

How Codebuff Helps The Flex Run a Global Property Platform with a Single Engineer



Unlike most rental operators, The Flex doesn't just lease properties — it builds the tech to run them. From automated landlord onboarding to guest portals and internal dashboards, nearly every tool is proprietary. But maintaining that level of in-house innovation with a lean team? That takes serious engineering leverage.

Enter Codebuff. As The Flex's engineering partner, Codebuff helps design, build, and maintain critical systems across the stack. With just one internal engineer, The Flex runs an international network of furnished short term rentals — and Codebuff is behind the code that powers it all.

Tech-First, Human-Backed

CEO Raouf Yousfi has always viewed engineering as core to scale. As the founder of Terra AI and a Forbes 30 Under 30 entrepreneur, he believes deeply in systems-driven growth — and Codebuff helps make that possible.

"We're a property business, but we behave like a tech company," says Yousfi. "Codebuff gives us the speed and flexibility to automate everything that can be automated — and keep our team focused on what matters."



Scaling Without Bloat

As The Flex continues its international expansion, each new market introduces new complexity: legal requirements, payment flows, operational nuances, and custom workflows. Instead of hiring large teams in every city, the company builds lightweight, automated processes that work from Lisbon to Algiers — all developed collaboratively with Codebuff.

The result:

- Fewer full-time hires needed in each market
- Faster launches in new cities
- Streamlined communication between tech, ops, and leadership
- A smarter, more defensible business model at scale

The Numbers Behind the Stack

With the help of Codebuff, The Flex has:

- Grown revenue 4x year over year without ballooning headcount
- Launched and managed operations in four countries from a single tech base
- Built internal tools for property, landlord and guest management
- Reduced manual engineering processes by 80%+



Advice for Tech-Enabled Operators

"Your tech stack should feel like a superpower, not a bottleneck," says Buggy. "Codebuff helps us move faster, stay lean, and build better systems than teams 10x our size."

As The Flex heads toward 1,000+ properties under management by 2027, the ability to operate like a tech company — without a full-stack dev team — remains one of its biggest advantages.