

Rawlins Properties: a single-development sales site with a viewing-booking flow

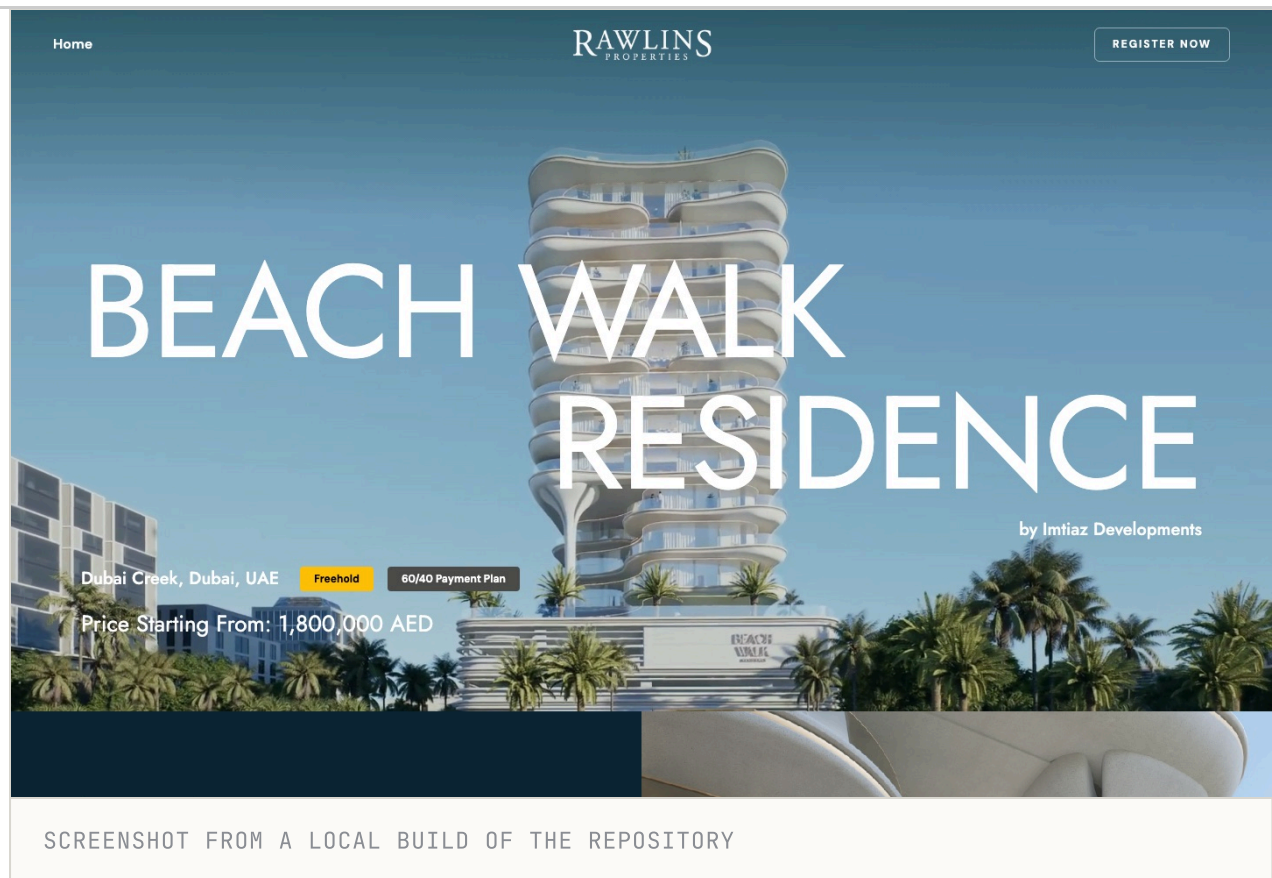
Off-plan sales in Dubai are won on the first impression and the follow-up.

Rawlins Properties needed a focused site for one development, Beach Walk by Imtiaz, that presented the residences the way a brochure would and turned...

Role: Sole developer

Stack: HTML5, CSS3 and JavaScript on a customised property-marketing template (Bootstrap, MDB, Swiper, countdown and datepicker plugins), with a PHP booking endpoint

Client: Rawlins Properties, Dubai, marketing Beach Walk by Imtiaz in Dubai Creek



Context

Off-plan sales in Dubai are won on the first impression and the follow-up. Rawlins Properties needed a focused site for one development, Beach Walk by Imtiaz, that presented the residences the way a brochure would and turned interest into a booked viewing without the buyer leaving the page. Nothing more, nothing less.

What I built

A long-form sales page for one development

Hero with the development name set at display size, the residence types, a "Designed for Modern Living" narrative, the 60/40 payment plan explained plainly, floorplans, a gallery drawn from the client's photography set, video, and a closing section on Rawlins Properties itself. Swiper carousels carry the galleries; a countdown supports launch-phase urgency.

The booking flow

A viewing-booking form (name, email, preferred date and time, message) validated in the browser and posted to a small PHP endpoint that emails the sales team. A separate contact form uses the same pattern. This is the whole conversion path, and it is kept deliberately short: a buyer who wants a viewing should be able to ask for one in under a minute.

Arabic-market readiness

The template's RTL stylesheets (Bootstrap and MDB RTL builds) and colour-scheme files are in place, so an Arabic-language mirror is a content task rather than a rebuild.

Decisions worth noting

- ◆ **Template, customised hard.** For a single-development sales page with a short shelf life, a strong property template customised to the brand is the right cost. The engineering value is in the booking path and the content structure, not in a bespoke component library.
 - ◆ **Server-side email, nothing else.** The PHP endpoint does one thing. No CRM integration was needed at this stage, and adding one later is a one-file change.
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Why it is in the portfolio

It belongs to the client-websites track alongside Hogar & Haus (the brokerage-grade Next.js build) and shows the other end of the same market: a fast, focused, template-based sales page with a working booking flow, sized to the brief and delivered for a real Dubai property client.