schutle

THE DUBAI AI VISIBILITY REPORT 2026

Which real estate companies are recommended by AI, for which customer needs, and why?

RESEARCH PERIOD:	1 June to 31 July 2026
PREPARED BY:	Schutle AI Visibility Research

Table of contents

Executive summary

Artificial intelligence is fast becoming a new recommendation layer between Dubai property sellers, buyers and landlords and tenants, and the companies competing for their business.

Buyers, sellers and investors are increasingly able to ask **direct questions** such as:

- *Who is the best real estate agent in Dubai?*
- *Which broker has the strongest reputation in Dubai for great customer service?*
- *Who should an overseas investor use to sell his properties in Dubai?*
- *Which company is best in Dubai for luxury family homes?*
- *Which real estate brokerage in Dubai sells the most luxury property for overseas investors?*

This research assessed how ChatGPT, Claude, Gemini and Google AI Overview answered those questions and which Dubai companies they presented as suitable options.

AI response observations	Controlled prompts	AI models tested
5,070	40	4

The study reviewed **5,070 AI-generated response observations** across **40 controlled prompts** covering:

- general brokerage selection
- buyer support
- reputation
- customer service
- sellers
- luxury property
- rentals
- market coverage
- investment advice

Every company appearance was classified before it contributed to a ranking. Only genuine recommendations and shortlist inclusions were counted. Citations, incidental references, comparisons, negative statements and repeated mentions within one response were excluded.

The findings show that Dubai does not have one universal AI visibility leader.

Betterhomes

has the strongest position in general brokerage, reputation and rentals.

Allsopp & Allsopp

leads buyer-support and seller-focused searches and remains one of the most consistent companies across the broader research.

Christie's International Real Estate

is the company most frequently identified as a Dubai luxury-sales leader. It achieved the strongest and most balanced result across the four models in the dedicated luxury prompt.

fäm Properties

leads the broker-only investment analysis and the dedicated scale and market-coverage category.

The research also demonstrates that developers, brokerages and investment platforms are not interchangeable. When prompts use broad wording such as "investment company", the models recommend developers including Emaar, DAMAC, Sobha and Nakheel alongside independent brokers.

The agencies with the most defensible AI positions are those that combine high recommendation visibility with broad prompt coverage and cross-model consistency.

The emerging AI recommendation market in Dubai

Dubai's property market is particularly suited to AI-assisted research due to scale and diversity.

The market is large, fast-moving and internationally oriented. Customers frequently need to compare established brokerages, specialist luxury firms, major developers, investment platforms and individual advisers.

AI platforms simplify this complexity by producing a short list of companies and explaining why each may be appropriate. This changes the nature of digital competition.

Traditional search visibility asks whether a company appears in a list of links. AI visibility asks whether the company is selected, recommended and framed as a credible answer to a customer's need.

The research suggests that Dubai AI visibility is:

Intent-specific: different companies lead reputation, service, luxury and investment searches.

Entity-sensitive: broad prompts can mix brokerages, developers and investment platforms.

Prompt-sensitive: small changes in wording alter the leading company.

Model-dependent: ChatGPT, Claude, Gemini and Google AI Overview do not always recommend the same firms.

Evidence-led: AI explanations repeatedly refer to awards, reviews, regulation, transaction support, developer relationships and specialist market knowledge.

For Dubai brokerage owners and marketing teams, AI visibility is becoming a distinct market-positioning and measurement challenge.

Research scope

Research areas	Prompts	Responses	Models per area
8	40	5,070	3–4

01 **Reputation, reviews and service** — 1,209
9 prompts · 3–4 models

02 **Luxury property** — 975
8 prompts · 3–4 models

03 **General brokerage** — 702
5 prompts · 3–4 models

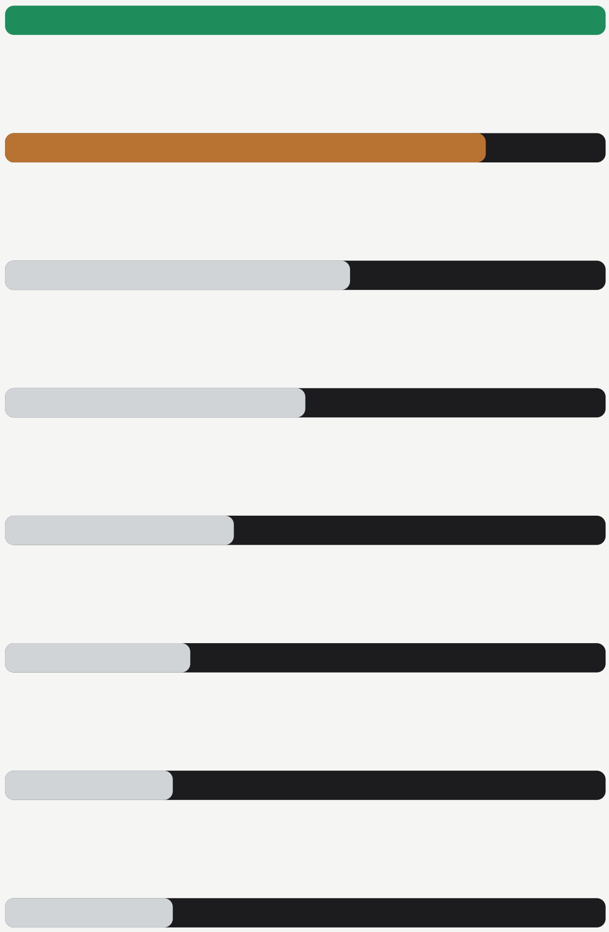
04 **Sellers** — 624
5 prompts · 3–4 models

05 **Investment agents and companies** — 468
4 prompts · 3 models

06 **Buyer support** — 390
3 prompts · 3–4 models

07 **Scale and market coverage** — 351
3 prompts · 3 models

08 **Rentals and lettings** — 351
3 prompts · 3 models



Claude is available as a validation layer within the original general, reputation and luxury prompt sets:

ChatGPT	Claude Haiku 4.5
Gemini	Google AI Overview

The additional 26 prompts contain ChatGPT, Gemini and Google AI Overview but **do not contain Claude.** Cross-category comparisons should therefore use the common three-model view, with Claude reported as an additional validation layer where available.

Headline Dubai results

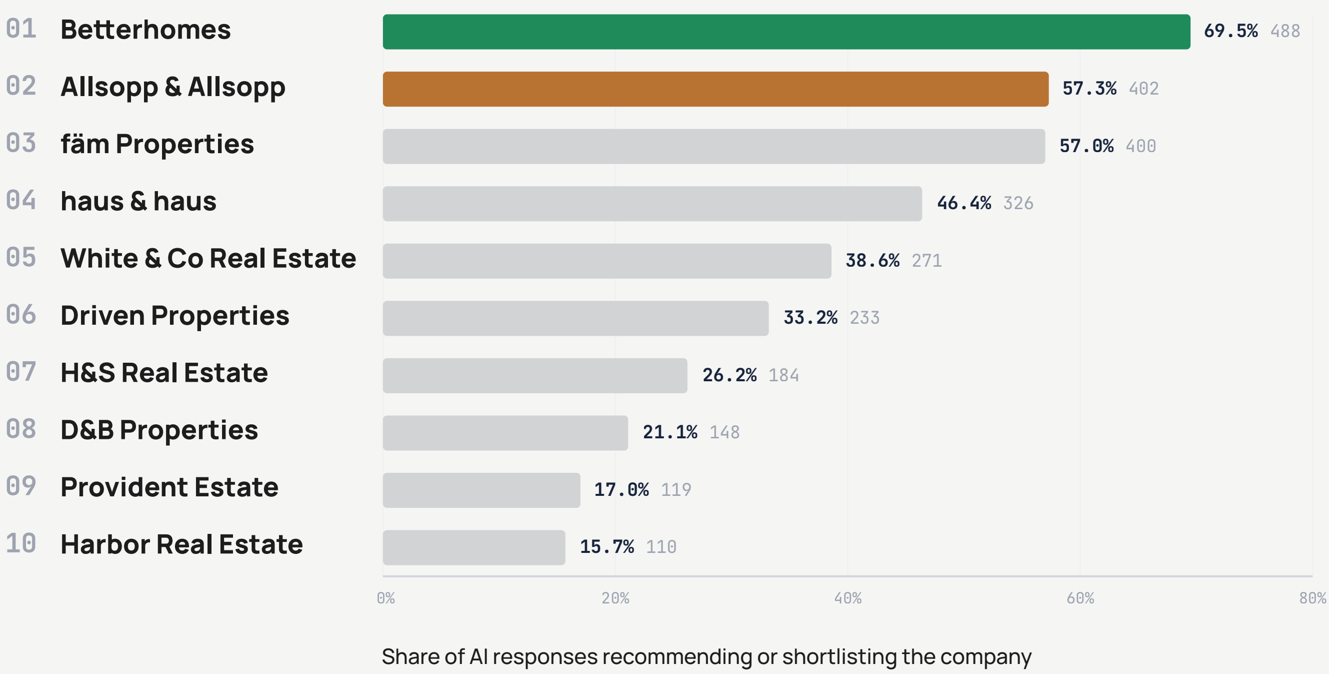
LEADER		SEARCH INTENT	
Betterhomes	betterhomes	**General brokerage** Allsopp & Allsopp and fäm Properties form the next tier **Reputation overall** Allsopp & Allsopp led the exact highest-reputation prompt **Rentals and lettings** Allsopp & Allsopp ranked second	3
Allsopp & Allsopp	ALLSOPP & ALLSOPP	**Buyer support** Strongest for foreign buyers and new purchasers **Sellers** Betterhomes was a close second	2
fäm Properties	fäm Properties	**Investment broker** Betterhomes led the investment-resale prompt **Scale and market coverage** Betterhomes ranked second	2
haus & haus	haus&haus	**Customer service** Led the dedicated customer-service prompt	1
Christie's Int'l Real Estate	CHRISTIE'S INTERNATIONAL REAL ESTATE	**Luxury-sales leadership** Strongest and most balanced four-model result	1
Emaar Properties	EMAAR	**Investment company, including developers** Developer result rather than a broker-only comparison	1

Dubai's AI recommendation market is therefore best understood as a set of **customer-intent leadership positions**, not one universal league table.

GENERAL BROKERAGE

Dubai AI Visibility — General brokerage

Top ten brokerages · 5 prompts · 702 response observations



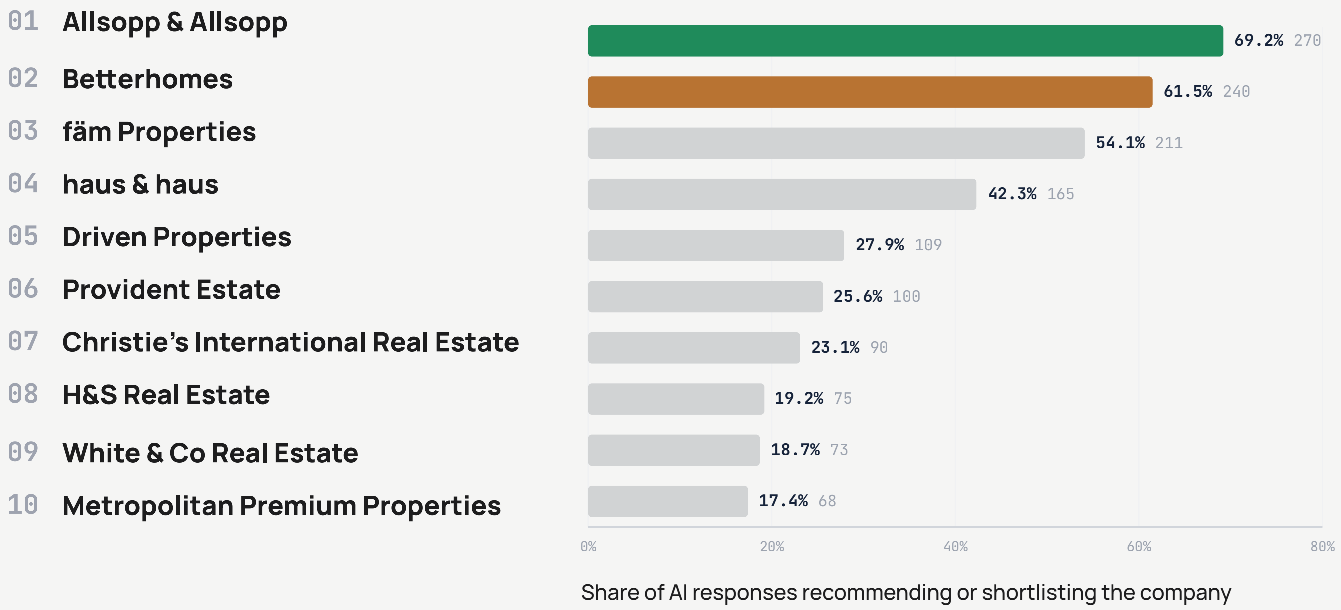
Measure: unique AI responses in which the company was classified as RECOMMENDED or SHORTLISTED.

Betterhomes ranked first across five general-brokerage prompts, appearing in **488 of 702 responses, or 69.5%.** Allsopp & Allsopp and fäm Properties followed with 402 and 400 appearances.

BUYER SUPPORT

Dubai AI Visibility — Buyer support

Top ten brokerages · 3 prompts · 390 response observations



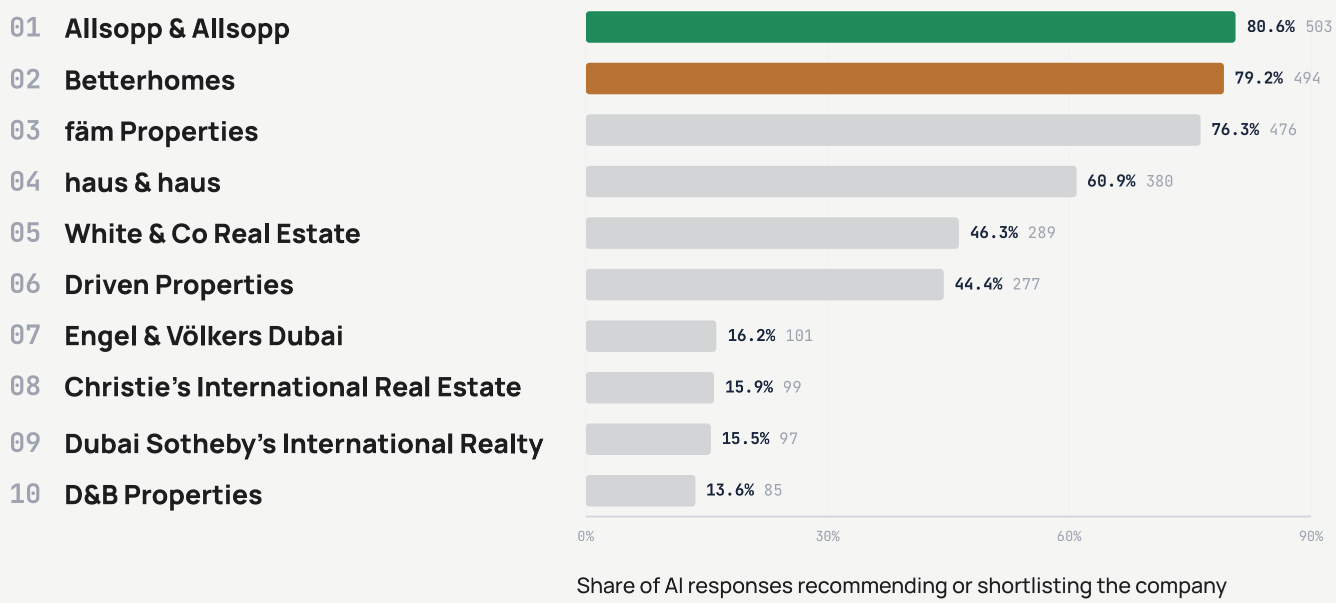
Measure: unique AI responses in which the company was classified as RECOMMENDED or SHORTLISTED.

Allsopp & Allsopp ranked first across three buyer-support prompts, appearing in **270 of 390 responses, or 69.2%.** Betterhomes ranked second with 240, followed by fäm Properties with 211.

SELLERS

Dubai AI Visibility — Sellers

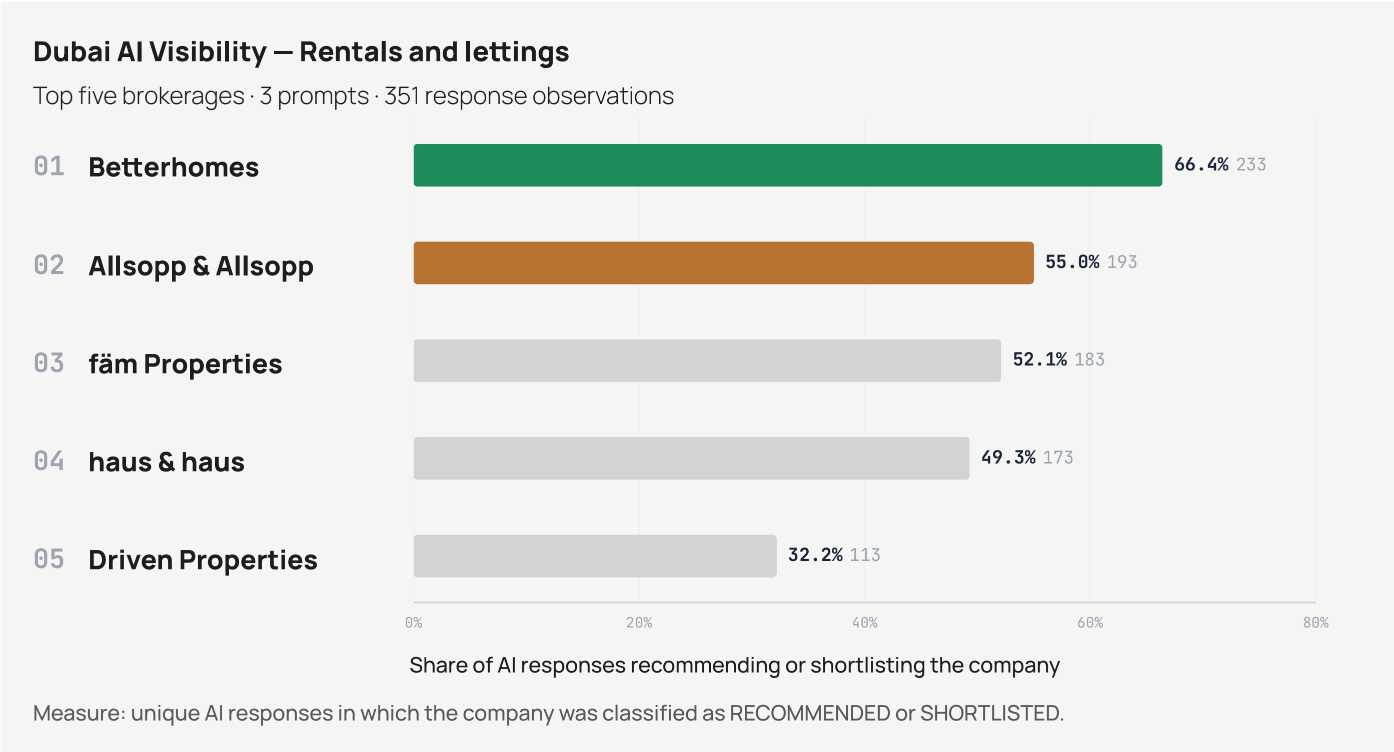
Top ten brokerages · 5 prompts · 624 response observations



Measure: unique AI responses in which the company was classified as RECOMMENDED or SHORTLISTED.

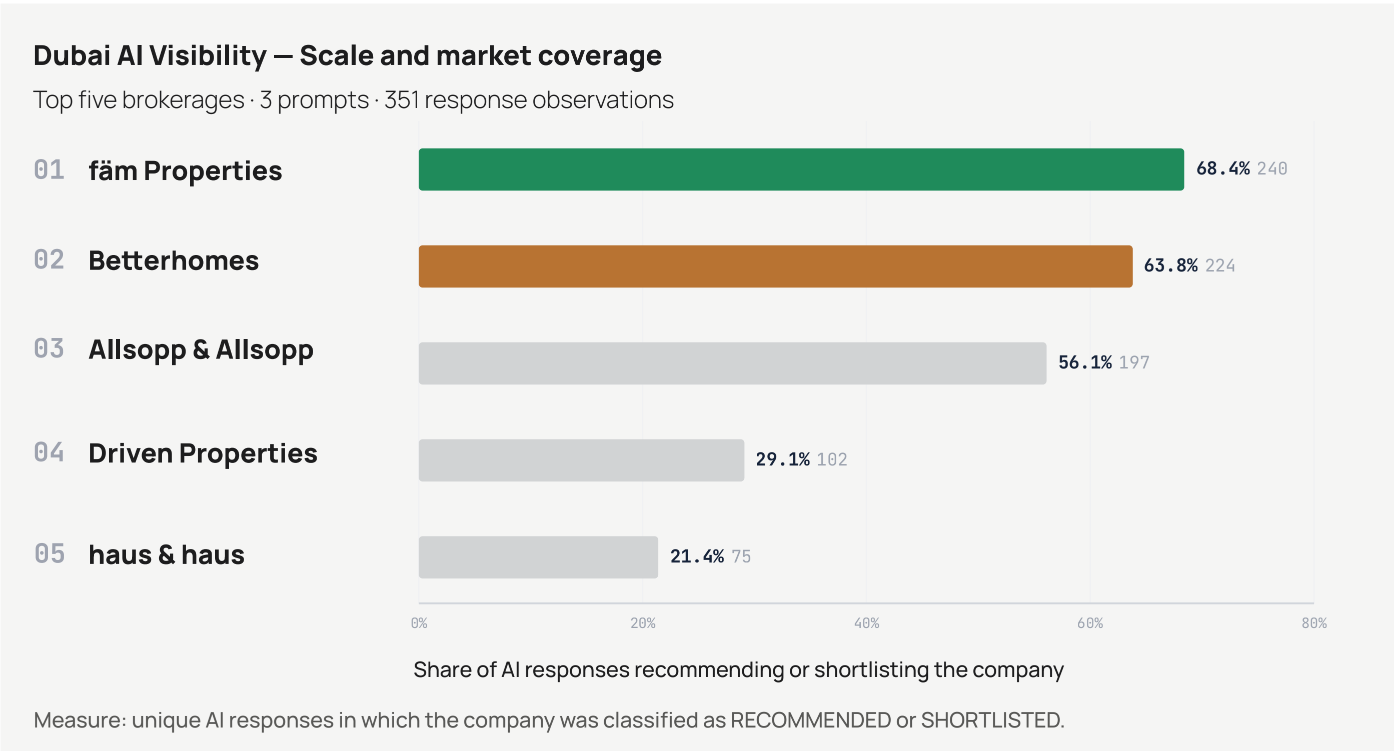
Allsopp & Allsopp ranked first across five seller prompts, appearing in **503 of 624 responses, or 80.6%.** Betterhomes was close behind with 494, followed by fäm Properties with 476.

RENTALS AND LETTINGS



Betterhomes ranked first across three rental and lettings prompts, appearing in **233 of 351 responses, or 66.4%.** Allsopp & Allsopp ranked second with 193.

SCALE AND MARKET COVERAGE



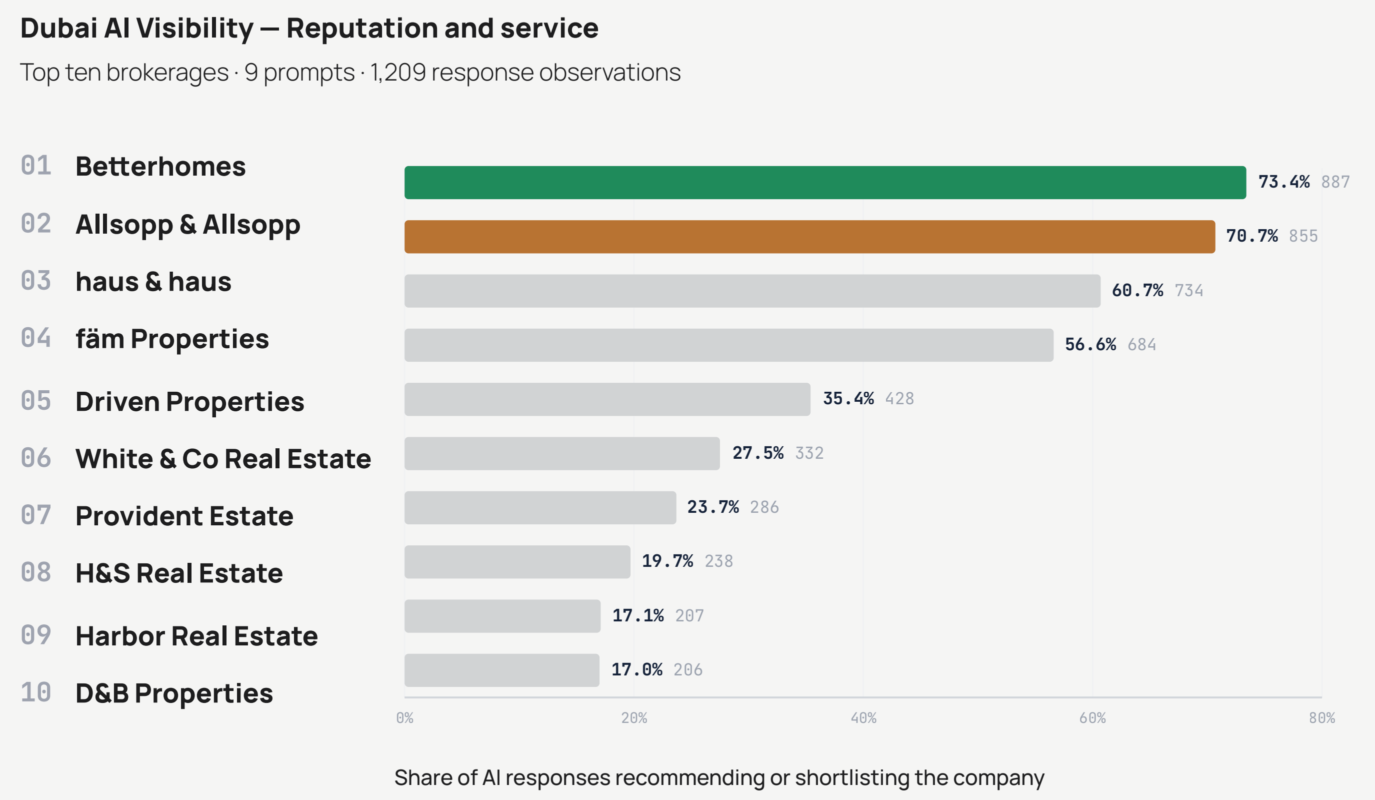
fäm Properties ranked first across three scale and coverage prompts, appearing in **240 of 351 responses, or 68.4%.** Betterhomes followed with 224 and Allsopp & Allsopp with 197.

Reputation, reviews and service

The expanded reputation and service study analysed **1,209 responses across nine prompt variants. Betterhomes ranked first overall,** appearing in **887 responses, or 73.4%.**

Allsopp & Allsopp ranked second with 855 appearances, followed by haus & haus with 734 and fäm Properties with 684. The prompt-level results reveal distinct reputation positions.

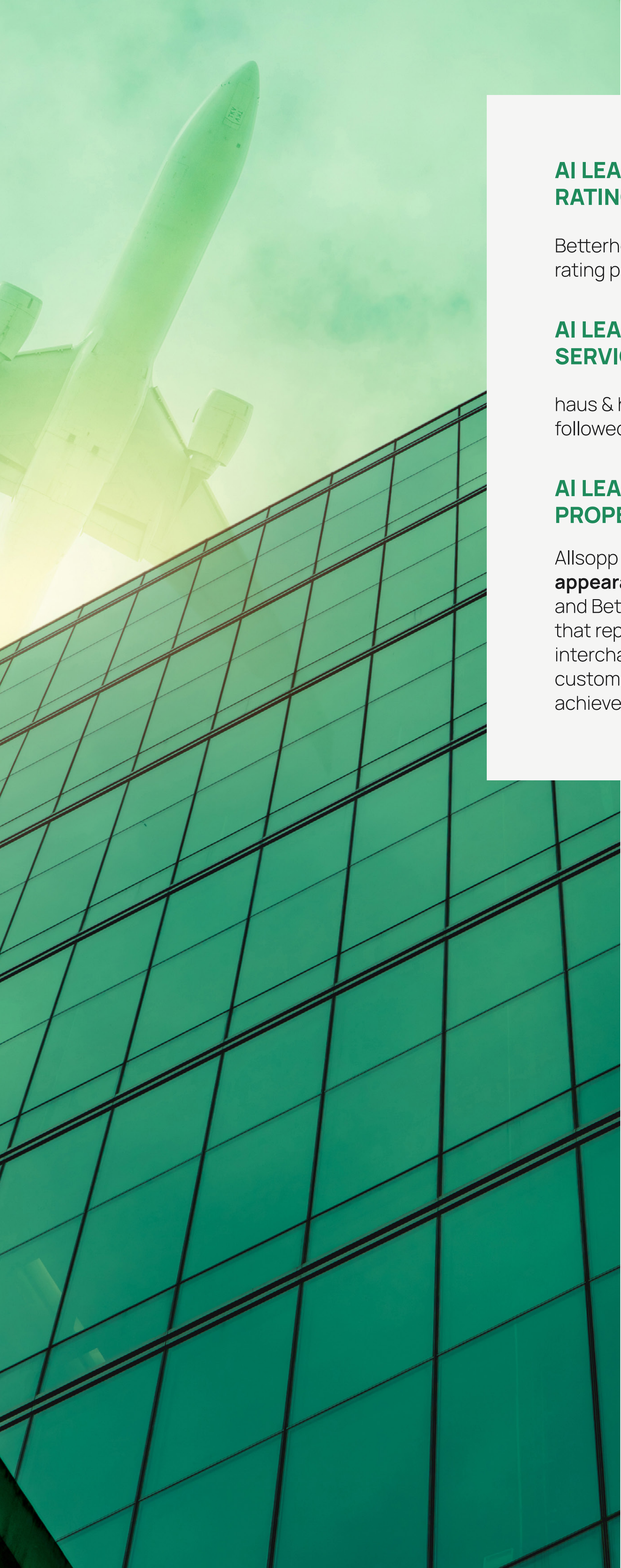
HIGHEST OVERALL REPUTATION



Measure: unique AI responses in which the company was classified as RECOMMENDED or SHORTLISTED.

For the exact prompt *“What real estate brokerage has the highest reputation in Dubai?”*, Allsopp & Allsopp ranked first with **142 of 156 appearances, or 91.0%.**

Betterhomes followed closely with 137.



AI LEADER FOR 'HIGHEST REVIEW RATING' PROMPT

Betterhomes ranked first for the review-rating prompt with **79 appearances.**

AI LEADER FOR 'BEST CUSTOMER SERVICE' PROMPT

haus & haus ranked first with **91 appearances,** followed by Betterhomes and Allsopp & Allsopp.

AI LEADER FOR 'BEST PRICES FOR PROPERTY' PROMPT

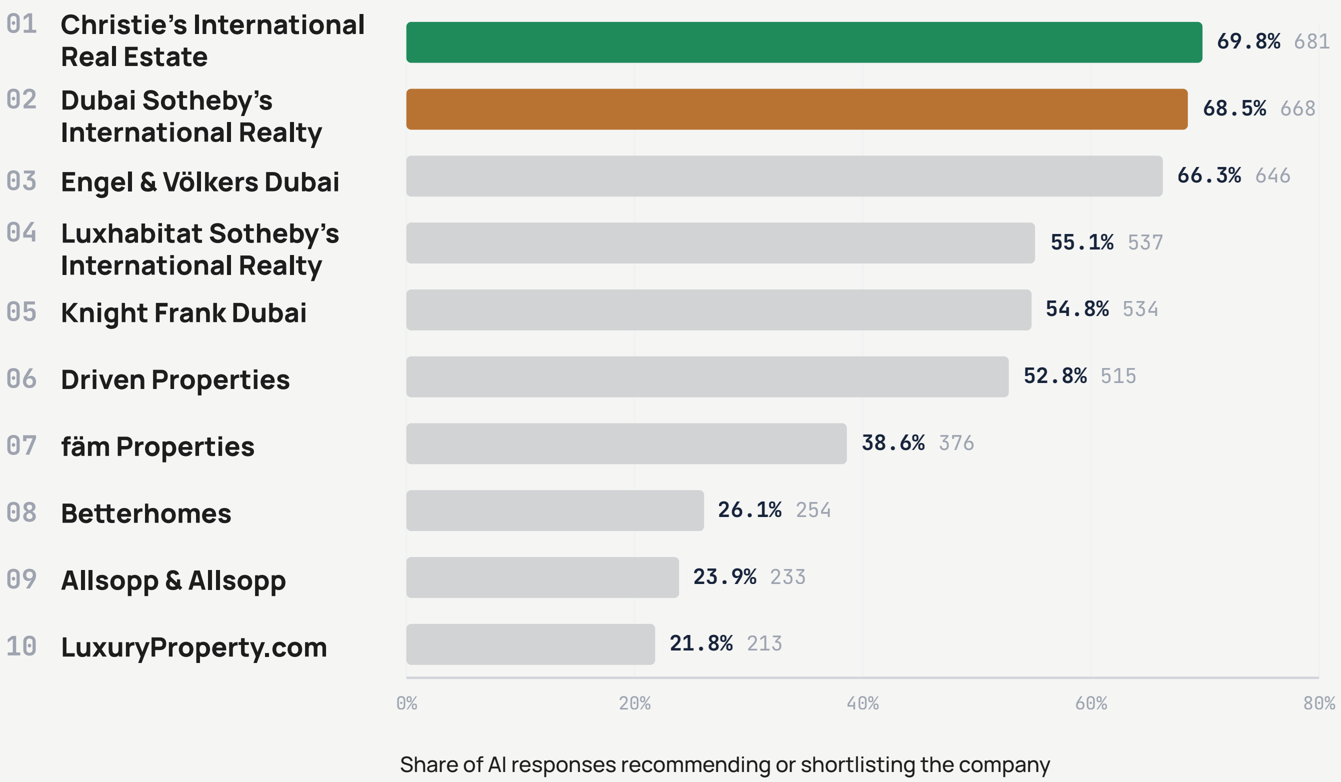
Allsopp & Allsopp ranked first with **112 appearances.** fäm Properties followed with 101 and Betterhomes with 100. The results show that reputation should not be treated as one interchangeable concept. Brand standing, customer service, review visibility and price achievement produce different leaders.

Luxury-property sales leadership

The expanded luxury analysis reviewed **975 responses across eight prompt variants,** including the original dedicated sales-leadership prompt:

Dubai AI Visibility — Luxury

Top ten brokerages · 8 prompts · 975 response observations



Measure: unique AI responses in which the company was classified as RECOMMENDED or SHORTLISTED.

What real estate broker sells the most luxury property in Dubai?

Christie's International Real Estate ranked first, appearing in **681 responses, or 69.8%.**

Dubai Sotheby's International Realty ranked second with 668 appearances, followed by Engel & Völkers Dubai with 646.

Luxhabitat Sotheby's International Realty ranked fourth with 537 appearances, narrowly ahead of Knight Frank Dubai with 534.

Christie's also achieved the most balanced model result:

	Model	Christie's appearances
1	Claude	33
1	Gemini	33
2	Google AI Overview	30
3	ChatGPT	28

The principal reasons were:

- Ultra-luxury and prime-market specialism
- Dubai Land Department evidence or regulatory credibility
- Claims relating to luxury transaction leadership
- International buyer reach
- Expertise in Palm Jumeirah, Emirates Hills, Jumeirah Bay Island and other prime locations
- Exclusive and off-market inventory
- Developer relationships and off-plan access
- Discretion and concierge service

The expanded result is materially more robust than the original single-prompt result because it now covers luxury reputation, broker selection, sales leadership and luxury-seller intent. It still measures which companies AI systems associate with luxury leadership rather than independently verified Dubai Land Department transaction volume.

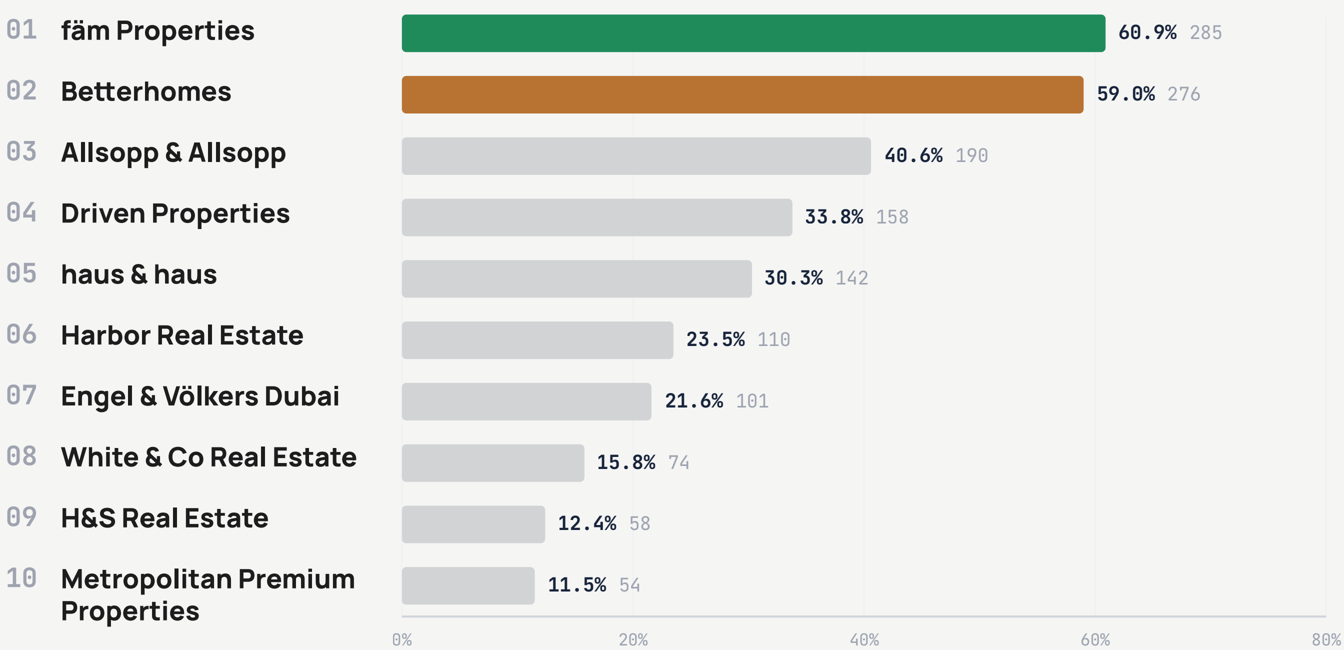
Investment agents and companies

The investment study analysed 468 responses across four prompts. The prompts generated recommendations for independent brokers, developers and investment platforms. These entity types were separated before interpreting the results.

BROKER-ONLY RESULT

Dubai AI Visibility — Investment

Top ten brokerages · 4 prompts · 468 response observations



Share of AI responses recommending or shortlisting the company

Measure: unique AI responses in which the company was classified as RECOMMENDED or SHORTLISTED.

fäm Properties ranked first among brokerages, appearing in **285 responses, or 60.9%.**

Betterhomes ranked second with 276 appearances, followed by Allsopp & Allsopp with 190, Driven Properties with 158 and haus & haus with 142.

fäm Properties led the prompts concerning overseas investors and general investment advice.

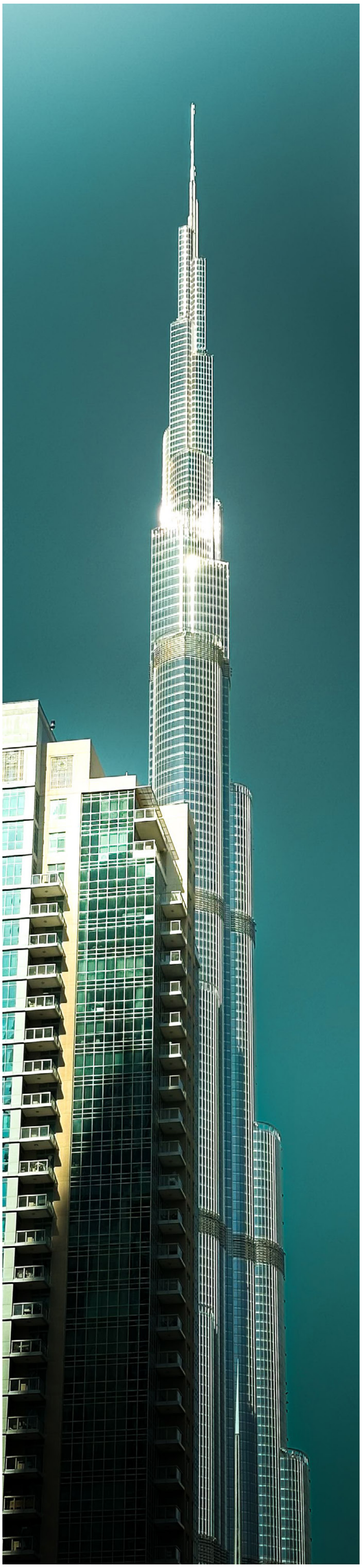
Betterhomes led the prompt asking which broker investors should use to sell their Dubai investments.

ALL-COMPANY RESULT

When developers and investment companies were included, Emaar Properties ranked first, followed by fäm Properties, Betterhomes, DAMAC Properties and Sobha Realty.

This is not a like-for-like brokerage ranking. It indicates that broad investment wording causes AI platforms to interpret "investment company" as potentially meaning a developer, investment platform or property adviser.

For customers selecting a transaction intermediary, the broker-only ranking is the more appropriate view.



What appears to drive Dubai AI recommendations

The research does not reveal the hidden internal reasoning of an AI model. It does, however, show the reasons the models repeatedly expressed when recommending companies.

SPECIALIST MARKET RELEVANCE

Luxury, off-plan, investment, overseas-buyer and seller-service prompts produced different company rankings.

DEVELOPER RELATIONSHIPS

Off-plan access and relationships with major developers were among the most common reasons in both the general broker and investment analyses.

REPUTATION AND INDEPENDENT SIGNALS

Reviews, awards, longevity and professional standing were repeatedly used to justify recommendations.

REGULATION AND TRANSACTION CONFIDENCE

RERA licensing, Dubai Land Department references, broker registration and escrow arrangements were common signals, especially in Gemini responses.

SERVICE INFRASTRUCTURE

The models frequently referred to mortgage advice, conveyancing, property management, remote transactions, relocation and after-sales support.

TECHNOLOGY AND MARKET DATA

Data-led advice, verified listings, digital platforms and technology-enabled service were recurring themes in Dubai more often than in the Marbella research.

INTERNATIONAL REACH

Multilingual teams, overseas-buyer support and international networks strengthened recommendations, particularly for investment and luxury customers.

From research to action

What appears to drive Dubai AI recommendations

DETAILED RECOMMENDATION REASONS

Differences between AI models

Strategic implications for Dubai companies

CLIENT AI VISIBILITY IMPROVEMENT FRAMEWORK

How to use the results

CONFIDENTIAL DIAGNOSTIC

Enhanced methodology

Proprietary classification and research framework limitations

Agency-level interpretation

The client version of this report provides greater depth and more practical ways to apply these findings to your agency, market, competitors and commercial priorities.

It identifies:

- the customer-intent categories you currently own
- where competitors displace you
- which strengths lack sufficient public evidence
- priority actions for the next 90 days

Request a confidential AI Visibility Benchmark

Strategic implications for Dubai companies

AI visibility should be treated as a measurable component of brokerage, developer and property-brand strategy.

The objective is not to manipulate AI answers. It is to make accurate, useful and credible information about the company easier for AI systems and prospective customers to understand.

The answers can inform market positioning, content strategy, public relations, review management and measurement.

Dubai business leaders should consider:

- *Which customer-intent categories does the company currently own?*
- *Is the company recognised as a brokerage, developer, investment platform or specialist adviser?*
- *Which models recommend the company consistently?*
- *Which competitors are associated with stronger service, investment or luxury signals?*
- *Which genuine company capabilities are absent from AI explanations?*

How to use the results

The rankings measure **AI recommendation visibility,** not conventional market share.

They can help companies:

- Benchmark current visibility
- Identify customer-intent strengths
- Understand competitor positioning
- Evaluate model consistency
- Prioritise market evidence and content
- Monitor changes over time

The results should not be interpreted as independent proof of transaction volume, review authenticity, service quality or investment performance.

Methodology overview

The research used a controlled monitoring process designed to reflect how prospective clients may encounter company recommendations across major AI platforms.

The selected prompts were run on a daily basis across the principal AI models included in each study. Where the monitoring system supported geographic variation, prompts were run from locations relevant to the market or customer group being assessed. The prompts were presented without language intended to favour or steer the models toward a particular company. The analysis then followed a two-stage classification and ranking process.

First, every company appearance within each complete AI response was detected and assigned a classification. Second, rankings were calculated using only appearances classified as genuine recommendations or shortlist inclusions.

A company could receive a maximum of one recommendation appearance per response, regardless of how many times it was repeated.

The public results use recommendation frequency, response share, prompt coverage and model coverage. The analysis also coded the reasons used by AI platforms to explain their recommendations. The methodology is designed to measure AI recommendation visibility rather than factual market leadership, conventional market share or independently verified service quality.

Proprietary classification and research framework limitations

The research measures how AI systems responded to controlled questions during the collection period.

AI answers can change because of model updates, new source material, retrieval changes and prompt wording.

The study does not prove which company has the highest transaction volume, best service, strongest investment returns or most authentic reviews.

The luxury prompt asks which broker sells the most luxury property. The result measures which company AI systems most frequently associated with that position. It does not independently verify Dubai Land Department transaction totals.

The investment dataset does not contain Claude responses.

Conclusion

Dubai's real estate market is developing a new layer of digital competition. AI systems are not producing one fixed list of the market's largest companies. They are matching brokerages, developers and specialist firms to customer needs and explaining why each may be suitable.

Betterhomes' expanded leadership in general brokerage, reputation and rentals demonstrates the value of established brand authority across several customer journeys.

Allsopp & Allsopp's leadership in buyer-support and seller prompts demonstrates the commercial value of being associated with both customer acquisition and successful disposal.

Christie's International Real Estate's luxury result demonstrates the power of a clear ultra-prime position supported across several models.

fäm Properties' investment and market-coverage results demonstrate the value of developer access, market data and visible scale.

The expanded research also shows that category leadership is more informative than one universal ranking. Different companies lead general brokerage, buyers, sellers, rentals, luxury, investment and market-coverage questions.

For business owners and marketing teams, the strategic objective is not to appear in every AI answer. It is to become a credible and consistent answer to the questions most closely connected to the company's commercial priorities.

Companies that clarify their market role, publish credible evidence, demonstrate specialist capability and monitor visibility across prompts and models will be better positioned as AI becomes a more important part of property discovery and company selection.

Request a confidential AI Visibility Benchmark

A Schutle benchmark evaluates an agency's visibility across commercially relevant prompts, customer-intent categories and leading AI platforms.

The output identifies current strengths, competitor displacement, model dependency, evidence gaps and priority actions.

www.schutle.com

Email: info@schutle.com

WhatsApp: +34607021578