

Profolio — a listings CRM for 200+ MENA property agencies

A whiteboard-style listings CRM used by 200+ agencies and 50k+ agents across MENA, with 30k+ monthly agent logins. Rebuilt uploads, quota, reporting, and market insights into one operator surface.

Client Bayut / dubizzle · via Systems Limited · **Role** Product Designer · **Year** 2021 — 2022 · **Tools** Figma · Design System · Research

200+ agencies · 50k+ agents

/ HOW I WORKED

Method

Four weeks shadowing agents at agencies in Dubai and Abu Dhabi, plus interviews with agency owners about how they measure a good week — not just a good listing.

Insight

Agents didn't need a prettier uploader. Owners needed to know, on Monday morning, which agent was under quota and which was leaving credits on the table.

Decision

Redesign the Monday-morning conversation, not the uploader. One console for listings, quota, insights, billing, and website management, split by role — agent vs. owner.

Tradeoff

One shared surface across two very different jobs, instead of two purpose-built tools. More constraints on every screen, but no more tool-switching mid-day.

/ HOW I SHIP · PHASES

Discover · 4 weeks

Decisions. Shadow agents at real agencies, not just agency owners. Audit the legacy tool before proposing a redesign.

Outcome. Reframed the product from a listings uploader to an agency operating surface.

Define · 3 weeks

Decisions. One nav model split by role — agent vs. agency owner. Reporting and insights sit alongside listings.

Outcome. One console covering listings, quota, insights, billing, and website management.

Design · 10 weeks

Decisions. 3-step add-listing flow: details → amenities → uploads. Impressions, clicks, and leads on the same overview.

Outcome. One console for the operational day of an agency owner and their agents.

Ship & Measure · rolling

Decisions. Region-by-region rollout across UAE agencies. Monthly release feedback loop with agency owners.

Outcome. Adopted by 200+ agencies with 30k+ monthly logins across MENA.

/ CASE

Context

Bayut / dubizzle's agency network in the UAE runs on quota. Every agent has a ceiling on how many listings they can post and how many can be flagged as "hot." When the tool that governs that quota is slow, agencies lose money the same week.

Research

Four weeks of shadowing agents plus interviews with agency owners about how they measure a good week. Agents didn't need a prettier uploader — they needed to know, at a glance, whether the listings they had already posted were pulling their weight.

Decisions

The add-listing flow collapsed into three steps. Every section landed on the same overview: impressions, clicks, leads, quota used, quota remaining, deal-of-the-week credits still available. Owners got their own layer with market insights.

Reflection

The right instinct was to redesign the Monday-morning conversation an agency owner has with their agents. Once that framing landed, every section had a clear reason to exist — and the ones that didn't got cut.

/ OUTCOMES

200+ agencies onboarded

50k+ agents using the platform

30k+ monthly agent logins across MENA

1 surface listings, quotas, insights, billing

