AI leasing assistant evaluation
☑ C H E C K L I S T

The basics

- ☐ Uses natural language processing
- ☐ Responds to typed questions
- ☐ Communicates with Spanish speakers
- ☐ Responds instantly 24/7
- ☐ Answers common leasing questions
- ☐ Schedules tours
- ☐ Identifies prospects' interests

Communication channels

- ☐ Website chatbot
- ☐ Email
- ☐ ILS
- ☐ Voice (phone)
- ☐ SMS (text)
- ☐ Google Business Profile Chat
- ☐ Facebook Messenger

Data + insights

- ☐ Customizable reporting options
- ☐ Dashboard to view data
- ☐ Reports common questions asked by prospects
- ☐ Identifies popular amenities
- ☐ Surfaces units in demand
- ☐ Can see data across entire portfolio

Lead nurturing

- ☐ Customizable nurturing emails
- ☐ Automatically follows up after tours
- ☐ Nurtures by email and SMS
- ☐ Compiles a waitlist of interested prospects
- ☐ Cross-sells sister properties

Integrations

- ☐ Integrates with your property management system (PMS)
- ☐ Data is pushed to the PMS
- ☐ Data is pulled from the PMS
- ☐ Tour scheduling connects to your calendar

Support

- ☐ Dedicated account manager
- ☐ Regular account check-ins
- ☐ Resource center or knowledge base

Extras

- ☐ Optional built-in CRM
- ☐ Has a centralized leasing calendar
- ☐ Solutions for Affordable communities

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