

TECH CONCIERGE FOR FIT-OUT AND RENOVATION COMPANIES

Every enquiry answered tonight, every site in view until handover

An enquiry from WhatsApp, Instagram or your website gets an answer in a minute, an indicative range from your rates and a site visit in your estimator's calendar. The BOQ and the quotation come from your rate list as a branded PDF, variations are approved in writing, and every site sends its daily report with photos to you and to the client. Your website with your projects, an estimate calculator and one list of every client, run by one engineer you know by name.

AED 3,600 a month

Your website, your app, one list of your customers, an AI assistant on WhatsApp and your videos, run by one engineer you know by name.

Where a fit-out company loses its projects

And what we set up for you, from the first month.

TODAY

01 A villa owner asks at 9:30 pm what a new kitchen costs. Your estimator calls back two days later, after three other companies have already measured.

02 Your estimator drives from Al Quoz to Dubai Hills to measure, and the client was only checking prices, or rents the villa and never asked his landlord.

03 The BOQ and the quotation take a week of evenings, and by then the client has signed with the company that answered first.

04 Changes are agreed on site in a voice note, and argued about at the final invoice.

05 The owner spends the summer abroad and calls your project manager every evening for photos.

06 NOCs, drawings and permit letters sit in five inboxes, and nobody can say which one is holding up the start.

WITH US

The assistant answers the same minute. It asks the community, the size, the scope and the finish level, gives an indicative range from your rates, and books a site visit in your estimator's calendar.

Before a visit is booked, the assistant asks who owns the property, the budget and the start date, and collects photos of the space. Your estimator reads the answers before he sets off.

Your estimator enters the quantities from the visit, the rates come from your rate list, and the quotation is a branded PDF with the scope, the exclusions and the payment milestones, ready to send.

Every change is priced as a variation, sent to the client and approved by him in writing before the crew starts it. The final invoice holds no surprises.

Your supervisor's daily report with photos reaches the client's portal and his WhatsApp: what was done, what comes next, and what waits for his decision.

Every approval has its status on the project: submitted, comments received, approved. You see what is waiting, and on whom.

How your week runs with us

Five moments every fit-out company knows, step by step, as we set them up for you.

01

A kitchen enquiry at 21:30

IT STARTS

A villa owner in Arabian Ranches writes: "How much to redo my kitchen? New cabinets and a quartz worktop."

WHAT CHANGES

The site visit is booked the same evening, and your estimator arrives knowing the job.

- 1 The enquiry lands in your list with its source, under the owner's name.
- 2 Within a minute the assistant asks the size of the kitchen, what stays and what goes, the finish he has in mind and when he wants to start.
- 3 It asks for three or four photos of the kitchen as it is today, and whether the villa is his own.
- 4 From your rates it gives an indicative range, and says that the price is confirmed after the site visit and the BOQ.
- 5 It offers your estimator's free slots in that area and books one. The estimator gets the photos, the answers and the location pin.

02

From site visit to signed quotation

IT STARTS

Your estimator has measured a 2-bedroom in Dubai Hills for a full fit-out.

WHAT CHANGES

The quotation arrives while the client still remembers the visit, and none is left without an answer.

- 1 On site he enters the quantities on his phone: flooring and ceilings in square metres, joinery in linear metres, points and fittings by the piece.
- 2 The rates come from your rate list. The BOQ and the quotation are one branded PDF with the scope, the exclusions, the timeline and the payment milestones.
- 3 It goes to the client on WhatsApp, and you see when he opens it.
- 4 If he does not answer, the assistant writes three days later, answers what it can, and passes questions about materials to your designer.
- 5 When he accepts, the first milestone invoice and the list of documents for the approvals go out the same day.

03

Approvals before the first wall comes down

IT STARTS

The project is signed. The developer and the building want their approvals before anyone touches a wall.

WHAT CHANGES

Nobody starts without the papers, and nobody has to ask where they are.

- 1 Your designer's drawings and the client's choice of tiles, worktops and cabinet finishes are approved by him in his portal, and the site works from that version.
- 2 The project gets the checklist you keep for its developer or authority (Emaar, Nakheel, DAMAC, Dubai Municipality, DDA, Trakhees): the owner's documents, the drawings, your trade licence and your insurance.
- 3 The assistant collects the title deed, the passport and the Emirates ID from the owner, and tells him what is still missing.
- 4 Each submission has its status on the project: submitted, comments received, resubmitted, approved.
- 5 The start date on the board follows the approval, and the client sees in his portal what it is waiting for.

04

Five sites, one report from each every evening

IT STARTS

Projects are running in Dubai Marina, JVC, Business Bay and Mirdif, with your own crews and three subcontractors.

WHAT CHANGES

You know where every project stands without driving to every site, and so does the client.

- 1 In the morning each supervisor sees in the app his sites, his crews and the deliveries due: tiles, glass, the joinery from your workshop.
- 2 At the end of the day he files his report: what was done, the photos, what is blocking. It works with no signal, and sends when he is back online.
- 3 The report reaches the board and the client's portal, and the client gets a short summary with the photos on WhatsApp.
- 4 A delay, late tiles or a subcontractor who did not turn up, is flagged on the board the same day, with the stage it holds up.
- 5 A change the client asks for on site is priced as a variation and sent for his approval before the crew does it.

05

Snagging, handover and after

IT STARTS

The apartment is finished, and the client walks through it with your project manager.

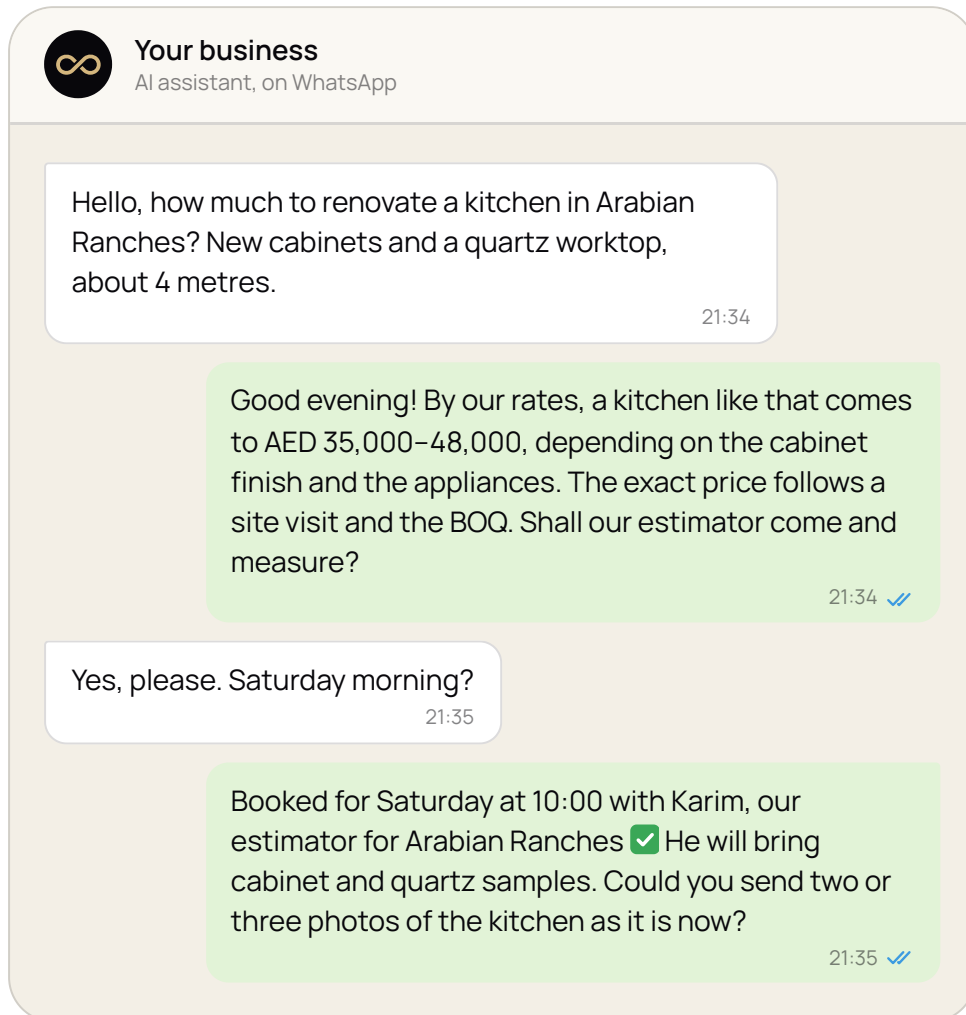
WHAT CHANGES

Handover happens on a closed snag list, and a warranty call reaches the right person with the project's whole history.

- 1 Each snag is logged in the app with a photo, the room and who will fix it.
- 2 The client sees the snag list in his portal, and each item as it is closed.
- 3 At handover he gets the warranties, the drawings and the care instructions for the joinery and the stone, in one place.
- 4 The final invoice goes out when the last snag is closed.
- 5 Months later a door drops or a silicone joint needs redoing: the client writes to the assistant with a photo, and the visit is booked under his project.

A kitchen enquiry at 21:34, and the site visit booked a minute later

An example of your assistant on WhatsApp.



What a fit-out company gets

From our catalogue, the services a fit-out company and its workshop actually use, all inside one monthly price.

◆ Website with your projects 2.1

Finished apartments, villas and offices with before-and-after photos, the services you offer, and an enquiry form on every project.

◆ AI assistant on WhatsApp 5.1

Answers about your services, finish levels, timelines and how you work, day and night, in the client's language.

◆ Qualifying the enquiry 5.3

Community, size, scope, budget, start date and who owns the unit: asked before anyone drives out to measure.

◆ BOQ and quotation 4.4

Quantities from the visit, rates from your list, and a branded PDF with the scope, the exclusions and the payment milestones. Variations are priced the same way.

◆ Approvals and documents 5.7

Title deeds, passports, Emirates IDs, drawings and NOC letters read and filed with the project, each approval with its status.

◆ Site supervisor app 3.2

Today's sites and tasks, the daily report with photos, checklists and snags, even with no signal in a basement.

◆ Before-and-after videos 6.2

A short video of each finished project made from its site photos, with music, captions and a voiceover.

◆ Estimate calculator 2.5

Property type, size, scope and finish level: the client sees an indicative range from your rates, and books a site visit.

◆ Every enquiry in one list 4.2

WhatsApp, Instagram, the website, calls and referrals, each with its source, its photos and its estimator.

◆ Site visit booking 5.4

Visits in your estimators' calendars by area, with the location pin, the access details and a reminder for both sides.

◆ Follow-ups on quotations 5.9

Quotations with no answer followed up on the channel they came from, and questions passed to the right person.

◆ Project and site board 4.5

Every project by stage, from approvals and demolition to joinery, painting, snagging and handover, with crews, subcontractors and the joinery workshop's slots by date.

◆ Client portal 2.6

Approved drawings, the schedule, site photos, variations and invoices, in one place for the client, wherever he is.

◆ Weekly owner's report 4.7

Enquiries, site visits, quotations, signed projects, delays and payments due, every week.

The systems you already use

We connect what you run today, so nothing has to be switched off. How each one connects, honestly:

◆ Odoo

Projects, purchasing and invoices

Through its API, on Odoo's Custom plan, Odoo.sh or your own server.

◆ TallyPrime

Accounts, VAT and stock

Through its API, on the computer or server TallyPrime runs on.

◆ Aconex

Document control on main-contractor projects

Through its API, once your Aconex administrator grants access.

◆ Autodesk Construction Cloud

Models, RFIs and issues on BIM projects

Through its API, once the account admin adds our integration.

◆ Zoho Books

Quotations, milestone invoices and VAT

Connected through its API.

◆ Primavera P6

Programmes the main contractor asks for

We read your P6 exports, in XER or XML.

◆ Procore

Site management on larger projects

Through its API, once the Procore account's admin installs our app.

The price compared

What the same pieces cost in Dubai when you buy them one by one, and what you pay with us.

WHAT YOU NEED	BOUGHT SEPARATELY	WITH TECH CONCIERGE
A business website by a Dubai agency	AED 8,000–30,000 once	✓ Included
A CRM for ten users	AED 510–3,673 a month	✓ Included
A WhatsApp platform with an AI chatbot, Meta's message fees on top	AED 477–1,740 a month	✓ Included
A mobile app for iPhone and Android	AED 70,000–300,000 once	✓ Included
A short marketing video	AED 1,500–8,000 a video	✓ Included
All of it	AED 78,000–330,000 to build, then AED 987–5,413 a month, plus each video or image	AED 3,600 a month, all of it

Typical prices in Dubai, checked 10 October 2026.

AED 3,600 a month, all of it

One invoice a month and one engineer you know by name. Nobody to hire.

WHEN IT PAYS FOR ITSELF

1 Extra jobs a month that cover our month

For example, 20% on a AED 45,000 kitchen is AED 9,000.

With us the work comes out of your month: an hour of engineer time is AED 120, a video AED 60, and AI compute is charged at twice its cost. A big build such as an app is estimated first and built over the months you choose, or sooner with extra blocks of AED 500.

Our price is per month, excl. VAT (reverse charge).

Bought separately, a website and an app are yours outright. With NewGen they are built and run for you as a service; what stays yours is set out in the agreement, which we go through with you before you sign anything.

Already running for a furnishing and fit-out company

Silk Valley Home Furnishing runs its website, its quote calculator, its customer list and its room-tour videos on Tech Concierge. Open it: it is live.

Silk Valley Home Furnishing silkvalleyhomefurnishing.com

WHAT WE BUILT Website, instant-quote calculator, CRM and room-tour videos

Your first month

What arrives when, from the day you start.

Week 1	A meeting with your engineer: your services, your rates, your estimators and their areas, and how enquiries reach you today.
Week 1	Enquiries from WhatsApp, Instagram, the website and calls start landing in one list, each with its estimator.
Week 2	The assistant learns your services and your rules: the jobs you take on, your indicative ranges, your visit hours, what it hands to an estimator. It starts answering with your team watching.
Weeks 2–3	Your website with your projects and the estimate calculator, and site visits booked straight into your estimators' calendars.
Week 4	Your rate list behind every quotation, your running projects on one board, and your first weekly report.

What you see every week

The numbers a fit-out company owner asks about, without asking anyone.

Reply time

How fast each enquiry got its first answer, by channel and by estimator.

Enquiries by source

WhatsApp, Instagram, the website, Google and referrals, by type of job: which bring site visits, not just calls.

Visits and quotations

Site visits held, and quotations sent, opened and accepted, with their value.

Projects behind schedule

Which projects are behind their stage date, and what holds them: an approval, materials or a subcontractor.

Variations and payments

Variations waiting for the client's approval, and milestone invoices due or overdue.

Snags and warranty calls

Open snags by project, and the warranty calls that came in this week.

What fit-out company owners ask us

Can the assistant give a price before the site visit?

Only an indicative range, from the rates you set, and it says so. The price the client signs comes from your estimator's BOQ after the visit.

Will it promise an approval or a start date?

No. It never promises an approval, a permit or a date. It explains what an approval needs the way you taught it, collects the documents, and passes everything else to your team with the whole conversation.

Which languages does it speak?

It answers in the language the client writes in: English, Arabic, Russian, Hindi, Urdu and many more.

Do my estimators and supervisors have to change how they work?

Estimators keep WhatsApp on their phones, and their visits arrive in their calendars. Supervisors change one habit: the daily report goes into the app, not into five WhatsApp groups.

Who owns the projects, the drawings and the client list?

You do. Your content and your clients' data are yours, and we export them on request in standard formats.

Can I try it before I decide?

Yes. You try it on your own business first, before you sign anything.

START

Try it on your own business first

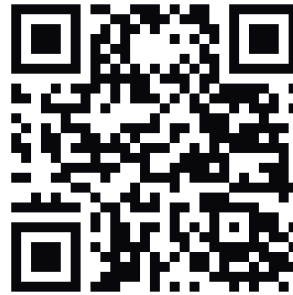
Message us on WhatsApp and tell us about your business. You see it working on your own business before you sign anything.



Message us on WhatsApp

SCAN TO MESSAGE US

wa.me/971529507463



See it online

SCAN TO OPEN THE PAGE

newgen.market/for/fit-out



THE PERSON WHO ANSWERS

Sam White

CTO, NewGen International

You get an engineer by name, not a ticket number. I read your messages on WhatsApp and I answer them myself.