

# Viewit launches TikTok-style property viewing product

by Hasan Aga | Feb 17, 2025 | Real Estate **PRO**

Dubai-based proptech company [Viewit](#) has launched a TikTok-style scrolling interface for viewing properties.

Viewit founder and CEO [Farhan Junaid](#) told the AIM Group: “The Viewit app is the TikTok of real estate. It is a scrollable app for video tours of properties. Each tour has clear information on the listing, a call to action button, a QR code and permit number from the Dubai Land Department which verifies the listing as legitimate.”

He believes the online property viewing process is outdated. “I used to run a real estate agency, and when COVID hit my agents couldn’t leave the house. As a result, we were sending video tours of listings to clients who would book units without seeing them in person and identified an opportunity. Most portals in the market offer the same core value proposition with very few superficial changes to their tech stack. We decided to build a fundamentally new product from the ground up.”

Initially launched in Pakistan as a website and mobile app in 2023, the product received positive feedback, according to Junaid, prompting the company to develop a Dubai-specific version, which was released on Feb. 1. Since then, Viewit has been downloaded more than 300 times, with an average engagement time of 8-10 minutes and a conversion rate of 4-5%, he noted.

The new product is built on Flutter, an open-source UI software

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house. “It has great native features such as hot reload which help us quickly build UIs, add features and fix bugs,” Junaid explained.

Looking ahead, Viewit plans to introduce a recommendation engine to help users find the right properties and an AI sales assistant on WhatsApp to guide agents in moving potential buyers further down the sales funnel.

“We are also going to remove the details and description of a listing and replace it with a bot which appears after the video or whenever you click with all the details. Users will also be able to speak to the bot. The bot will train on listings via the Dubai Land Department, Google Places and our proprietary listing database. This way users will be able to watch the video, receive the information, book an in-person viewing, apply for mortgages, calculate closing costs, get legal advice and have all their questions answered by the bot in one chat,” Junaid revealed.

Backed by startup accelerator TechStars, Viewit is currently operates in the UAE, Pakistan and Australia.

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