



Kemedar Negotiate™

The AI-Powered Negotiation
Coach & Deal Ecosystem.

Transforming 'Contact Owner' into a data-driven deal room.

The Paradigm Shift

The Old Way

Contact Owner



Unguided chats
Emotional decision-making
High friction
No centralized deal history.

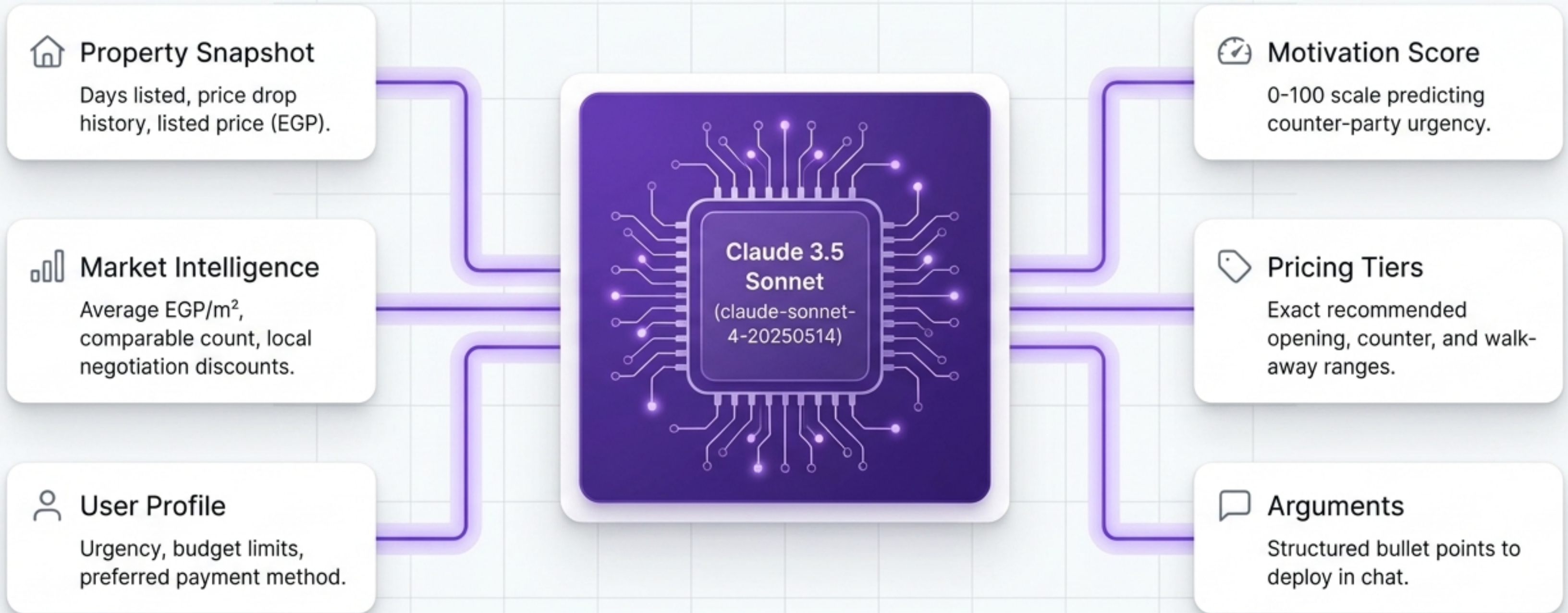
The Kemedar Way

Make an Offer



Structured timeline
Data-driven rationale
Mediated closure
Professional digital documentation

The Shared Architecture



Hyper-Localized Market Baselines

Cultural Context Rules

- Direct offers are common practice.
- Oral agreements precede written contracts.
- AI accounts for high family involvement in decisions.

Seasonality & Urgency

- Adjusts leverage for post-Ramadan shifts.
- Tracks September back-to-school demand peaks.

Asset Class Baselines

- **Cairo Residential:** 5-15% discount.
- **High-End Properties:** 3-8% discount.
- **Developer Units:** Fixed price (0% room).
- **Land:** High flexibility (10-25% room).

The Strategic Blueprint

Phase 1: The Buyer's Playbook

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Leverage Indicator: You Have Negotiating Leverage

Motivation Meter



85/100 - Highly motivated.

🕒 Listed 87 days ago

↓ Price reduced once (-5%).

Start here

Opening Offer
-15% of asking



Don't pay more than this.

Walk-Away Price

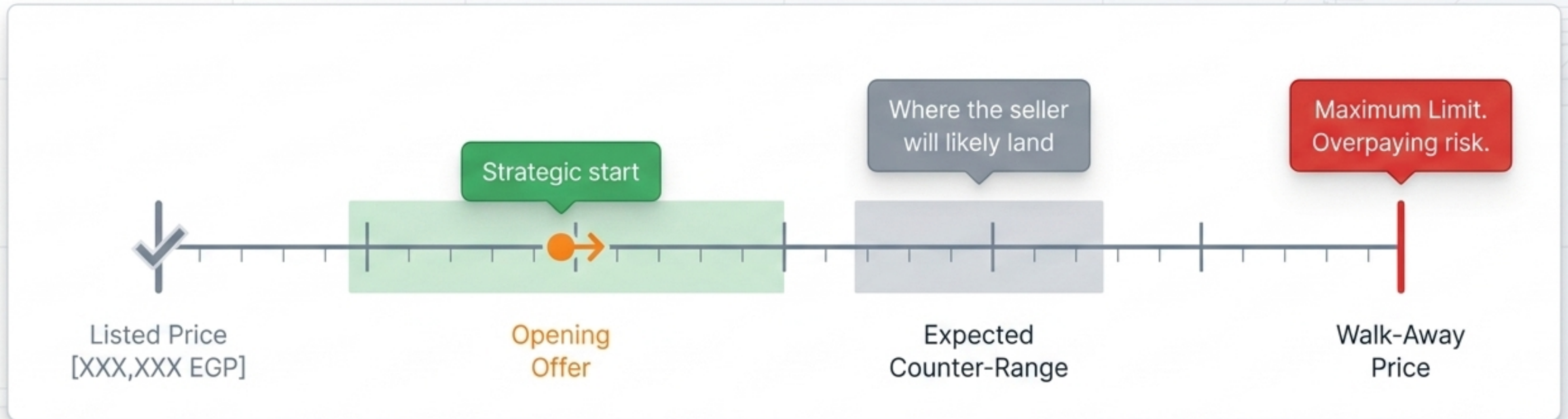


Calculating the Start: Motivation vs. Leverage

Strategy Matrix

Seller Motivation	Days Listed	Rec. Opening Offer	Walk-Away Price	Expected Discount
● Very High (80-100)	90+ days	-15% to -20%	-25%	12-18%
● High (60-79)	60-90 days	-10% to -15%	-20%	8-12%
● Moderate (40-59)	30-60 days	-7% to -10%	-15%	5-8%
● Low (20-39)	10-30 days	-3% to -7%	-10%	3-5%
● None (0-19)	< 10 days	-1% to -3%	-7%	0-3%

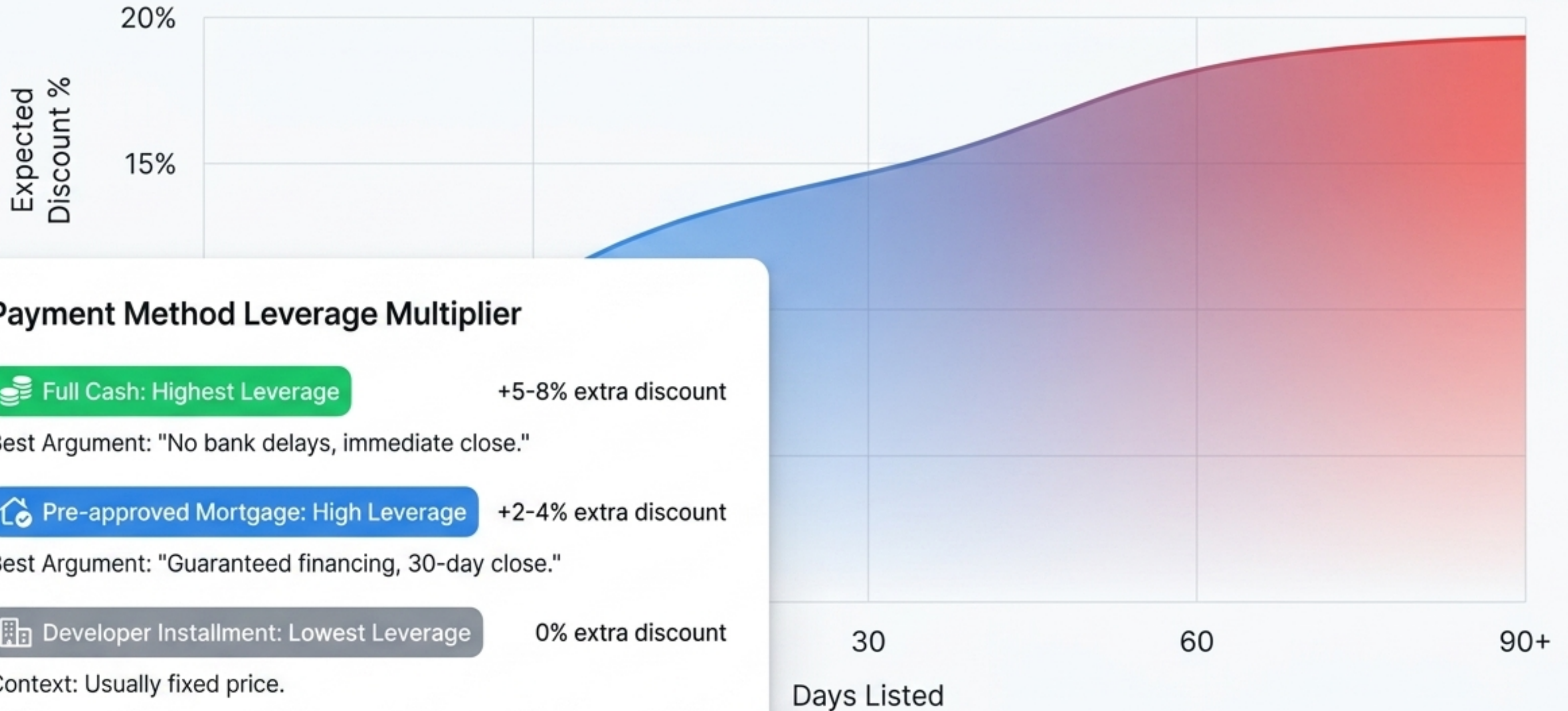
The Architectural Interface



3-Tier Price Slider

Dynamic visual feedback ensures the buyer never bids against themselves.


The Science of Leverage




Payment Method Leverage Multiplier

 **Full Cash: Highest Leverage** +5-8% extra discount

Best Argument: "No bank delays, immediate close."

 **Pre-approved Mortgage: High Leverage** +2-4% extra discount

Best Argument: "Guaranteed financing, 30-day close."

 **Developer Installment: Lowest Leverage** 0% extra discount

Context: Usually fixed price.

Step 2: Crafting the Smart Offer

[X,XXX,XXX] EGP

Strategic offer amount.

Message Drafter

[English]

العربية

[Français]

[Professional]

[Friendly]

[Firm]

عزيزي [اسم البائع]،
بناءً على تحليل السوق الشامل، أقترح عرضاً ببكس، أقترح عرضاً بقيمة [X,XXX,XXX] جنيه مصري للعقار. هذا المبلغ يعكس القيمة العادلة مع الأخذ في الاعتبار جميع العوامل المؤثرة. هذه هي ميزانيتي القصوى المتاحة لإتمام الصفقة. في انتظار ردكم الكريم.



Warning: Your drafted message reveals your maximum budget. Consider removing.

Phase 2: The Seller's Shield

New Offer Received

Status pilled

Data visualizing

Offer Assessment Banner

Significantly Below Market

Below Market — But Negotiable

Solid Offer — Worth Considering

Strong Offer!

Market Comparison Matrix

Your Listed Price

\$(X,XXX,XXX)



\$(X,XXX,XXX)



\$(X,XXX,XXX)



\$(X,XXX,XXX)



Incoming Offer

\$(X,XXX,XXX)



\$(X,XXX,XXX)



\$(X,XXX,XXX)



\$(X,XXX,XXX)



Market Median

\$(X,XXX,XXX)



\$(X,XXX,XXX)



\$(X,XXX,XXX)



\$(X,XXX,XXX)



1-Click Response Module

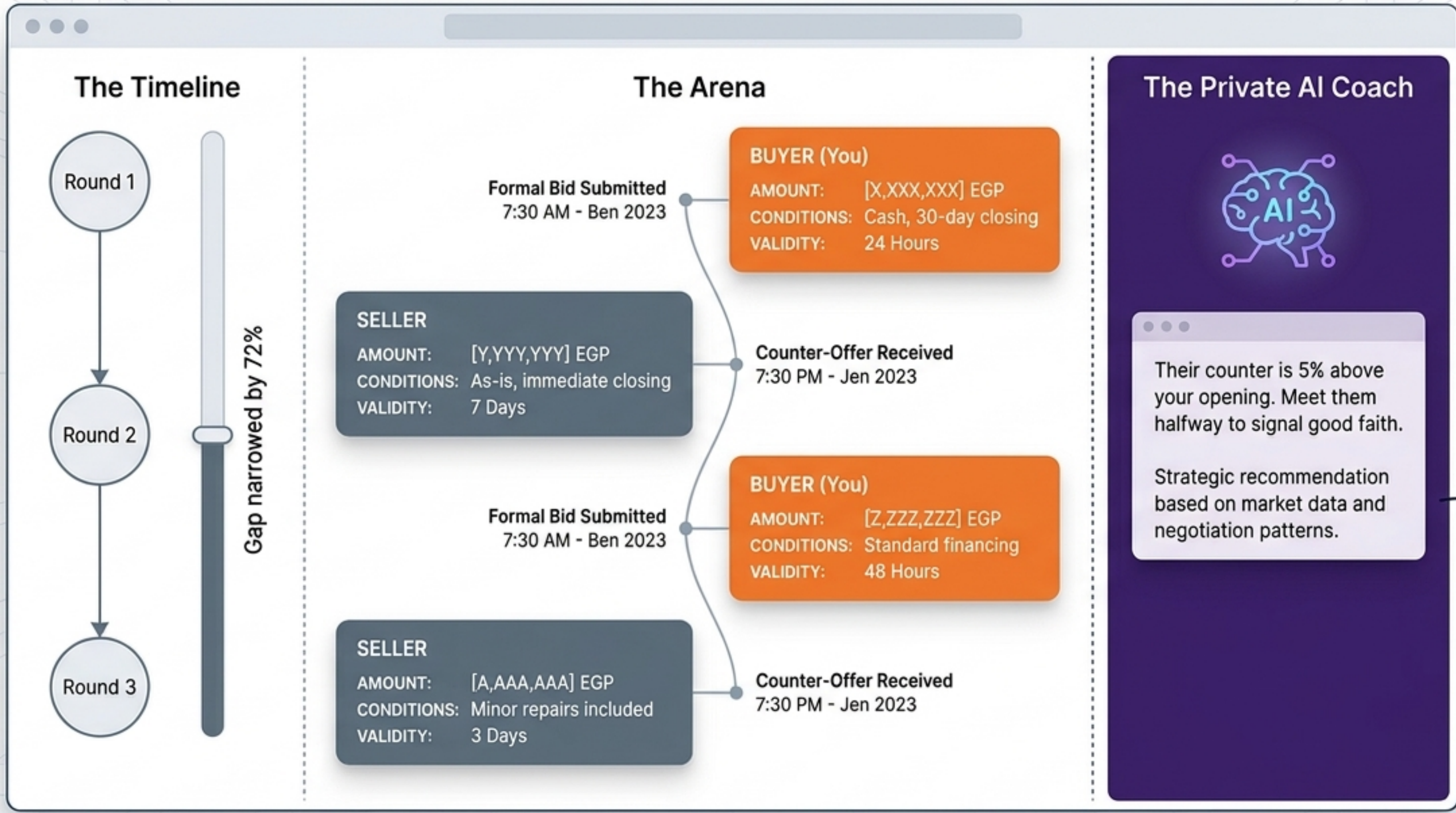
Counter-Offer

Accept

Decline

1-Click Response Module

The Deal Room Anatomy



Continuous Strategic Intelligence

💡 Their counter is 5% above your opening. Meet them halfway to signal good faith while preserving leverage.

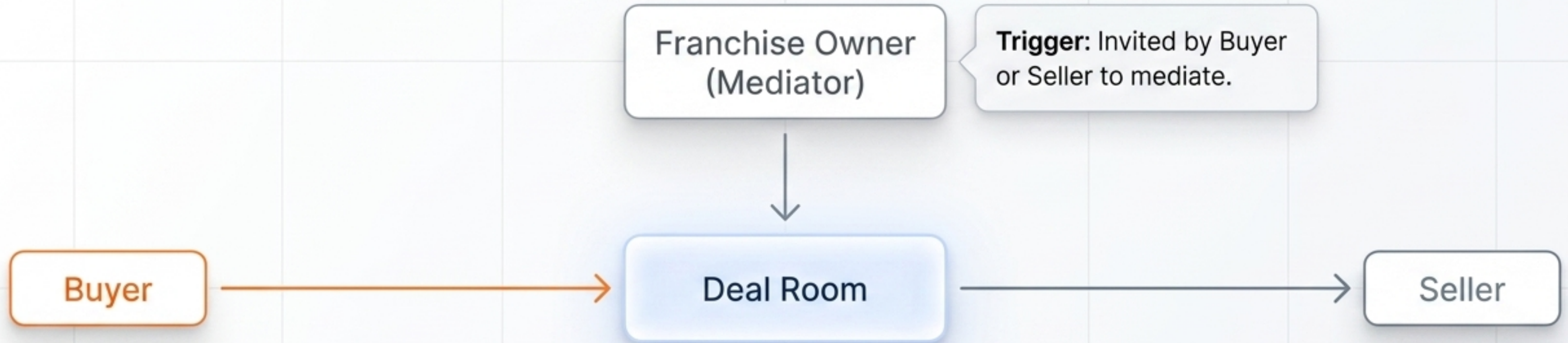
💡 You're 50,000 EGP apart. Consider asking for extras instead of price: parking space or AC units to close the gap.

Should I Accept?

At **X,XXX,XXX** you are below your walk-away. This is within market range.

Recommendation: **ACCEPT**

The Human Safety Net



FO Powers Checklist

- ✓ Schedule 3-way meetings
- ✓ Physically verify property
- ✓ Draft official mediation notes.

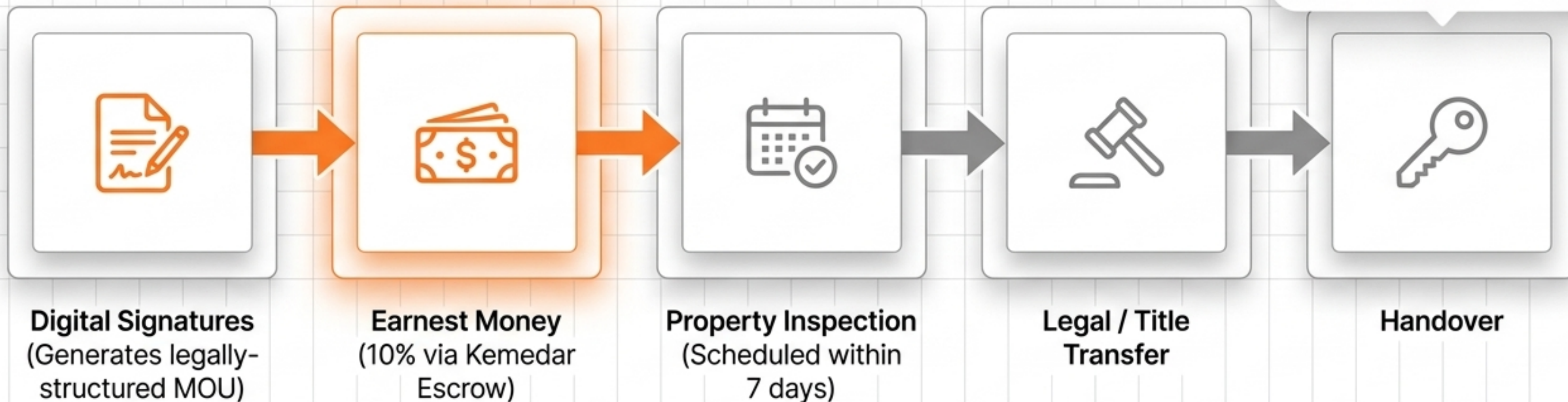
AI Assist for FO



Both parties are 50,000 EGP apart. Suggest splitting the difference—this is standard for this district.

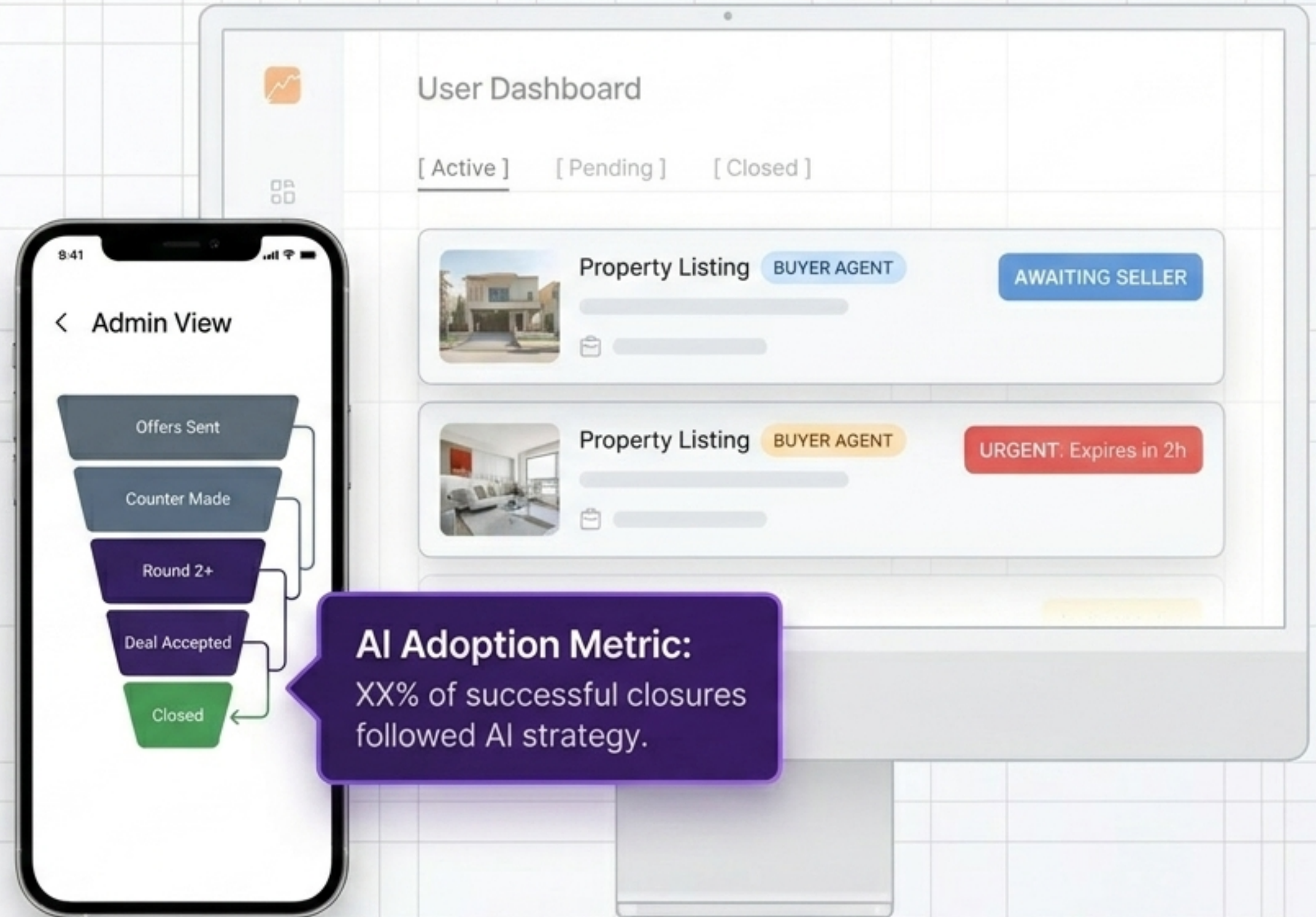
The Strategic Blueprint

Deal Acceptance & Escrow

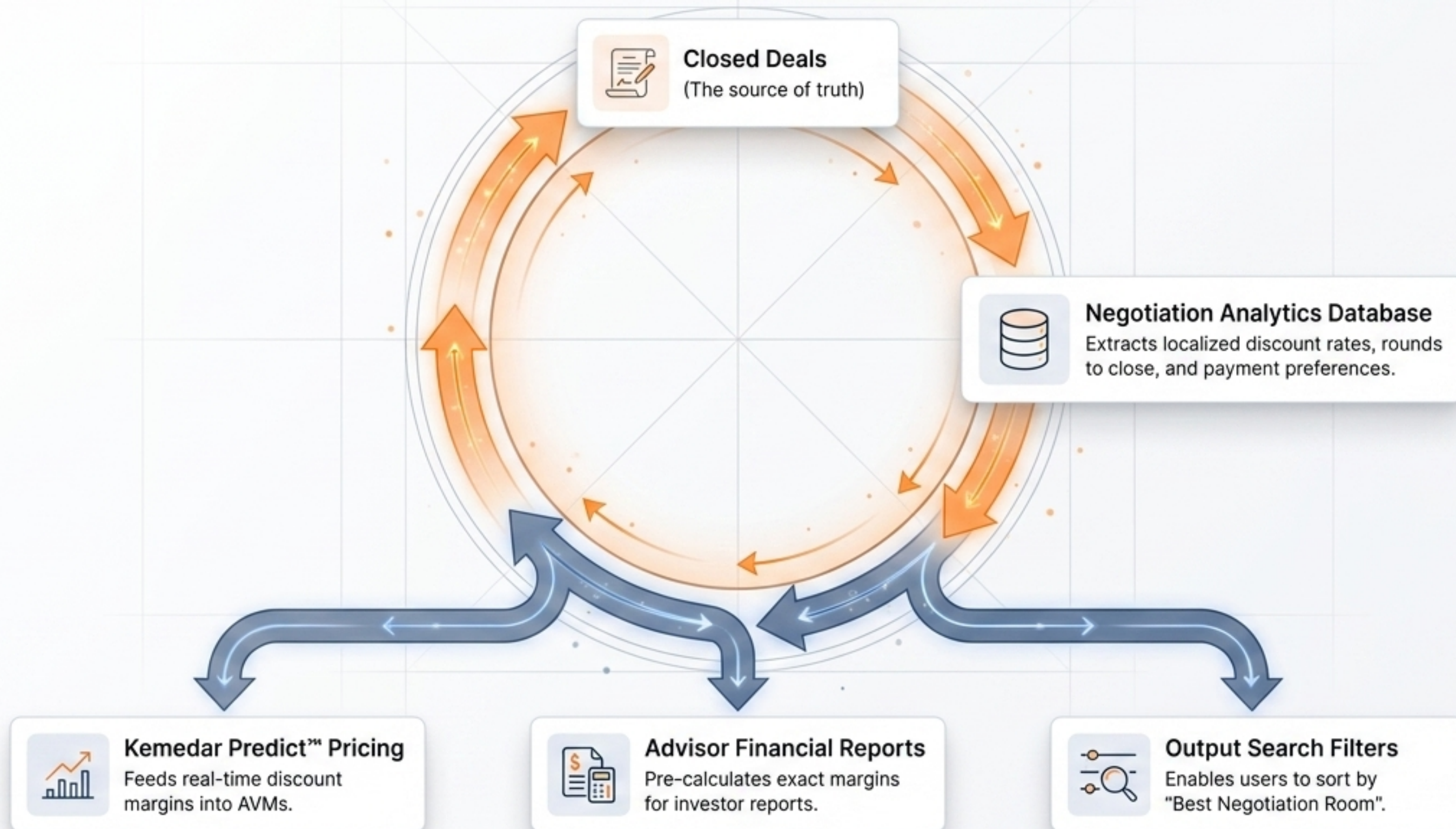


Celebration UI
Deal Agreed!
Total Saved: X,XXX EGP.
Transaction complete.

The Negotiate Dashboard & Admin View



Data Flywheel & Analytics Integration





**Intelligence at every step.
Fairness in every deal.
Confidence in every close.**

Deploy the future of real estate. [contact@kemedar.com]