

# Join the AI Revolution

How to drive property performance and increase efficiencies with Autonomous Property Management®

entrata®

The OS for property management







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# Introduction

We're moving beyond the early-adopter phase of the AI revolution. No longer just a shiny new toy, AI has become a vital tool for driving process improvement and boosting property performance. The efficiencies it delivers can significantly reduce costs and allow your teams to focus on more high-value activities.

As AI continues to evolve, it will inevitably touch every part of your business—ultimately enabling a fully autonomous resident journey with minimal staff intervention. At Entrata, we call this **Autonomous Property Management®**.

## What is Autonomous Property Management?

Autonomous Property Management is a transformative approach to property operations that delivers cost efficiencies from site level to the corporate office. The result? More productive site teams and a stronger bottom line. Rather than relying on teams to complete routine, repetitive tasks, optimized workflows and AI-driven automations streamline the lead-to-lease lifecycle—from first contact to renewal and beyond.

## Key Components of Autonomous Property Management:

- **AI-Powered Automation:** Conversational AI handles lead nurturing, maintenance requests, and resident communication.
- **Workflow Optimization:** Streamlines and automates processes across marketing, leasing, resident services, maintenance, and accounting.
- **Predictive Analytics:** Data-driven insights help anticipate resident needs, optimize rent pricing, and inform proactive decisions.
- **Seamless Integration:** Connects all property management functions within a unified platform.
- **Elevated Resident Experience:** Delivers a personalized, efficient living experience through AI-powered services and a modern resident app.
- **Flexibility:** Offers tailored solutions based on your current stage of AI adoption and workflow automation.

## Benefits of Autonomous Property Management

We've already hinted at some benefits, but here's a deeper look at the full range of advantages this strategy offers:

- **Cost Reduction:** Offload tedious, repetitive tasks to AI, lowering operational costs.
- **Scalable Growth:** Streamline operations and enhance resident experiences to boost occupancy, reduce turnover, and increase revenue.
- **Higher NOI:** Combine cost-cutting with growth strategies to maximize net operating income.
- **Operational Efficiency:** Empower teams to do more with less by automating time-consuming workflows.
- **Personalized Resident Experience:** Deliver seamless communication and high-touch service through AI-enhanced support.
- **Smarter Decision-Making:** Use predictive analytics to fine-tune operations, reduce risk, and drive revenue.

- **Future-Proofing:** Partner with forward-thinking software providers to stay ahead of emerging technologies and avoid frequent platform changes.

Over the course of this ebook, we'll dive deeper into how you can integrate AI into your marketing and leasing strategies—and how these innovations can elevate your operational performance.

## SECTION I

# Marketing & Leasing

## Engage Prospects—Anytime, Anywhere

One of the biggest challenges facing leasing teams is responding to prospect inquiries in a timely manner. Prospects don't always reach out during business hours, and when a call, text, email, or chat comes in after-hours, the response is often delayed. In the past, chatbots and autoresponders served as a stopgap—but their capabilities were limited to answering only basic questions.

Today, AI-powered leasing agents can engage with prospects from the very first touchpoint through to lease signing—and even beyond. Available 24/7/365, these intelligent agents ensure that every inquiry receives an immediate, personalized response.

Unlike traditional chatbots, AI leasing agents can conduct natural, human-like conversations without being confined to preset responses. They can gather all necessary information to complete a guest card, qualify and prioritize leads based on conversion likelihood, schedule appointments, and nurture leads through the leasing funnel until either a lease is signed or the prospect opts out.

A key differentiator? AI leasing agents are **omnichannel**—capable of maintaining consistent, contextual conversations across voice, chat, text, and email.

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## Generative AI: Elevating Property Content

AI doesn't just enhance lead conversion—it also levels up your property's content. With a simple prompt, **generative AI** can create:

- Email nurtures
- Website and blog copy
- Community event announcements
- Resident newsletters
- Social posts

This feature is especially useful for on-site teams, where content writing may not be a core strength. With AI handling content creation, teams can focus on what they do best—just review and publish.

## Streamlined Prospect Screening

Modern AI takes screening to the next level. AI-enabled fraud detection technology allows for fast and accurate analysis of documents like bank statements, pay stubs, and hundreds of other file types—identifying fraudsters before they ever set foot on your property.



When selecting an AI screening solution, look for tools with customizable settings that let you define and enforce your screening criteria. Here's an example of what a fully automated screening process might include:

**Confirm Identity:** Using synthetic identity detection, ID scanning, and liveness checks, AI can quickly verify and validate a prospect's identity.

**Verify Income:** Instantly review bank statements, direct deposit records, and bank-validated financial data.

**Assess Risk:** Combine machine learning algorithms with expert input to assess whether a prospect meets your criteria and poses minimal risk.

**Results-Driven Processing:** A unified, AI-powered process gives you insight into who's applying—and why individuals are approved or denied.

## Better Residents, Stronger NOI

Automating the screening process means prospects don't wait long for decisions—and your team benefits from thousands of data points to ensure only qualified applicants are approved. The result is greater long-term stability.

Approving residents who don't meet your criteria can lead to costly and time-consuming evictions, which can affect community morale and drain resources. Reducing delinquent residents and evictions leads to:

- Lower bad debt
- More predictable cash flow
- A healthier net operating income (NOI)



## SECTION II

# Property Operations

## Smarter Maintenance = Higher Retention

Once a lease is signed, the work of securing a renewal begins. When asked which factors most influence their decision to renew, renters consistently cite **maintenance** as the second most important—right behind rent price<sup>1</sup>.

AI has transformed the maintenance request process. Now, when a resident submits a request, an **AI maintenance agent** can:

- Respond immediately
- Diagnose the issue
- Identify the right technician
- Assign the work order
- Ensure parts are ordered or in stock
- Schedule the appointment

—all without staff intervention.

This seamless process helps ensure the issue is resolved quickly and correctly the first time, minimizing resident frustration. Quick, efficient service translates into happier residents—who are far more likely to renew. It also removes time-consuming tasks from your office staff, allowing them to focus on resident satisfaction and property performance.

## Predictive Maintenance: Prevent Issues Before They Arise

Responding to maintenance requests quickly is good—but avoiding them altogether is even better.

**Predictive analytics** powered by AI can monitor data from appliance sensors to detect potential issues before they become problems. This allows you to take proactive steps, such as scheduling repairs or replacing failing appliances—keeping residents happy and protecting your property's reputation.

Just one negative maintenance experience can impact a resident's decision to renew. Predictive maintenance helps ensure that experience never happens in the first place.

## Automated Rent Collection: Reduce Friction, Recover Revenue

According to NMHC research, **20% of residents are expected to make late payments**. Following up on these manually takes time, adds operational costs, and contributes to bad debt—ultimately impacting NOI.

With an **AI-powered payments agent**, you can automate rent-related communications based on key dates (due date, late fee, filing notice, eviction timeline). These agents:

- Initiate contact via the resident's preferred channel
- Answer payment-related questions
- Log all conversations to the resident's profile
- Escalate to a human only when necessary
- Operate 24/7 to increase engagement and effectiveness

<sup>1</sup> [Entrata Resident Report](#)

Much like AI leasing agents, AI payment agents sound human, interact naturally, and extend your operational capacity beyond business hours. Proactive, consistent communication improves transparency, reduces payment confusion, and speeds up collections.

**One Entrata customer improved rent collections by 40% portfolio-wide** by automating their collections process.

#### Renewals Made Simple—and Smart

When renewal time approaches, it pays to be proactive. **Using business intelligence tools**, you can analyze your data to:

- Identify residents most likely to renew
- Segment them for outreach
- Initiate a nurture campaign via their preferred channel

Here's a sample renewal strategy:

- **90 days before lease expiration:** Identify target residents
- **Start outreach early:** Use AI agents to initiate communication
- **Provide instant answers:** AI renewal agents can handle FAQs
- **Facilitate lease renewal:** AI agents guide the resident through the process

By giving residents all the information they need and providing on-demand assistance, you're delivering an elevated, convenient experience. As a result, you'll reduce vacancy and turnover—and boost efficiency.

Entrata customers have reported up to an **80% reduction in time spent on renewals** by automating the process.

### SECTION III

# AI, Intelligence, and Analytics with Entrata

## Meet Entrata Layered Intelligence (ELI)

**Entrata Layered Intelligence (ELI)** is the engine behind Entrata's full suite of AI, intelligence, and analytics tools. Built to unify and empower property operations, ELI transforms the way your teams work—automating key workflows across leasing, payments, renewals, and maintenance.

By automating these critical tasks, your teams gain the time and bandwidth to focus on higher-impact activities that drive real business value. ELI acts as a **unified data layer**, connecting all aspects of your operations and ensuring that accurate, up-to-date information is available at every touchpoint.





With **ELI+**, your properties gain access to:

- **Leasing AI**
- **Payments AI**
- **Renewals AI**
- **Maintenance AI**

Each AI agent is designed to handle repetitive tasks, streamline operations, and enhance the resident experience—without sacrificing control or oversight.

## Unified Intelligence. Actionable Data. Smarter Decisions.

In addition to powering automation, Entrata's unified data layer fuels **Business Intelligence** and **Revenue Intelligence**—two powerful solutions that help your teams make informed, data-driven decisions in real time.

## Entrata Business Intelligence: Know What's Working—And What's Not

**Entrata Business Intelligence (BI)** provides real-time visibility into your portfolio's performance with tools built specifically for the multifamily industry. With intuitive dashboards and customizable reporting, BI helps you monitor:

- Occupancy rates
- Leasing velocity
- Revenue trends
- Operational KPIs

Use these insights to identify areas for improvement, spot emerging trends, and optimize every aspect of your property operations. Whether you're a regional manager or onsite team member, Entrata BI presents data in a way that's clear, digestible, and actionable for every level of your organization.

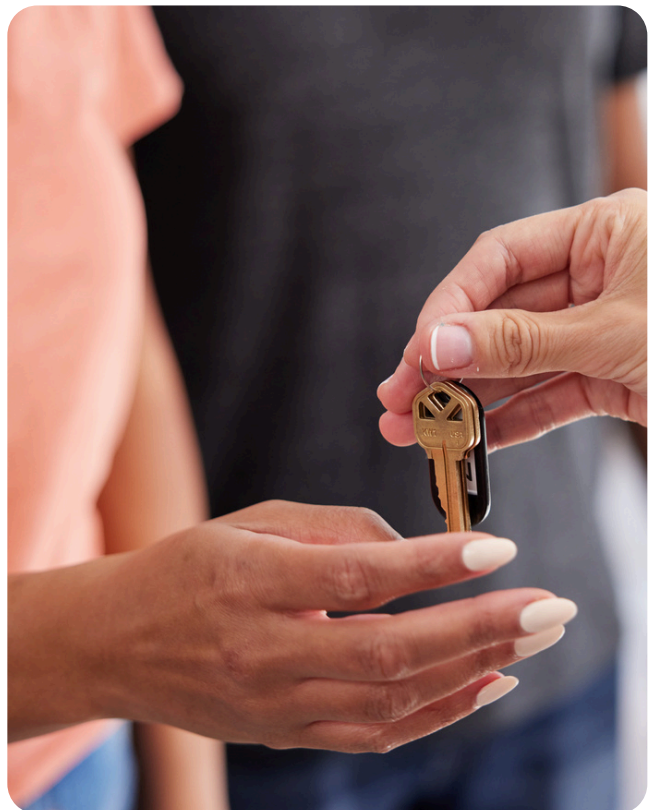
## Entrata Revenue Intelligence: Smarter Pricing, Better Outcomes

**Entrata Revenue Intelligence** gives you full control over pricing strategy—allowing you to set the optimal rent for every unit using variables you define. Rather than relying on generic algorithms, Revenue Intelligence uses your unique business rules and market conditions to drive performance.

With easy-to-understand visualizations, Revenue Intelligence shows:

- How current pricing aligns with your KPIs
- What adjustments may be needed
- Forecasts to help you plan ahead

You're not just reacting to market data—you're leveraging it strategically to meet your goals.





## SECTION IV

# Conclusion

There's an old saying: "The best time to adopt AI was five years ago. The next best time is right now." AI isn't a passing trend—it's a transformative force reshaping the way properties are managed.

If you haven't started integrating AI into your operations, the real question is: **what's holding you back?**

Whether it's **generative AI**, **AI-powered automation**, or **predictive analytics**, these tools offer more than just operational efficiency—they free up your teams, enhance resident satisfaction, and position your business for long-term success.

## Start Your Journey Toward Autonomous Property Management

Entrata is leading the industry into the future of **Autonomous Property Management®**—and your properties can be part of it.

### Ready to see it in action?

[Request a demo today](#) and discover how Entrata can help you automate smarter, work more efficiently, and deliver an unmatched resident experience.

