

How Devsinc helped HoneyBricks expand investment accessibility

HoneyBricks used blockchain for secure real estate investment, supporting and managing over 3,500 investors and \$5 Million.

Client: Honey Bricks

Location: United States

Industry: Real Estate

\$18M

Investments Supported

3500+

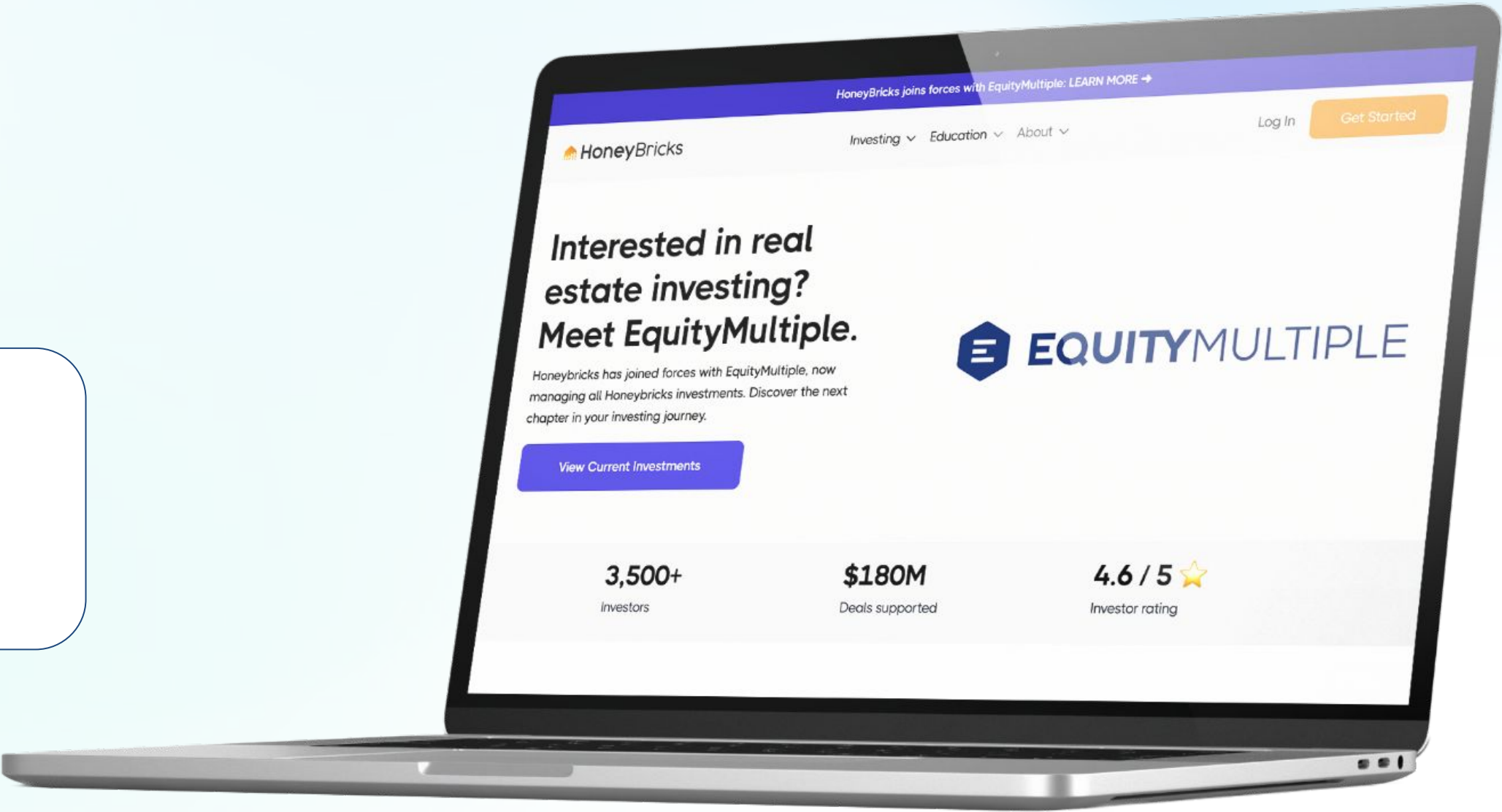
Investors Onboarded

8

Integrations Built

Services Delivered:

- Generative AI
- Blockchain
- QA Testing & Automation
- Software Development



Making the exclusive world of private real estate inclusive

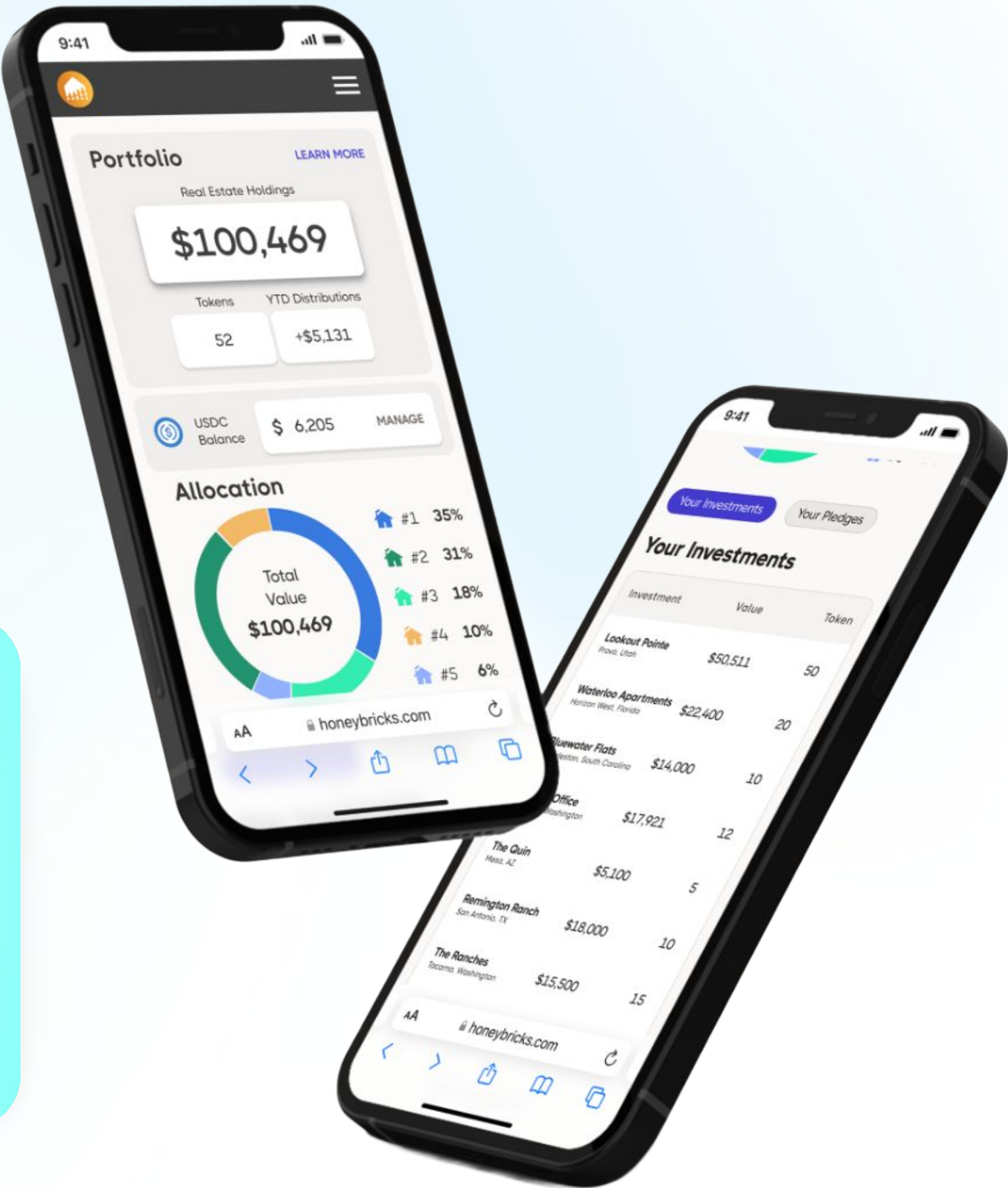
HoneyBricks is on a mission to unlock the potential of real estate. Their technology platform connects investors with high-quality multifamily investment opportunities in the United States.

Devsinc worked with the internal development team to build out a modern software-as-a-service application platform that used blockchain technology to power its infrastructure.



Ramesh Doddi
CTO

“Devsinc helped us hit the ground running on our MVP development and helped us build out a number of important integrations across payments, authentication and blockchain integrations. I would highly recommend them.”



Challenge:

Deep Financial Integrations



Secure Connections

HoneyBricks needed to establish several secure connections with different payment gateway services to ensure smooth transaction processing, which involved implementing comprehensive error handling and fallback mechanisms for reliability.



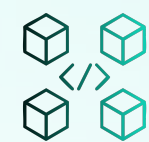
Quality Assurance

Ensuring the reliability of new features and functional changes required a strong focus on QA, with both automated and manual testing strategies. This was supported by CI/CD pipelines to facilitate streamlined testing and deployment, minimizing the risk of bugs or regressions impacting users.



Feature Flagging for Deployment

Updating the live web application without disrupting user activities demanded strategies like feature flags for dynamic feature management. The process involved staging environments for testing and employing deployment techniques like blue-green deployments or canary releases to ensure seamless user experiences.



Encompassing Compliance Regulations

HoneyBricks needed to navigate a complex landscape of financial regulations, such as PCI DSS, GDPR, KYC, and AML, to maintain compliance. It required continuous monitoring and updating of systems to meet changing regulations, along with implementing robust data protection measures to secure financial information.



Solution:

How Devsinc supports HoneyBricks?



KYC Standards Compliance:

The system was developed to facilitate crypto currency transactions and ensure these transactions comply with KYC standards. This involved integrating real-time mechanisms for crypto-fiat conversions, secure management of digital wallets, and comprehensive blockchain integrations to support a variety of cryptocurrencies

Customizable Modules:

To enable the platform to support payment methods, customizable and modular code sets were employed for various payment gateway integrations. This approach required the development of robust APIs and the use of SDKs provided by these gateways, coupled with custom-built logic for managing the nuances of payment processing, ensuring seamless error handling, and maintaining consistent data across transactions.

Full-Stack Development:

The platform was tailored to ensure flexible and scalable operations across all transactional processes. This development involved a selection of a technology stack designed for scalability and security, employing a microservices architecture to enhance modularity and facilitate future expansion, and implementing stringent security measures to protect user data and maintain privacy.

Blockchain Technology:

Blockchain technology, through the use of smart contracts, was harnessed to automate critical transactional operations, thereby bolstering the platform's security and transparency.

Results:

Results Achieved by HoneyBricks



3,500+
**Investors
Onboarded**

Grew their platform to support 3,500 investors, showing strong growth.

7
**Payment Gateway
Integrations**

Devsinc built and supported 7 different payment gateways to give investors multiple investment options.

\$5 million+
**of Investment
Managed**

Handled more than \$5 Million in different currencies, proving our financial management skills.

**Acquired by
EquityMultiple**

Their success led to being bought by EquityMultiple, marking a big achievement for us.

Let's make your brand the next success story!

About Devsinc

Devsinc is a premier full-stack technology partner delivering enterprise-grade software solutions through **15+ years** of expertise in AI, cloud, and data modernization. With **3000+** projects for **250+** global clients, our **1200+** engineers empower Fortune 500s and high-growth startups alike, driving digital transformation through innovation, scalability, and domain expertise.

Our global footprint spans strategic offices in the UAE, UK, US, and KSA, complemented by delivery centers across three continents. We combine institutional-grade security with cutting-edge agility to build adaptive digital ecosystems. Specializing in turnkey transformation, we future-proof operations and unlock exponential value through technology-led innovation.



Get in touch:

global.business@devsinc.com

Devsinc

Partner with Devsinc to transform your ideas into cutting-edge digital solutions. We're ready to bring your vision to life.



United States of America:

18 S 2nd Street #120
San Jose,
California, 95113 CA



United Kingdom:

128 City Road
London, EC1V 2NX



United Arab Emirates:

34HW+5J5, Parkside Retail Level
Cluster R,
Jumeirah Lakes Towers,
Dubai.



Kingdom of Saudi Arabia:

3141 Anas Ibn Malik Rd,
Al Malqa, 13521
Riyadh.



Pakistan:

Global Delivery Centre:
Devsinc Tower, Ghazi Road,
Lahore.

Global Delivery Centre -2
102
China Road, I-10,
Islamabad.

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