

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

- Resident chatbot
- Website chatbot
- Email
- ILS
- Voice (phone)
- SMS (text)
- 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