

Devsinc

salesforce

fäm Properties

Rebuilding Trust in the System Behind **AED 12Bn** in Property Sales

How fäm Properties Unified Sales, Service, and Three Self Service Portals on Salesforce





Client Overview

fäm Properties is Dubai's exclusive real estate project sales and marketing partner for developers. Operating since 2009, fäm manages full project sellouts end to end, spanning research and feasibility studies, marketing and branding, operations (DLD registration, payments, contracts, and ownership transfers), and sales management. The company manages an AED 12 billion+ portfolio through a broker network spanning 100+ countries, operates 25+ sales centers across the UAE, and holds a 4.9/5.0 rating across more than 13,000 Google reviews.

Business Challenges

As fäm's broker network and transaction volume grew, the system underneath it hadn't kept pace. What started as small inefficiencies compounded into friction across nearly every part of the business.

1

Data Nobody Fully Trusted

Records had degraded over time to the point where teams could no longer rely on them for day to day decisions, undermining confidence in the numbers behind every deal.

2

Inconsistent Forecasting and Missed Follow Ups

Without reliable data underneath it, the sales pipeline lost visibility. Deals slipped through the cracks, and forecasts leadership once relied on became numbers nobody fully trusted.

3

External Partners Locked Out of Self Service

Customers, external developers, and agents each needed their own way to access information and complete key actions independently. Instead, all three groups found themselves without a working way to self serve, pushing that burden back

4

Support Requests With No Real Process

Case handling had no consistent structure behind it, so support requests moved through the business without a dependable path from request to resolution, onto fäm's internal team.

5

A Broker Network Running on Phone Calls

With no reliable way to check a deal's status independently, brokers across a 100+ country network fell back on the one thing that always worked: calling in and waiting. At fäm's scale, that meant a growing volume of calls consuming time that

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The Approach

fäm evaluated its options and chose Devsinc as a certified Salesforce partner with a decade of experience delivering implementations across the UAE, KSA, and wider MENA region, credentials that mattered for a business managing an AED 12 billion portfolio through a broker network spanning 100+ countries.

Devsinc's first step was not to start building. It was to audit fäm's existing Salesforce ecosystem end to end and understand exactly where the real pain points lived, before touching a single portal or workflow. That audit surfaced the actual sequence of the problem: unreliable data was undermining Sales Cloud, Sales Cloud's instability was undermining Service Cloud, and both were undermining every Experience Cloud portal built on top of them. Devsinc also assessed how ready the underlying data and workflows were to eventually support AI driven capability, since a foundation clean enough to trust today is the same foundation any future automation would depend on.

That understanding shaped the entire engagement. Devsinc rebuilt fäm's ecosystem as one unified system, not three isolated fixes, restoring the data foundation first, then the internal workflows built on top of it, then the external touchpoints depending on both.

Scope of Engagement

Devsinc's domain experts audited fäm's overall Salesforce ecosystem, identifying exactly what was needed before scoping the engagement around the three clouds where the impact would be greatest, with an eye toward building a foundation clean enough to support AI driven capability down the line.

Key Priorities Included:

- ✓ Full data cleanup and remediation across Sales Cloud, correcting redundant fields and unreliable records into a trustworthy foundation for the entire system.
- ✓ Rebuilt pipeline, opportunity, and forecasting structure so leadership could finally track deals accurately and commit to numbers with confidence.
- ✓ Structured case management and routing within Service Cloud, giving every support request a clear, trackable path from intake to resolution.
- ✓ Three dedicated self service portals within Experience Cloud, purpose built for customers, external developers, and agents to access information independently.
- ✓ Role based access aligned to team structure, so every user saw exactly what their role required, no more, no less.
- ✓ A foundation built for what comes next, clean and structured enough to support future AI driven capability as the business continues to grow.

The Solution

Devsinc rebuilt fäm's ecosystem as one unified system, not three isolated fixes, restoring the data foundation first, then the internal workflows built on top of it, then the external touchpoints depending on both. Each layer was built clean enough to support what comes next, including future AI driven capability, without needing to be rebuilt again.



Service Cloud: **Structured Support Operations**

Devsinc set up case management including case creation, routing, and assignment rules, structuring support workflows so requests are properly logged, tracked, and resolved. Agent console configuration gave the support team unified visibility into customer history and case details, establishing a foundation for consistent, trackable case handling across the entire support team.



Sales Cloud: **Rebuilding the Data Foundation**

Devsinc performed a full data cleanup and remediation, bringing existing records into a usable, trustworthy state and removing redundant and unused fields across objects. Page layouts were redesigned to reflect fäm's actual sales workflows, removing clutter and irrelevant fields. Pipeline and opportunity management were set up for accurate tracking of leads through to closed deals, with forecasting configured to give leadership reliable, real time visibility into the sales pipeline. Role based access and data visibility were aligned to team structure throughout.



Experience Cloud: **Three Self Service Portals**

With the data foundation now trustworthy, Devsinc delivered three dedicated portals. The Customer Portal is a self service platform for customers to access relevant property and deal information and submit or track requests. The Developer Portal gives external developers access to relevant resources, documentation, and integration touchpoints. The Agent Portal gives agents a self service space to access listings, deal status, and relevant tools, without relying on manual back and forth.

The result: a unified Salesforce ecosystem connecting sales, service, and external facing portals, replacing fragmented, non functional systems with one structured, data driven platform across Sales Cloud, Service Cloud, and all three Experience Cloud portals.

Measurable Outcomes

95%

improvement in
forecast accuracy,
numbers leadership

90%

reduction in redundant
fields and layout clutter

45%

reduction in manual
back and forth via self
service portals

90%

improvement in
customer data quality

1,000+

portal users onboarded
across all three portals

Additional outcome: case resolution times also improved following the support restructuring, specific percentage not yet available.

Client Testimonial

"Managing over AED 12 billion in property sales through a broker network spanning 100+ countries, we needed one place for our brokers to check deal status instead of calling us all day. Devsinc's Sales Cloud and Experience Cloud implementation solved exactly that, giving us one view of every deal and letting partners self serve on status."

Raed Hechmi

Operations Manager, fäm Properties

Looking Ahead

With a unified Salesforce ecosystem now in place, fäm is positioned to extend it rather than rebuild it. Because the platform was built on a clean, trusted data foundation across Sales Cloud, Service Cloud, and all three Experience Cloud portals, new capability can be added without disturbing what already works, whether that's expanding Agentforce into the broker network, adding new self service functionality to any of the three portals, or extending the same data model to support fäm's continued growth across new markets.

About Devsinc

Devsinc is a global technology partner partnering with enterprises across North America, the UAE, and the wider MENA region to build, scale, and transform through enterprise application engineering, AI and data solutions, technology advisory, product development, and digital transformation.

With over 15 years of experience, more than 3,000 successful projects delivered, and over 230 active clients across 23 countries, we combine proven execution with deep technical expertise. As a certified Salesforce partner, we bring platform excellence together with world class engineering talent while taking an AI centric approach to every engagement, helping enterprises identify where AI can create meaningful business value and develop the systems needed to realise it. Our aim continues to be helping more enterprises grow further and faster, with AI at the core of that journey.

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