

Rentify unveils AI Workforce for property

Rentify, a proptech startup, launched Renewal Command Centre, the third specialised AI agent within Earn AI, its AI-native operating system for rental operations.

Today, Earn AI supports property portfolios representing more than Dh22 billion (US$6 billion) in real estate assets and over Dh1.3 billion in annual rental value, demonstrating how some of the region's largest property portfolios are already adopting AI-native rental operations. Unlike traditional software that only records information, Earn AI detects what needs attention, prepares the required work and coordinates execution. Property managers can upload spreadsheets, lease agreements and fragmented portfolio information and see it transformed into a live, structured portfolio view in under 60 seconds.

Intelligence Agent
Transforms spreadsheets, lease agreements and fragmented property data into a structured intelligence layer across an entire portfolio.

Collections Agent
Automated rent collection, payment coordination & portfolio-wide management

Renewal Command Center
(NEW) End-to-end renewal workflow that includes lease generation, prepares tenancy agreements accommodating tenant intel, insurance, Open Banking & payments across all Emirates

Each specialised Earn AI agent has a clearly defined responsibility while operating within approval workflows that ensure property managers remain in complete control of every important decision.

Nearly 80 percent residential tenants renew their tenancy agreements each year, making renewals one of the largest recurring operational responsibilities for property managers. Across the real estate industry in the UAE, experienced property managers are expected to oversee larger portfolios while managing renewals, collections, tenant onboarding, documentation, compliance and financial coordination across multiple disconnected systems. As portfolios grow, operational work grows faster than teams. Through Rentify's product Rent Shield in partnership with YallaCompare, landlords and tenants can seamlessly access rental insurance during the renewal process. Integration with Spare, a leading open finance provider, enables Open Finance-powered affordability assessments and Pay-by-Bank payment orchestration that supports Rentify's existing digital payment infrastructure. The platform will also make rent renewal seamless with embedded financial services.

Rajneel Kumar, Co-founder, Rentify, said, "We built Earn AI around a simple idea that technology should handle the operational heavy lifting so property managers can focus on outcomes for landlords and tenants. For decades, the only way to scale was to hire more people, but AI changes that. Renewal Command Center takes that idea into one of the most repetitive workflows in property management, connecting renewals, tenant intelligence, Open Banking, embedded insurance and payments in a single flow, with every critical decision still made by a person."

Rashed Hareb, Co-founder & CEO, Rentify, said, "Property managers don't need more dashboards. They need greater operational capacity. Over the next decade, every major operational function within the property management business will gain a specialised AI counterpart. Our role is to build an operating system that enables those teams to work together seamlessly."

Rentify is building the financial and operational infrastructure powering the future of renting. Its AI-native platform, Earn AI, combines specialised AI agents with embedded payments, Open Banking, insurance, tenant intelligence and financial services to simplify rental operations across the entire rental lifecycle. ■