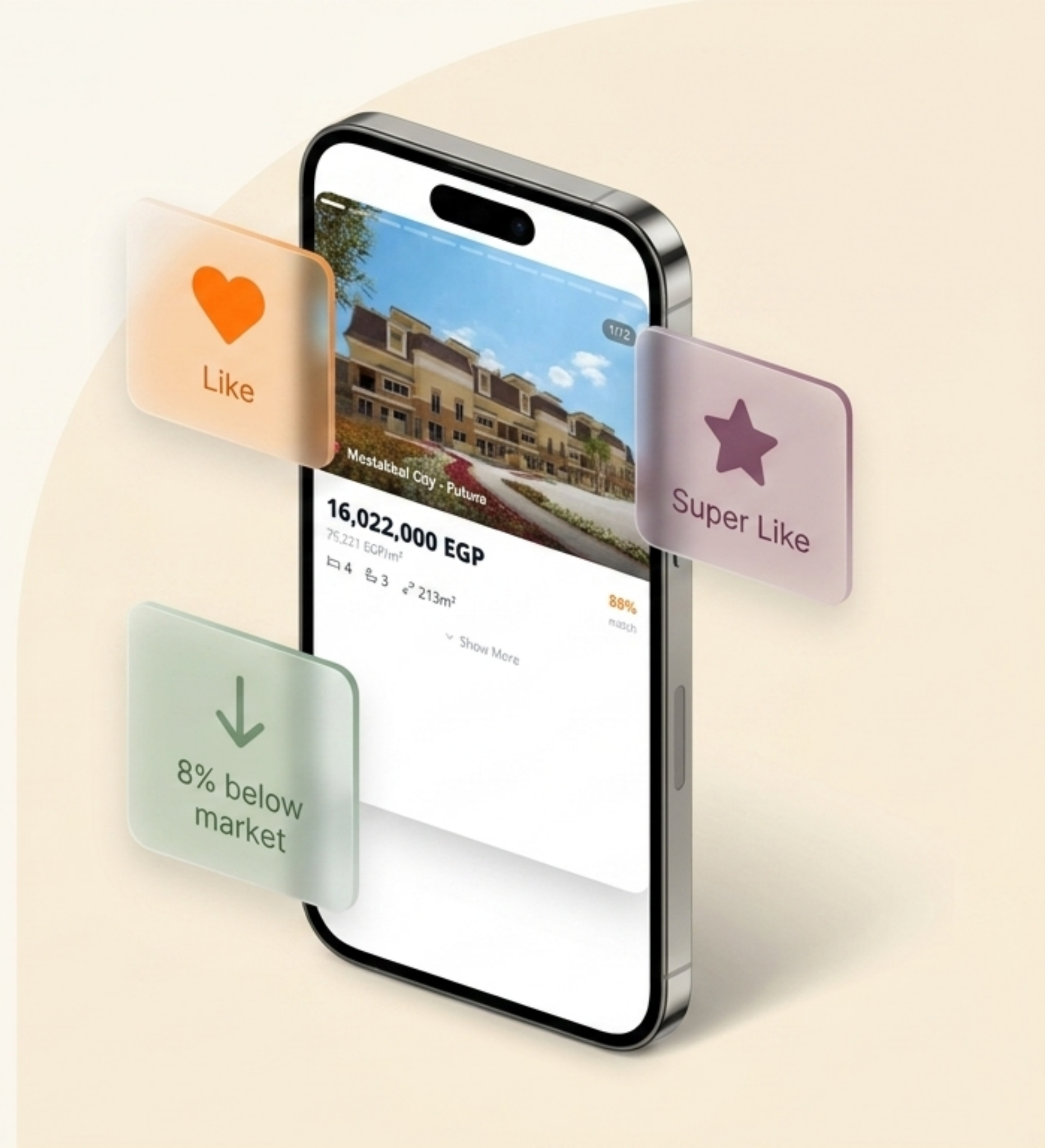


# The Gamification of Property Discovery

A completely different search experience. We've transformed passive scrolling into an emotional, high-intent marketplace. More engagement creates deeper behavioral data, powering the most accurate AI matching engine in the region.



# The Engagement Paradigm Shift

## Traditional Search

Passive Scrolling

Surface Clicks

Cold Outreach

Low Intent

## Kemedar Match™

Gamified Active Swiping

Deep Behavioral AI Learning  
(view duration, swipe speed)

Mutual Opt-in (The Match)

Pre-Qualified, Mutual Interest

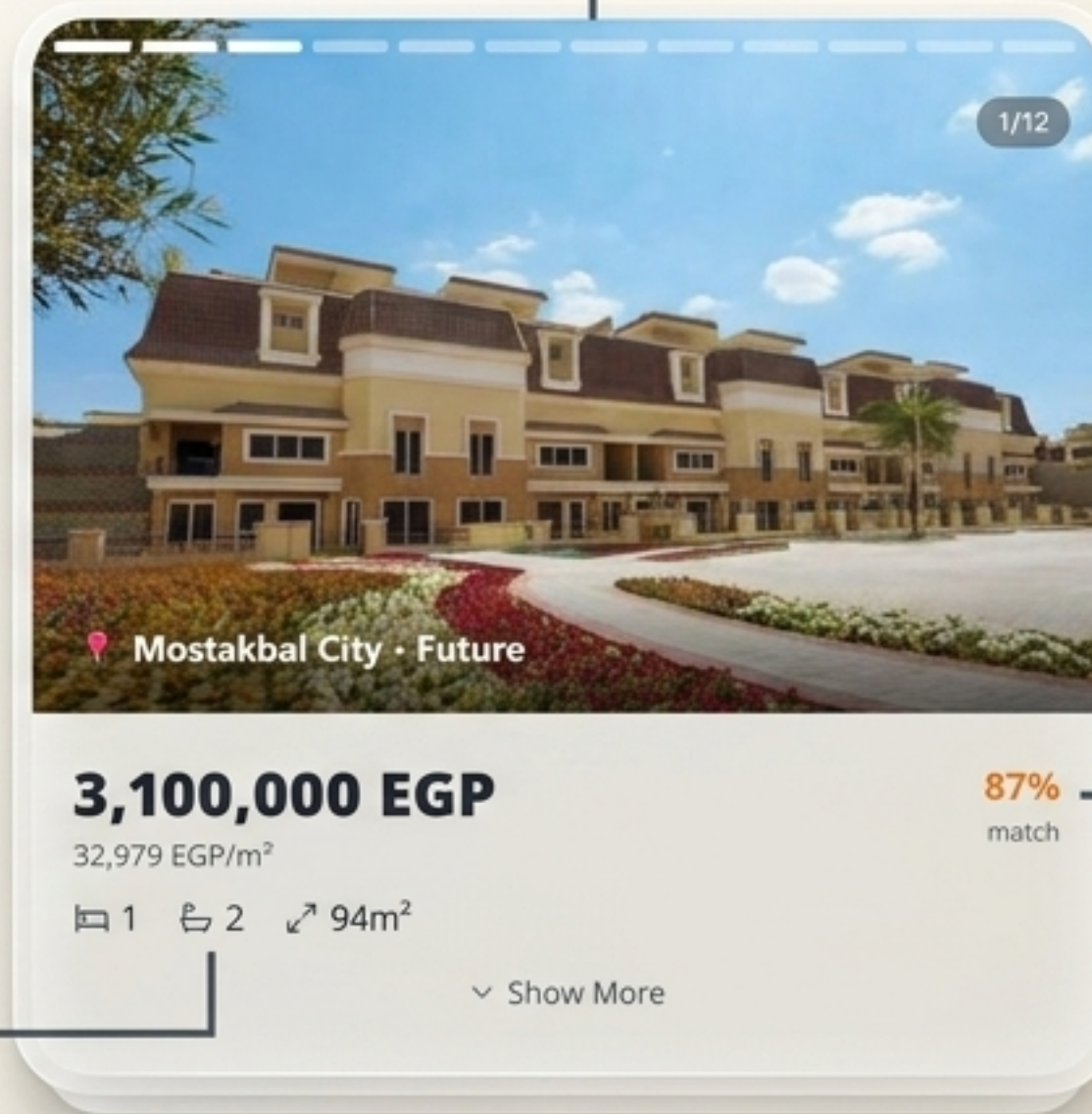
The result is a self-reinforcing loop: **Gamification drives urgency**, which generates **richer behavioral data**, which creates **better AI matches**.

# From Zero to Swiping in 30 Seconds



A 3-tap setup captures hard constraints, creating the foundation for the AI to begin learning.

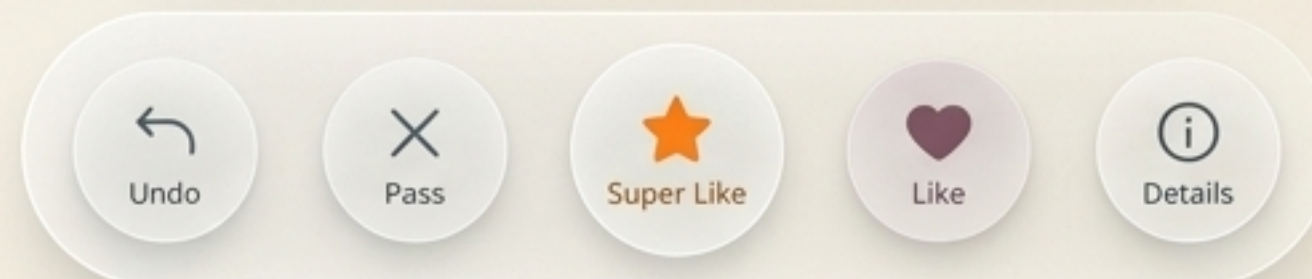
# Anatomy of a High-Intelligence Property Card



**Photo View Tracking:** Active segments fill as users scroll, feeding engagement data to the AI.

**AI Compatibility Score:** Dynamically generated based on learned preferences.

**Vision™ & Market Context:** Real-time pricing assessments and auto-detected finishing specs (e.g., Marble Floors).



# The Behavioral Economy of Swiping



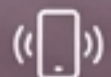
<b>Gesture</b>	Swipe Right
<b>Impact</b>	Anonymous interest saved
<b>Notification</b>	Batched every 4 hours
<b>Platform Limit</b>	50/day (Free)



<b>Gesture</b>	Swipe Left
<b>Impact</b>	AI learns negative preference
<b>Notification</b>	None
<b>Platform Limit</b>	Unlimited

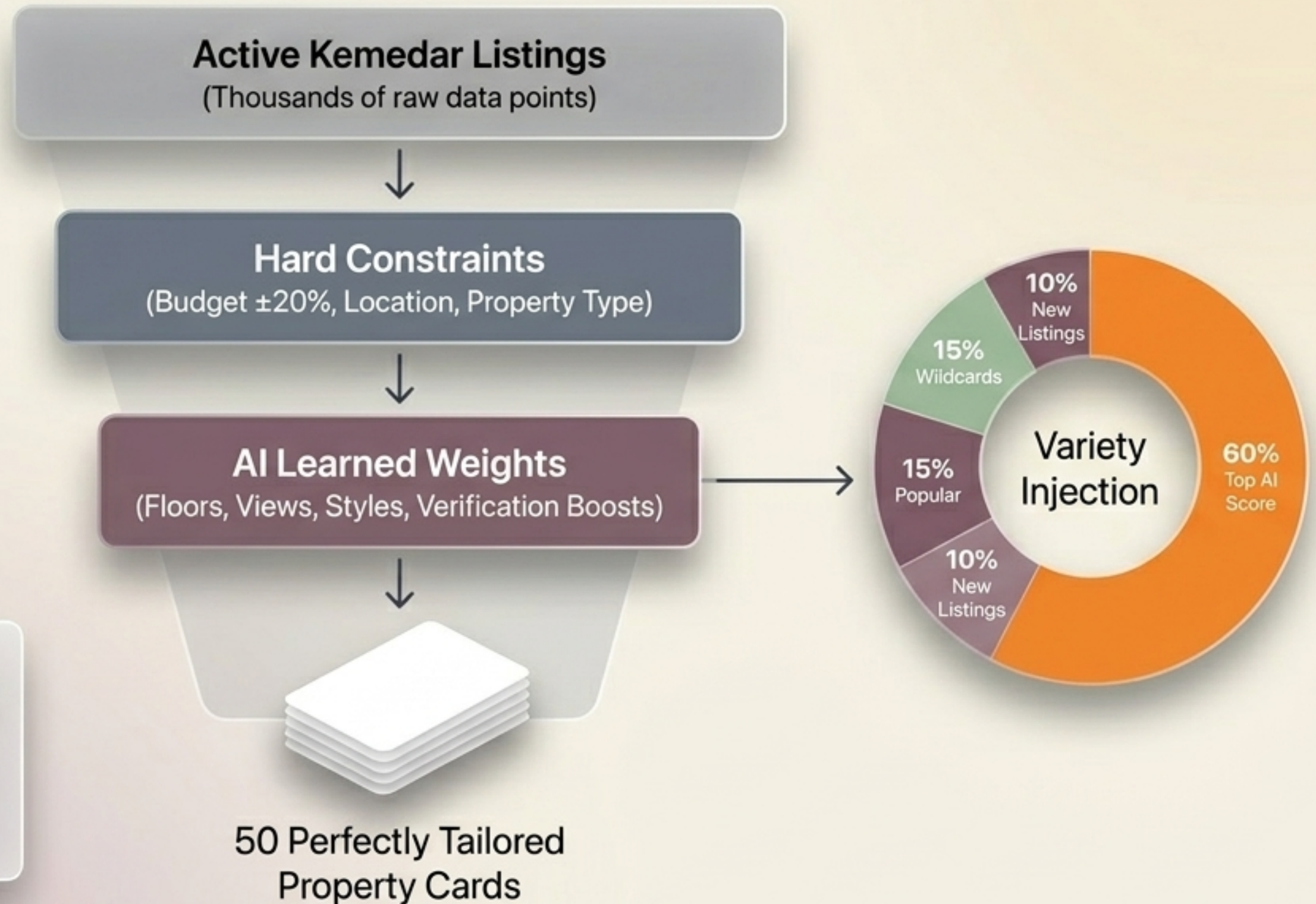


<b>Gesture</b>	Swipe Up
<b>Impact</b>	Priority ranking
<b>Notification</b>	Instant Alert
<b>Platform Limit</b>	3/day (Free)



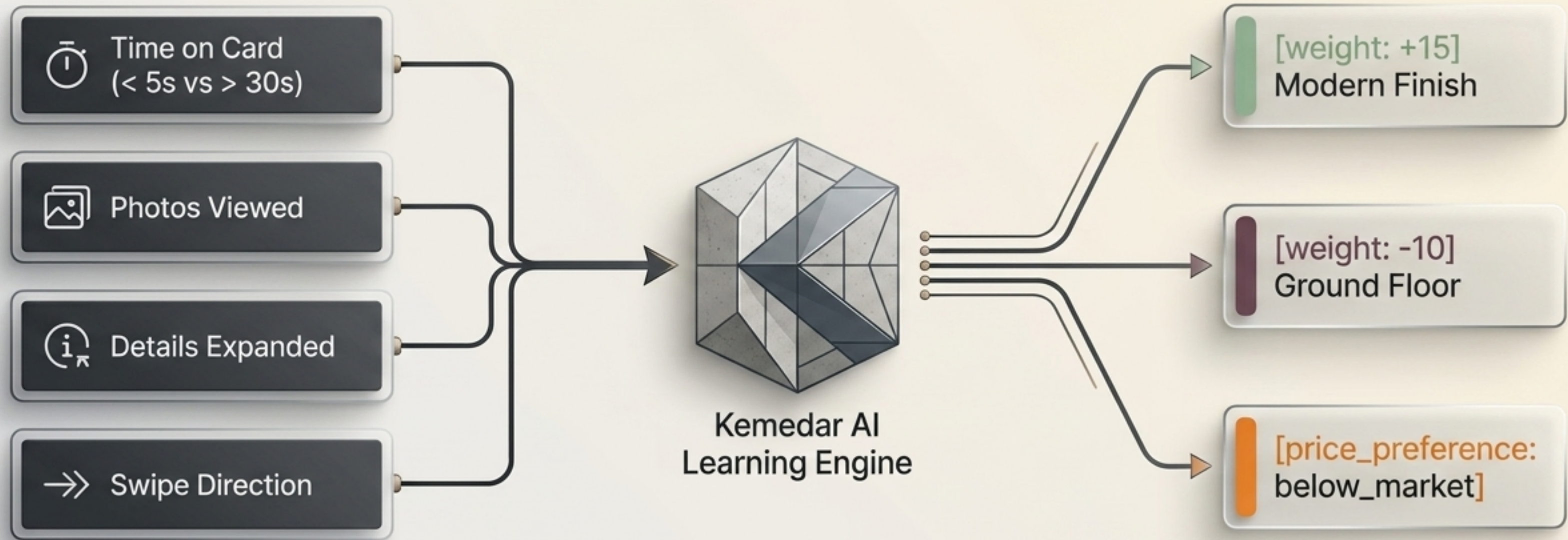
Haptic Engine: Light tap for Like, Medium tap for Pass, Strong double tap for Super Like.

# Generating the Perfect 50-Card Queue



**The queue is never static.** It is recalculated continuously to balance high-probability matches with necessary algorithmic variety to prevent fatigue.

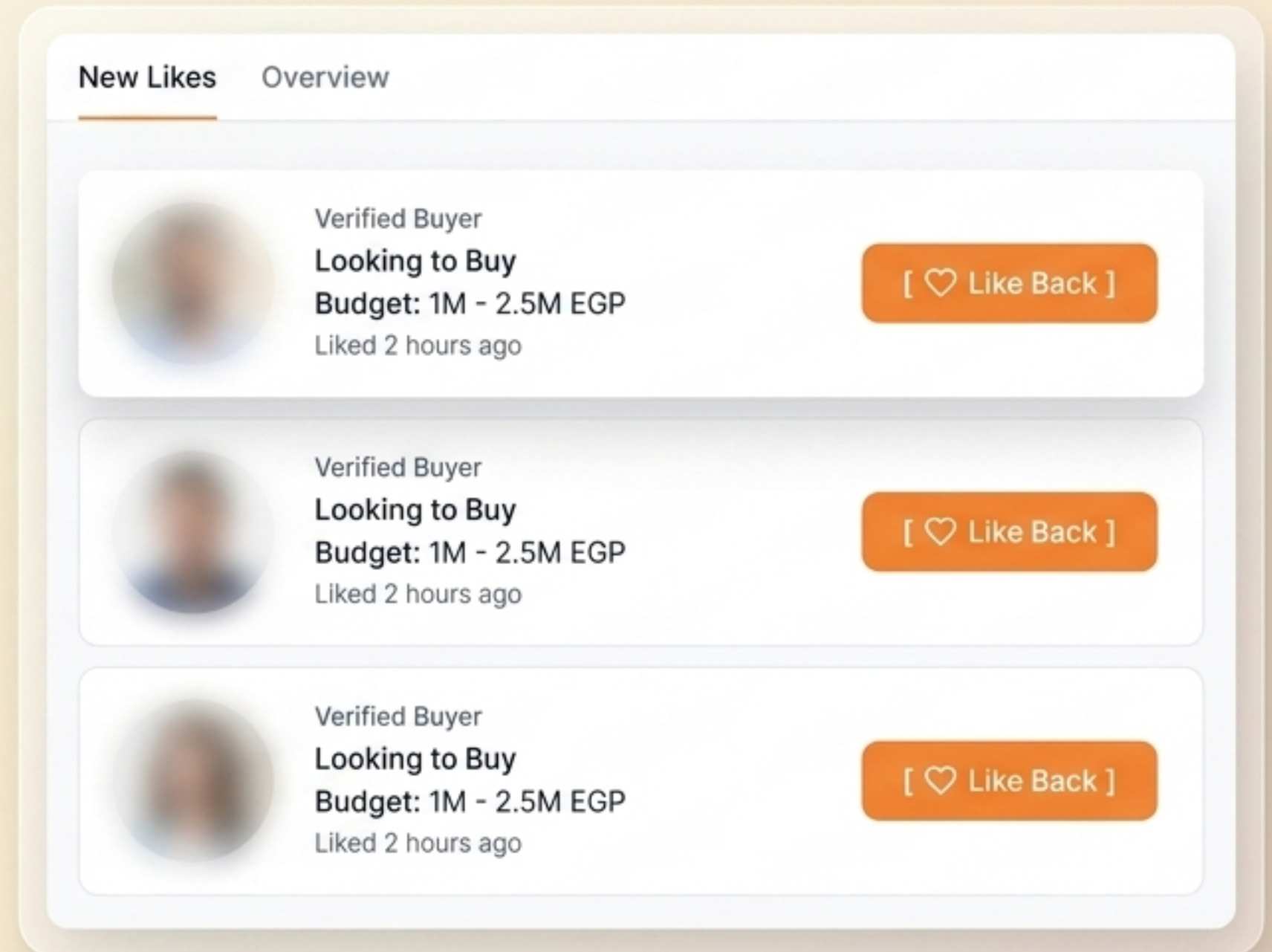
# Beyond the Swipe: Deep Behavioral Learning



**Kemedar AI** doesn't just listen to what buyers say; it watches what they do. Fast swipes signal low engagement, while exploring a 10-photo carousel drastically increases the weight of that property's specific features.

# The Seller Dashboard: Capturing Anonymous Intent

Sellers see deep qualification metrics without breaching buyer privacy. A single tap on an interested lead instantly closes the loop and creates a Match.



# Transforming Swipes into Actionable Seller Insights



## ✓ AI Top Strengths

High engagement on German Kitchen

## ⚠ AI Weaknesses

Buyers passing after viewing 2nd bedroom

## AI Price Assessment

Buyers swiping in <3 seconds indicates price may be outside neighborhood average. Suggested action: 5% reduction.

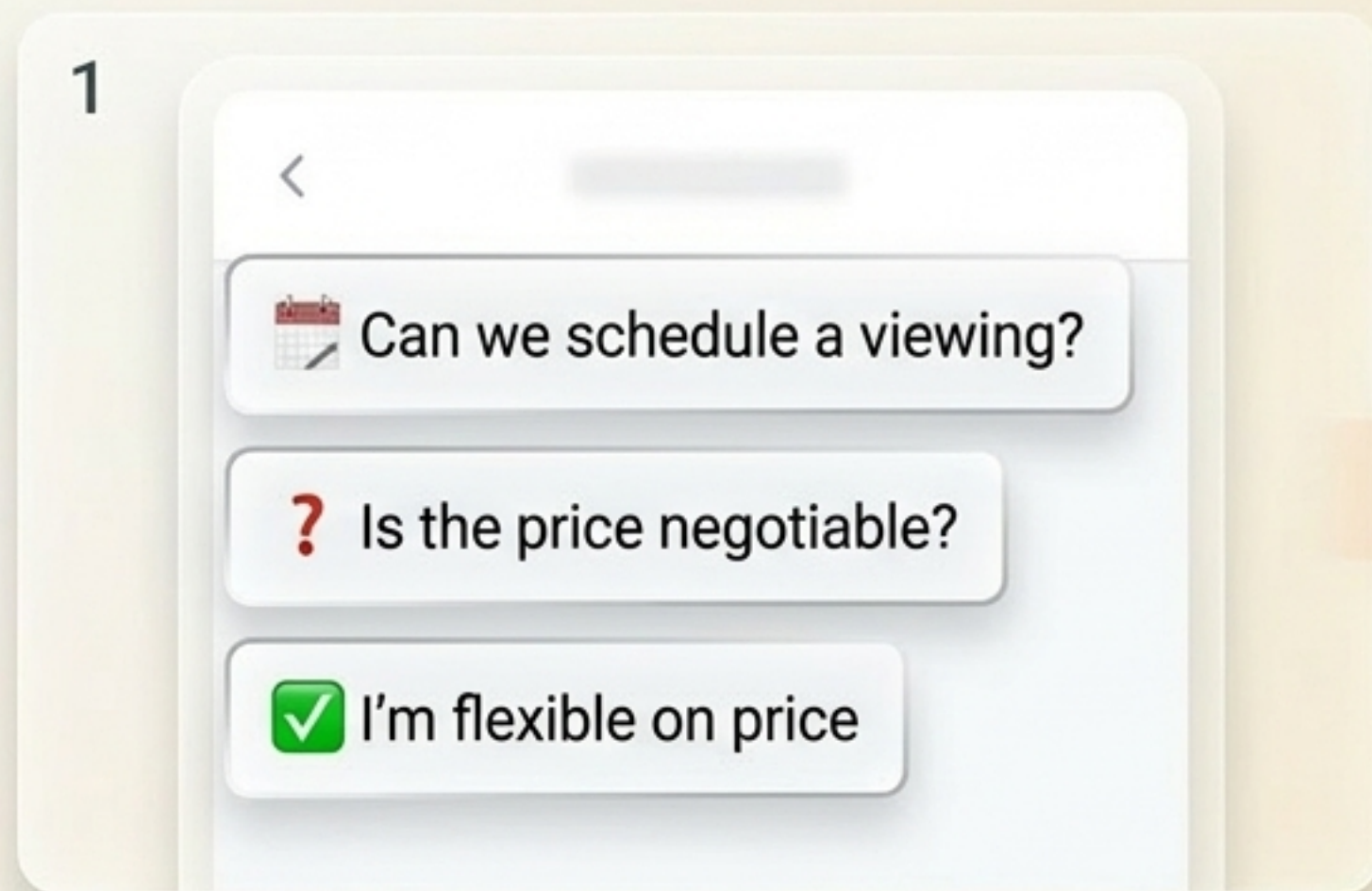
Every swipe is market feedback. ThinkDar™ AI translates thousands of dismissals or likes into precise pricing and presentation recommendations.

# The Match Moment

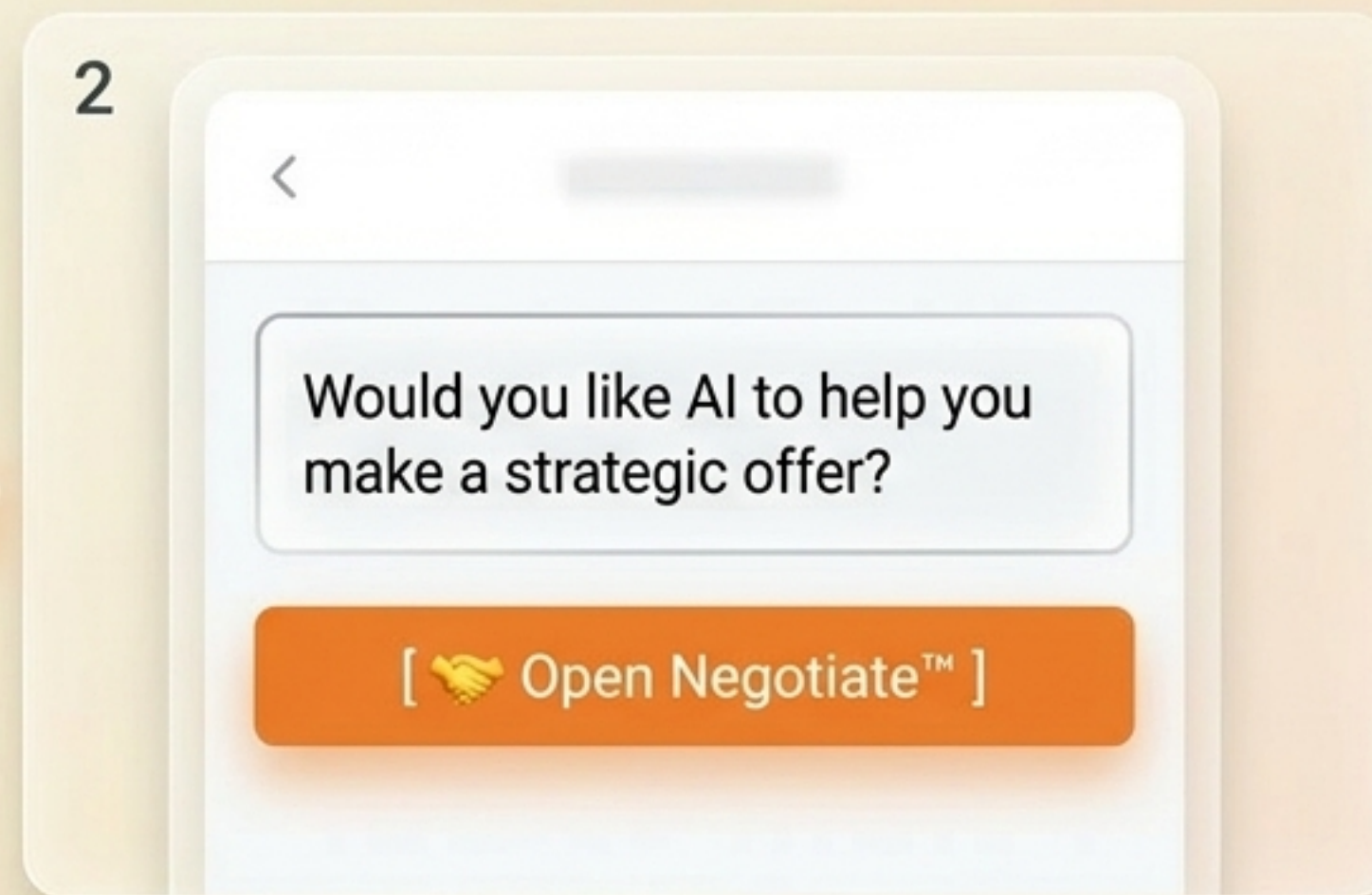
The graphic illustrates a successful match in a real estate marketplace. On the left, a property listing card shows a modern loft with the text "Modern Loft, Downtown" and a "Like" button. In the center, a large notification box with a party hat icon says "It's a Match!". Below this, a compatibility score of 94% is shown between a "Buyer" and a "Seller". On the right, a user profile card shows a "Buy" action for "1 - 2.5M EGP" with a "Like Back" button.

When mutual interest is confirmed, anonymity dissolves.  
An instantaneous connection is forged, driven entirely by highly qualified intent.

# From Match to Meaningful Conversation



Quick Reply System



Kemedar Negotiate™ Handoff

The friction of the first message is eliminated. Context-aware quick replies and seamless integration with Kemedar Negotiate™ turn matches into immediate dialogue.

# Local Intelligence: Empowering Franchise Owners



FO Dashboard

 **Hot Lead in Your Area!**

Buyer & Seller matched on  
[Property Name].

[ Offer to Facilitate → ]

Market Intelligence

15 buyers liked properties in District X,  
but 0 matching listings exist. Recruit  
sellers here.

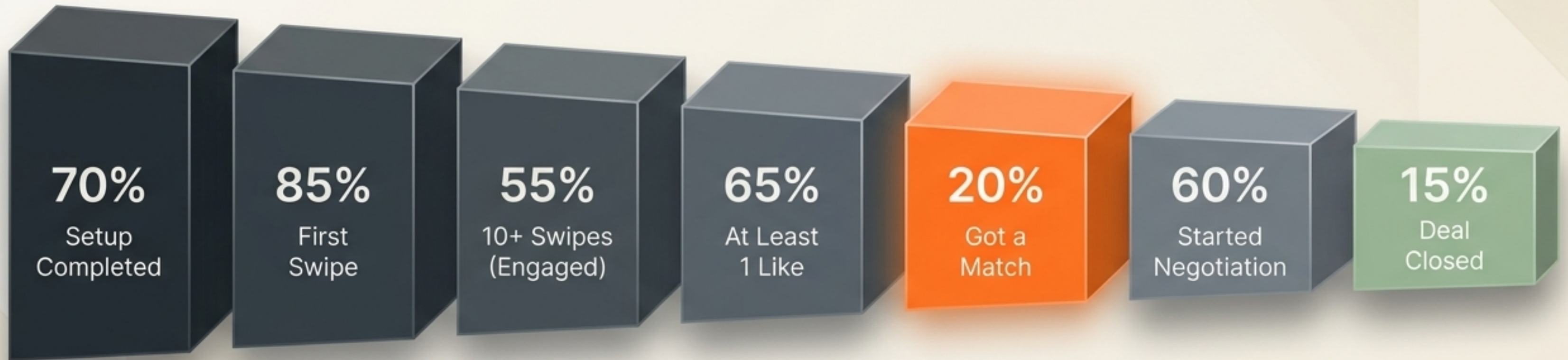
Matches don't happen in a vacuum. Local Franchise Owners receive real-time alerts to facilitate hot deals and leverage swipe heatmaps to identify untapped listing opportunities.

# The Kemedar Match™ Ecosystem Flywheel



A closed-loop system where every interaction enriches the platform. Gamification drives engagement, engagement trains the AI, the AI creates better matches, and matches generate real estate transactions.

# Conversion Targets: From Setup to Closed Deal



Designed not just for engagement, but for conversion. By qualifying intent at every stage, Kemedar Match™ is projected to yield a highly efficient 15% Match-to-Deal closure rate.