

Bitrix24[®]

Success Stories

Digitalz: Turning Real Estate Chaos into Scalable Systems



Arthur
Gekelman

- CEO of Digitalz,
- Bitrix24 partner since 2023

Bitrix24[®]

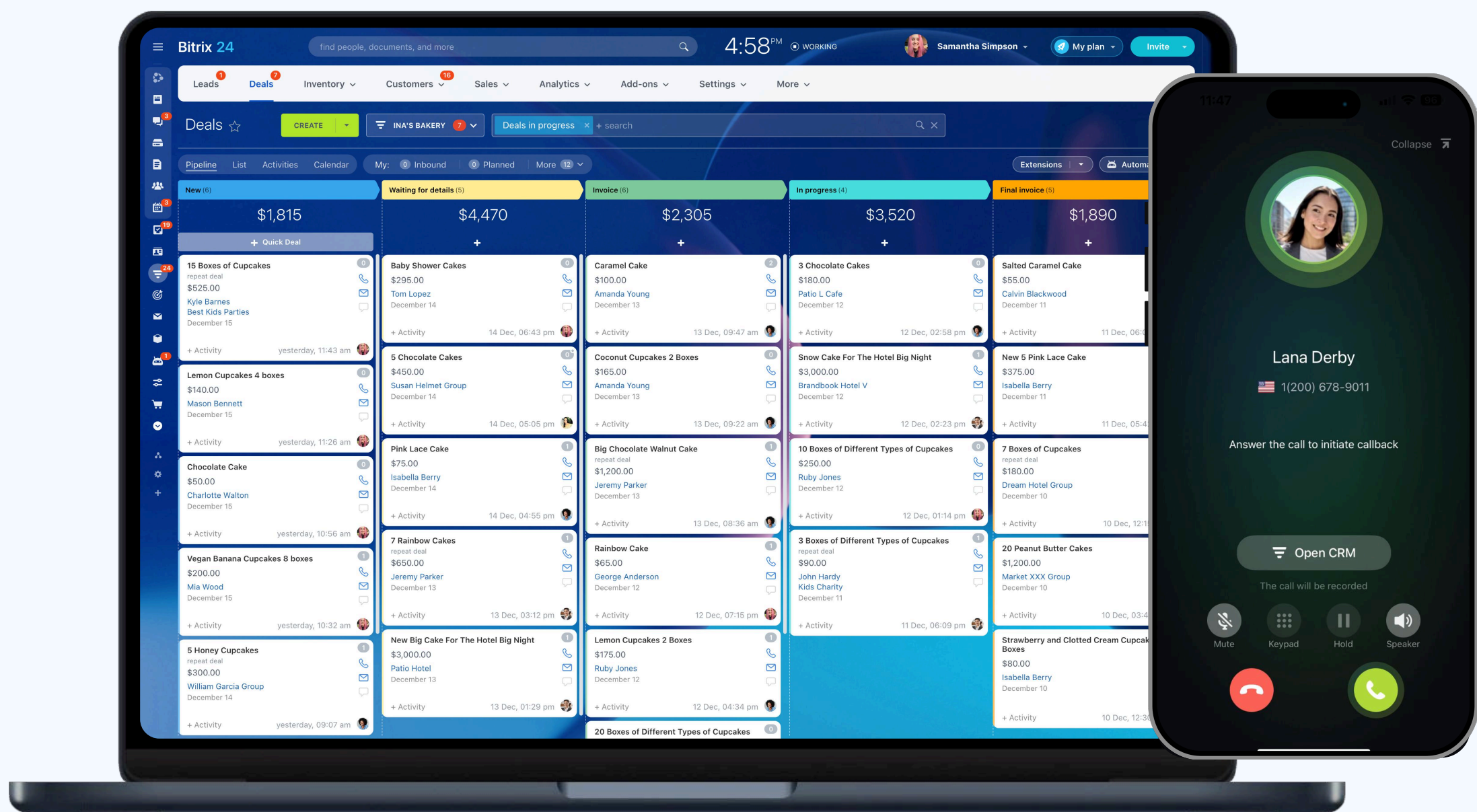
Building Order in the Fastest-Growing Market: Digitalz x Bitrix24

How a Dubai-based team led by Arthur Gekelman built 60+ real estate ecosystems, doubled client closing rates, and proved that with Bitrix24, structure always beats chaos.

Introduction

How long have you been a Bitrix24 partner?

Around **five years**. Over that time, we've grown from small custom integrations to building full-scale operating systems for real estate companies across the UAE. We help brokerages turn their sales chaos into predictable structures – all powered by Bitrix24.



Beginning of Partnership

What motivated you to become a partner of our company?

When we discovered Bitrix24, we saw more than a CRM – a flexible architecture for building full business ecosystems. Two things stood out:

- The logic and flexibility of the platform – you can automate anything
- The partner culture – Bitrix24 truly supports and listens to those who create value

It felt like joining a team, not just using a tool.

”

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”

Work process

How did you start selling Bitrix24 to clients?

When we entered the Dubai market, we saw that most real estate agencies were in total chaos: lost leads, deleted data, zero transparency.

We realized this wasn't a “CRM problem” – it was a system problem. So, we rebuilt our entire approach around Bitrix24 – not as integrators, but as system architects who bring order and accountability. That's when clients began to notice that we weren't selling software – we were fixing their business engines.



Client Acquisition and Tools

How do you attract new clients today?

Our funnel is 100% digital and data-driven:

- Targeted campaigns with pain-based offers (“Protect your leads”, “Close faster in Off-plan launches”)
- Content marketing through LinkedIn case studies and playbooks
- Strategy calls to audit client workflows and show how Bitrix24 fixes them fast
- A growing “content factory” that helps us stay visible and cut objections early

Partnership referrals from Bitrix24 are also one of our strongest acquisition channels.

Client Acquisition and Tools

Which Bitrix24 tools or resources are most useful?

The REST API and Open Channels – perfect for centralizing WhatsApp, calls, and lead flows. Also, the Bitrix24 Partner Portal, local events, and Helpdesk – all helped us build trust in the UAE market.



Results

What results have you achieved during your partnership?

We've built 60+ CRM ecosystems for real estate agencies. Some doubled their closing rates within three months and achieved record performance on SLA and conversion metrics.

We grew from a local integrator into international dealmaking architects – now aiming for Top-3 Bitrix24 partner status in the MENA region.



Results

Can you share specific examples?



One agency cut response time from 5 minutes to 2:58 and increased show-up rates by 18%



Another reduced data leaks to zero after implementing our Zero-Leak module



Across clients, the average ROI is 250% within 90 days

Advantages of Partnership

What are the main advantages of partnering with Bitrix24?

- Platform flexibility – we can build anything
- Strong partner community – Bitrix24 treats partners as co-creators, not resellers
- Global recognition and freedom to work worldwide

Overall satisfaction with the partnership?

Completely satisfied. Bitrix24 gives us the freedom to create, not just resell. It's a rare platform where innovation still belongs to people – not to bureaucracy.

Advice & Recommendations

What advice would you give to new partners?

- Don't sell features – sell results and systems
- Show clients how Bitrix24 transforms their operations
- Stay close to clients and support them as they scale
- relationships are everything in the MENA region

What early mistakes did you make?

Trying to do everything for everyone. Once we focused on real estate and built ready-to-deploy solutions, sales and reputation skyrocketed.

Advice & Recommendations

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*“Bitrix24 gave us the platform.
We built the system.
Together, we're shaping how real
estate sells in the UAE.”*

”

Partner success in numbers

Started in: 2023

Bitrix24 Gold Partner status obtained in: 2023

Regions/countries served: UAE



15+
number of
employees



10x
revenue
growth



10x
team
growth

✓ Service Provider

✓ Support Team

✓ Digital Agency

Become a partner and start representing the world's most versatile and affordable CRM



Free to enter



Up to 50% commission



Marketing support



Free leads



\$1,000 kickstart bonus

Looking to achieve
the same success
with your business?

Sign up for the Bitrix24
Partner Program!

(Use the link in the description)

