

Take this to any vendor or use it to brief your own team. Tick a box only when the answer is a clear yes.

### 1. Map + property search

- Is map-first geospatial search the core experience?
- Is the listing model structured (typed fields, not free text)?
- Does it stay fast with thousands of listings and images?

### 2. REGA / FAL compliance

- Is brokerage (FAL) licensing surfaced as a trust signal?
- Are registered-office and REGA signals shown clearly?
- Are rentals designed to respect the Ejar process?

### 3. Cost transparency + payments

- Is the 5% RETT shown in cost displays?
- Are fees and all-in totals transparent?
- Are Mada and STC Pay supported for deposits and fees?

### 4. Bilingual + foreign-buyer UX

- Is the site Arabic-first (RTL) with first-class English?
- Is there an international-buyer journey post-2026 opening?
- Does bilingual search work in both languages?

### 5. Performance + discoverability

- Do image-heavy pages pass Core Web Vitals (INP)?
- Is listing + organization schema in place?
- Is lead capture conversion-focused, not an afterthought?