatmap



 Location:	New Cairo East
 Supply Gap:	High Demand / Low Listings
 Action:	Import properties here.

Affordability Patterns



Admin Settings: Tuning the Engine


Algorithm Weights

Feature Score
[] 40%

Location Score
[] 30%

Budget Score
[] 20%

Wishlist Bonus
[] 10%

Total: 100% 

Match Triggers

- Re-run AI when new property is published
- Re-run AI when price drops
- Scheduled daily batch run (02:00 AM)

Claude API Configuration

Default Report Tone:

Professional & Formal 

ON  Arabic Cultural Adaptation

Synthesis: The Kemedar Data Flywheel

Every survey taken makes the entire PropTech ecosystem smarter.

