

# Behomes Hub: UAE's First PropTech App Built for Real Estate Cashback and Agent Collaboration

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## In brief

Behomes Hub is a new UAE PropTech app that unifies real estate professional networking, referral-based cashback earnings, and instant document generation into a single mobile platform.

The UAE's real estate industry is undergoing rapid digital transformation, and one emerging platform is aiming to become a key player in this evolution. Behomes Hub, a new mobile application developed by UAE-based PropTech startup Behomes, is entering the market as a multi-layered digital tool that combines peer networking, service monetization, and automated asset management - all tailored specifically for professionals in the real estate value chain.

Expected to launch its MVP by the end of July, with full feature rollout planned for September, Behomes Hub positions itself not as another property listing app, but as a functional digital layer for agents, brokers, developers, and affiliated service providers seeking operational efficiency and additional revenue channels.

## Technical Overview: Integrating Social Logic with Embedded Financial Layers

Unlike legacy CRMs or property platforms that serve as isolated tools, Behomes Hub introduces a hybrid architecture that merges social-networking mechanisms with transactional features. At its core, the app functions as a professional layer protocol - enabling interaction, document generation, and financial transaction tracking in real time.

The initial release will offer three technical pillars:

- 1. Professional Social Graph :** A closed, purpose-built network for real estate professionals operating in the UAE. Users will be able to connect, follow each other's updates, publish property-related content in "story" format (to be rolled out in August), and create micro-communities around specific market segments (e.g., off-plan sales, mortgage solutions, legal services).
- 2. Referral Engine with Live Wallet :** An embedded logic engine assigns commissions and cashback values based on user-initiated referrals for services like mortgage assistance, Golden Visa processing, POA documentation, and Ejari services. All earnings are instantly updated and reflected in a real-time Wallet dashboard, which functions as both a performance tracker and early prototype of a potential fintech layer.
- 3. Instant Document Generation Suite :** Users can create branded property presentations, legal documents, and referral contracts directly within the app. A key focus of the backend development here is speed - Behomes claims the average time to generate a compliant PDF package is under 30 seconds.

## Bridging Digital Infrastructure Gaps in Real Estate

The UAE's real estate market - particularly Dubai - remains largely fragmented when it comes to digital infrastructure. Agents frequently juggle WhatsApp, email, multiple listing portals, and offline document processing, leading to inefficient workflows and revenue leakage.

Behomes Hub aims to solve for this by serving as a single operational front-end that unites different tasks and monetization channels. It also includes early iterations of AI-driven matching tools (originally developed for the main Behomes CRM), which will be gradually implemented in the mobile app starting Q4 2025.

"Too many processes in real estate are still fragmented - brokers juggle PDFs, WhatsApp messages, and phone calls," says Andrei Sviridenko, CEO of Behomes. "Behomes Hub is our attempt to bring services, communication, and revenue together in one digital workspace."

## **Innovation in Monetization: Turning Client Services into Passive Income**

What sets Behomes Hub apart from many real estate apps is its focus on service-based income rather than pure transaction commissions. Through embedded referral programs, agents can earn from client interactions that extend beyond the sale - such as helping with a mortgage, facilitating investor visa paperwork, or recommending a legal partner.

The monetization logic is underpinned by a dynamic pricing structure: agents receive percentage-based returns (starting at AED 4,000 per AED 1 million in mortgage value), with additional bonuses for repeat referrals and volume.

Behomes has also begun onboarding verified service providers directly into the app - meaning agents can route client requests to vetted vendors without leaving the ecosystem, and all commissions are automatically tracked and settled.

## **Roadmap: From MVP to Modular Platform**

The Behomes Hub MVP, which includes networking, Wallet, and referral tracking, is scheduled for completion by late July. August will see the rollout of in-app "stories" for agents - inspired by social media UIs - allowing real-time listing updates, behind-the-scenes content, and partner offers.

By early September, the full version is expected to include:

- Peer rating and verification features
- Smart lead routing based on agent specialty and location
- Open API for developers to build plug-ins (e.g., currency converters, inspection scheduling, CRM sync)

Longer term, the Behomes team is exploring partnerships with local banks and regulators to streamline KYC processes within the app - potentially positioning Behomes Hub as an on-ramp for financial transactions and investor onboarding in the property market.

## **Conclusion: Behomes Hub as a PropTech Infrastructure Layer**

Behomes Hub is not another listing portal - it's a technical response to the daily inefficiencies, fractured communication, and missed monetization in the real estate profession. As an MVP prepares for launch, the app represents a clear step toward digitizing real estate workflows, embedding fintech mechanisms into agent behavior, and creating a network-first architecture in a sector that is still largely offline.

If the team delivers on its plans around API, AI, and a service-driven ecosystem, Behomes Hub has the potential to become a technological backbone for the entire real estate market in the MENA region.

## References

1. behomes.tech - software-real-estate - <https://behomes.tech/software-real-estate/>