

Is your AI leasing assistant working for you?

The multifamily industry has seen exponential growth since the introduction of chatbots and AI leasing assistants. With so many options available, it's important to differentiate the *good bots* from the *have nots*. Use this checklist to find out if your chatbot or AI leasing assistant is doing everything you need it to. Find your score at the end!

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

SCORE: ____ / 35