IREIS 2025: MezAgent Success

Introduction

From 12–14 September, MezAgent exhibited at the International Real Estate and Investment Show (IREIS) 2025 in Abu Dhabi with a dedicated booth.

IREIS convenes investors, real estate developers, policymakers, and professional service providers from Europe and the Middle East, with a clear emphasis on cross-border investment, innovation, and market expansion—an environment well aligned to MezAgent's offerings as a global agent network.


Our delegation—Stan Sheyko, Kenneth Galola, and Pavlos Melikidis—held extensive discussions with industry leaders and global representatives. A consistent theme emerged: organisations want practical ways to convert offline networks into scalable, transparent, and performance-driven digital ecosystems. This directly reflects demand for qualified business referrals that improve conversion rates.

As Stan, our Co-Founder, observed, "the priority is to structure referral relationships with ease, measure outcomes, and reduce friction for business opportunities across borders and time zones." These priorities align with MezAgent's positioning as an agent referral platform designed for measurable outcomes.

Visitors repeatedly highlighted two novel aspects of the platform. First, accessibility and speed to value: agents and businesses can discover one another quickly, collaborate in a structured way, and track results without any middle-management. Second, the digitisation of a familiar workflow: MezAgent has formalised a referral model that people already use, while providing tracking, transparency, and global reach, all the while ensuring deal security for all parties. The ability to operate seamlessly across jurisdictions and sectors resonated, particularly with organisations managing multi-market real estate, professional and financial services, and relocation schemes.

Over three days, we held 87 meetings with prospective partners—including real estate developers and agencies, relocation and visa consultancies, and private banking and investment firms. More than 60% of local and global organisations that visited our booth have since joined the platform, reporting improved visibility, higher-quality referrals, and a more direct route to engaging High-Net-Worth Client (HNWI) clients. These outcomes support MezAgent's goal of systematizing agent–business cooperation across 15+ global sectors, with clearer deal tracking and measurable outcomes on both sides.
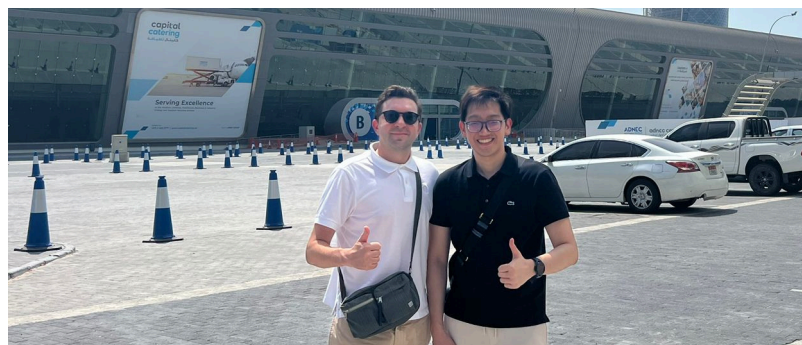
We were also proud to be the only UK company exhibiting at IREIS 2025, underscoring our role as a connector between established UK professional services, real estate,and dynamic growth markets in the UAE. Decision-makers readily mapped MezAgent to concrete pain points such as expanding global distribution, diversifying inbound leads and formalising agent programmes with clearer structure and analytics.

Beyond commercial metrics, MezAgent lowers barriers to entry for independent professionals and smaller firms, enabling them to compete on expertise and reputation rather than network size. For global businesses, this widens and diversifies the partner base; for local economies, it supports more inclusive participation in cross-border commerce and strengthens international sales partnerships for sustainable growth.

We are grateful to the IREIS organizers, fellow exhibitors, and the many visitors who engaged with our team. The conversations begun in Abu Dhabi are already progressing into active collaborations with measurable objectives. MezAgent will continue to invest in the connections, data, and support that make these outcomes replicable across markets.

We will continue to enable more agents and businesses to realise their growth plans through our platform.

Built for real-world execution.

Built for exceptional dealmaking.