

SERVICES AGREEMENT

Date	2026-04-21
Company Name	Chestertons MENA
Contact Name	Ismail Khan
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Product / Service	Website Redesign & Development
PIXL Manager	Abdullah Osama
Project Code	-

Executive Summary

PIXL Global is a Dubai-based full-service agency specialising in real estate and hospitality brands. We present this proposal for the complete design, build, and launch of the Chestertons MENA property portal at chestertonsmena.com.

The scope covers the full delivery lifecycle — discovery and UX through to front-end and back-end build, headless CMS, third-party integrations, SEO and performance engineering, security and RERA compliance, infrastructure setup, QA, UAT, and production launch.

Why PIXL Global

Dubai-based, same timezone, same neighbourhood. We're in JLT — every meeting, sprint review, and approval happens in real-time with zero coordination overhead.

Real estate is what we do. From Omniyat and Eywa to One Broker Group and Allegiance, we've built websites, brands, and digital strategies for developers and brokerages across the UAE. We understand property search UX, lead funnels, and SEO for listings at a fundamental level.

We've already done the homework. We reviewed your brand guidelines cover to cover, identified specific technical issues, and tailored every section of this proposal to Chestertons.



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Relevant Experience

PIXL Global is an award-winning full-service agency delivering brand, marketing, sales, and tech solutions to real estate and hospitality brands across the UAE and beyond. Our real estate web and digital portfolio includes:

Client	Work Delivered
Omniyat	Developer website, brand digital strategy, off-plan project marketing
One Broker Group	Brokerage website, property listing platform, lead generation
Bricks N Woods	Real estate website development, brand identity, digital marketing
Sakani	Property platform development, UI/UX design, listing management
Allegiance Real Estate	Brokerage website, CRM integration, performance marketing
Sukoon	Developer website, project microsites, brand awareness campaigns
Zoya	Real estate brand development, website, social media management
Alserh	Property platform, website design and development
Pearlshire	Developer website (WordPress custom), SMM, brand awareness
Eywa	Off-plan project website, branding, digital campaign strategy
JW Marriott Residences	Project microsite, digital marketing, lead generation



Tech Stack

Category	Technology
Frontend Framework	Next.js 14 (App Router), React 18, TypeScript 5.5
Styling	Tailwind CSS 3.4 with custom Chestertons MENA design tokens
Animation	Framer Motion 11
State Management	Zustand 4.5 — saved properties, search filters, view mode
Data Fetching	TanStack Query 5 — stale-while-revalidate; Server Actions for mutations
Authentication	NextAuth 4 with JWT sessions; Google OAuth; Credentials provider
Forms & Validation	React Hook Form 7 + Zod 3 (client and server-side)
Maps	Mapbox GL JS 3.5 — interactive map with property clustering
Headless CMS	Strapi (self-hosted) — REST/GraphQL content API
Database	PostgreSQL via Supabase or AWS RDS
Image Processing	Sharp (server-side), Next.js Image (client-side WebP/AVIF)
Runtime	Node.js 24 LTS

Key Considerations

A few observations that shape how we approach this build:



Area	What It Means For The Build
Benchmark parity	PropertyFinder and Bayut have set the functional floor for users in this market — filter density, map interaction, scan-ability. Chestertons needs to match that experience without looking like one of them.
Demo to production	Your internal team has built a working demo. We'll treat that as reference — valuable context for feature and UX decisions, not a codebase to refactor. What we deliver will be production-grade from the first commit.
SEO that actually works	Property detail pages have to render server-side. Google needs to see full listing content without executing JavaScript. That's the difference between ranking for "two-bedroom apartment in Dubai Marina" and not — and it dictates several technical decisions from day one.
Admin isolation	The admin is a separate product with separate routing, separate authentication, separate access control. Not an /admin folder on the same app with a hidden nav. We enforce this at the middleware layer so admin state can't leak to the public experience.
RERA as first-class	Permit Number and BRN aren't optional fields — they're mandatory on every listing, validated server-side through Zod before a record can be saved. If an agent forgets to fill them in, the system doesn't let them.
Core Web Vitals with teeth	LCP < 2.5s, INP < 200ms, CLS < 0.1, TTFB < 800ms — enforced by a Lighthouse CI pipeline that fails builds when they regress. Performance doesn't quietly rot six months after launch.



Area	What It Means For The Build
Arabic natively	Arabic isn't a mirror of the English site. Layouts are built with logical properties from day one, not refactored once someone notices the search bar drifting when the language switches.

Our Approach

1. Discovery & UX Design (4 weeks)

- Stakeholder workshops on audience goals, conversion objectives, and brand direction
- Competitive landscape review — PropertyFinder, Bayut, adjacent GCC portals
- Walkthrough of your demonstration build as reference for feature and UX decisions
- User journey mapping across all audience types
- Finalised information architecture for both public site and admin
- Wireframes for every template, annotated with UX rationale
- High-fidelity Figma designs aligned to your brand: Primary Purple #6c207e, Deep Purple #611d73, Magenta CTA #e2388c; Noto Serif display, Open Sans body
- Design system structured as Tailwind-ready tokens — typography, palette, components, spacing, iconography
- Arabic design variants for all core public templates
- Stakeholder sign-off before any code gets written

2. Front-End Build (6 weeks)

- Next.js 14 App Router scaffold with TypeScript, Tailwind, and strict type checking enabled from day one
- Server-side rendering on every property page so Google can index without executing JavaScript
- Static generation for informational pages — Services, About, Blog shells
- Fully responsive, mobile-first implementation across every public route
- Interactive property search: filterable and sortable listings; URL-driven filter state; grid/map/split view toggle
- Full-screen property gallery with lightbox navigation
- Live mortgage calculator with sliders, real-time payment, principal vs interest chart, amortisation schedule
- Six-panel services explorer with Framer Motion transitions
- Agent directory and individual agent portfolio pages



- Area guides grid with ROI, price range, and property count
- Blog listing and article pages with category filtering
- Authentication flows — email/password, registration, forgot password, Google OAuth
- Saved properties dashboard with persistent state via Zustand
- Page transitions and UI animations via Framer Motion

3. Backend, CMS & Data Layer (6 weeks, parallel)

- Strapi headless CMS self-hosted on AWS EC2 or DigitalOcean, with REST and GraphQL endpoints
- PostgreSQL (Supabase or AWS RDS) with schemas for properties, agents, leads, blog posts, area guides, users, and settings
- Admin Dashboard with live stats, quick actions, recent leads and properties
- Properties module — search, filter, CRUD, featured toggle, RERA Permit Number and BRN fields, 8-section property form with server-side validation
- Agents module — card grid, profile management, photo, specialisations, languages, ratings
- Blog module — post management with draft/published status, category, author, SEO fields, cover image
- Leads & Inquiries module — status-tabbed CRM (New / Contacted / Converted / Closed), full contact history, message preview, status updates
- Area Guides module — card management with image, property count, ROI, price range
- Settings module — General, SEO meta, social media, integrations, with sensitive fields masked
- Admin routes fully isolated from the public site with middleware-level access control

4. Integrations (3 weeks, parallel)

- Mapbox GL JS — interactive property map with real-time listing clustering
- Strapi API consumption with TanStack Query caching
- SendGrid or AWS SES — lead notification emails to agents, inquiry confirmations to enquirers
- NextAuth with JWT sessions and Google OAuth for admin login
- Google Analytics 4 pageview and event tracking
- Google Search Console sitemap submission and verification

5. SEO & Performance Engineering (3 weeks, parallel)

- SSR on every property page so full content is crawlable without JavaScript execution
- Dynamic metadata via Next.js generateMetadata() — unique title, description, and Open Graph image per listing
- JSON-LD structured data on property detail pages (RealEstateListing schema) for rich results
- Auto-generated sitemap.xml and robots.txt, with admin and API routes excluded



- Canonical URLs to prevent duplicate indexing
- Open Graph and Twitter Card tags on every page
- URL-driven filter state so filtered searches are shareable, bookmarkable, and indexable
- Next.js Image with WebP/AVIF, responsive srcsets, lazy loading, blur placeholder
- Core Web Vitals enforced by Lighthouse CI — LCP < 2.5s, INP < 200ms, CLS < 0.1, TTFB < 800ms

6. Security, Compliance & Infrastructure (3 weeks)

- HTTP security headers — X-Content-Type-Options, X-Frame-Options DENY, X-XSS-Protection, ReferrerPolicy
- NextAuth JWT stateless sessions
- Server-side Zod validation on every form; input sanitisation throughout
- Admin routes protected at the middleware layer
- All secrets in environment variables; nothing committed to version control
- RERA compliance — Permit Number and BRN required and validated on every listing
- Image remote domain whitelisting via Next.js Image configuration
- Vercel production deployment with edge CDN, automatic SSL, and branch preview environments
- Strapi self-hosted on AWS EC2 (or DigitalOcean) with managed process monitoring
- PostgreSQL on Supabase or AWS RDS with automated backups
- AWS S3 + CloudFront for property images and document delivery
- Cloudflare for DNS, DDoS protection, and SSL
- Sentry for error monitoring; Vercel Analytics for Core Web Vitals tracking
- Separate staging environment plus branch-based preview environments
- Full environment variable and deployment documentation

7. QA, UAT & Launch (3 weeks + post-launch)

- Cross-browser testing — Chrome, Firefox, Safari, Edge (latest stable)
- Device testing across desktop, tablet, and mobile
- Accessibility audit to WCAG 2.1 AA
- Performance testing via Lighthouse CI with fail-build on regression
- Security scan and vulnerability assessment before launch
- Two-week UAT period with your team
- Staged deployment from staging to production, with rollback plan in place
- Thirty days of post-launch support and bug-fix
- Ninety-day warranty covering defects in delivered code



Deliverables

Deliverable	Details
Design Package	Full Figma file — wireframes, high-fidelity UI, component library, design system tokens, English and Arabic variants
Next.js Frontend Codebase	Fully typed TypeScript, Tailwind, every public route implemented, SSR/SSG optimised, accessibility compliant
Strapi CMS Codebase	Seven admin modules configured, REST and GraphQL APIs, database schemas, seed data for local development
Infrastructure Setup	Vercel project, AWS/Strapi hosting configuration, Cloudflare DNS, all environment variables documented
Integrations	Mapbox, SendGrid, Google OAuth, GA4, Search Console — all configured and tested
SEO Package	Sitemap, robots.txt, canonical URLs, JSON-LD schemas, Open Graph configuration, search console verification
Performance Pipeline	Lighthouse CI configured in the deployment workflow, alerting on Core Web Vitals regressions
Documentation	README, deployment guide, CMS editor guide, environment variables reference, API documentation
Source Code & IP Transfer	Full source code, database schemas, and design assets transferred on project completion

Timeline



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Phase	Duration	Milestones
Discovery & UX Design	4 weeks	Architecture sign-off, wireframe approval, design sign-off
Front-End Build	6 weeks	Sprint reviews bi-weekly, staging deploys
Backend, CMS & Data Layer	6 weeks (parallel)	CMS configured, admin modules functional, API live
Integrations	3 weeks (parallel)	Mapbox, SendGrid, OAuth, Analytics operational
SEO & Performance	3 weeks (parallel)	Schema, sitemap, Core Web Vitals baseline
Security, Compliance & Infrastructure	3 weeks	Security headers, RERA validation, production environment ready
QA, UAT & Launch	3 weeks	Cross-browser, accessibility, UAT sign-off, go-live
Post-Launch Support	4 weeks	30-day support + 90-day warranty in effect
Total	16–18 weeks + 4 weeks post-launch support	

Commercial Proposal

All fees in AED, excluding VAT.

Core Delivery

Deliverable	Hours	Cost (AED)
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Deliverable	Hours	Cost (AED)
Discovery, Workshops & Audit	32	10,000
UX Architecture & Wireframes	60	18,000
UI Design & Design System	72	22,000
Front-End Development (Next.js)	110	24,000
Backend, CMS & Database (Strapi + PostgreSQL)	85	18,000
Integrations (Mapbox, SendGrid, OAuth, Analytics)	30	6,000
SEO & Performance Engineering	20	4,000
Security, Compliance & Infrastructure	20	4,000
QA, UAT & Launch Support	20	4,000
Project Management	16	3,000
Post-Launch Support (30 Days)	20	2,000
Core Subtotal	485	AED 115,000

Additional Features

Each feature below is priced separately to allow you to consider and prioritize their inclusion individually without disrupting the core build.

Feature	Hours	Cost (AED)
Arabic (RTL) Language Support	25	6,500
Real-Time Property Map Search with Clustering	18	5,000



Feature	Hours	Cost (AED)
Agent Individual Portfolio Pages	10	2,500
Property Comparison Tool (up to 3 properties)	13	3,500
Saved Search Alerts — Email Notifications	11	2,500
Off-Plan Project Microsites with Payment Calculator	22	5,500
WhatsApp Business API Integration	8	2,000
Property Valuation Request Form	5	1,500
Lighthouse CI Performance Pipeline	4	1,000
Features Subtotal	116	AED 30,000

Grand Total

Line	Hours	AED (excl. VAT)
Core Delivery Subtotal	485	115,000
Additional Features Subtotal	116	30,000
Total	601	AED 145,000

Post-Launch Monthly Retainer (Optional)

For ongoing support, minor feature iterations, and platform maintenance once the post-launch window and warranty have elapsed:



Service	Monthly Fee (AED excl. VAT)
Monthly Retainer — Bug Fixes, CMS Support, Minor Enhancements, Performance Monitoring, Content Migration Assistance (up to 20 hours/month)	AED 10,000
Additional hours beyond retainer allocation	AED 200/hour

Third-Party Licenses & Subscriptions

The platform services below sit outside our fees. Typical monthly cost at expected traffic levels:

Service	Estimated Monthly Cost (USD)
Strapi (self-hosted, open source)	USD 0 — hosting is covered under AWS below
Mapbox GL JS	USD 0 up to 50,000 map loads; pay-as-you-go thereafter
Vercel Pro	~USD 20 per seat
SendGrid Essentials	~USD 20 for up to 50,000 emails/month
Sentry	Free tier up to 5,000 errors/month
AWS (S3, EC2 for Strapi, RDS or Supabase)	~USD 150–400 depending on traffic and storage
Cloudflare	Free tier sufficient; Pro plan optional at ~USD 20
Google Analytics 4 / Search Console / OAuth	Free

Included

- Everything described in the scope above — design, development, integrations, SEO, security, infrastructure, QA, and launch
- Full source code, database schemas, and design assets transferred to Chestertons MENA on project completion



- Complete environment variable and deployment documentation
- Two-week UAT with your team
- Thirty days of post-launch support and bug fixes
- Ninety-day warranty on delivered code
- Project management, sprint reviews, and stakeholder coordination throughout

Not Included

- Platform subscriptions (Vercel, Mapbox, SendGrid, AWS, Cloudflare) — see estimates above
- Content creation — copy, property data, images, agent photos, area guide content come from your side
- Ongoing maintenance beyond the post-launch support and warranty window (covered by the optional retainer above)
- Additional languages beyond Arabic (separate engagement if needed)
- Integration with internal CRM, accounting, or operational systems not discussed in scope

Service	Net Cost	Net Cost with Management Fee	Total with VAT	Project Duration	Payment Terms
Website Redesign	AED 145,000	AED 145,000	AED 152,250	16-18 Weeks	75% Advance 25% On Project Handover

Signature & Client Approval

Nishanth Kakkamani
Head Of Commercial

Ismail Khan
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