

Operational Orchestration in Multifamily

How AI agents, automated workflows, and site teams work together to create better resident experiences¹

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The OS for property management





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Introduction: Property Management Has Always Been a People Business

Regardless of the number of AI agents deployed or the technology implemented, property management is, at its core, a people business focused on building relationships. That starts with the very first interaction with a leasing agent, even if that agent is AI. It continues through move-in, maintenance teams solving problems for residents, and site teams handling payments, billing questions, renewals, and more.

That fundamental work has not changed. The only thing that has changed is how the work gets done.

For growing and enterprise multifamily operators, that change is especially important. As portfolios scale, the challenge is no longer just completing individual tasks faster. It is coordinating work across leasing, maintenance, payments, renewals, and in a way that is consistent across properties, visible to corporate teams, and responsive to residents.

Almost every resident or prospect interaction requires collaboration across multiple teams. Think about how leasing, maintenance, renewals, and accounting work together throughout the resident lifecycle. As portfolios have grown larger and more complex, coordinating work across departments has required a new approach. The evolution has moved from manual tasks, to automated workflows, to AI agents working hand in hand with site teams to deliver the best possible resident experience.

The goal is to keep skilled onsite teams focused on high-value work that has the greatest impact on resident satisfaction and, ultimately, property performance. Not long ago, much of their time was spent on administrative work and coordinating activities between teams.

Automated workflows are not new. They have helped eliminate many of the repetitive administrative tasks site teams manage every day. However, traditional automation is still rigid. It depends on predefined rules. A maintenance request is submitted, a notification is triggered, a follow-up email is sent, or a renewal reminder is scheduled based on criteria established by the property. These workflows create efficiency, but they do not understand context, prioritize competing needs, or coordinate work across departments.

That is where AI agents change the model. Rather than simply triggering the next step, AI agents can evaluate information, identify patterns, recommend actions, and initiate work based on the context available to them. The greatest value comes when those agents are connected to the data, workflows, and systems that run the property. In this model, people provide judgment, workflows provide structure, and AI agents provide intelligence and coordination across the resident lifecycle.

Consider how AI agents can improve the maintenance request process. In a traditional environment:



The work ultimately gets done, but there are many opportunities for bottlenecks to slow the process. It is not that anyone is doing their job poorly. More often, they lack the information needed to complete the task efficiently because the process or workflow is not functioning as intended.

Now consider how the same process works when AI agents, workflows, and site teams work together.

AI Agent

- Analyzes the request
- Identifies the issue
- Prioritizes work based on severity
- Assigns a technician based on skill, workload, and availability

Workflow

- Creates the work order automatically
- Adds the work order to the schedule
- Updates the resident throughout the process
- Monitors the request until it is closed

Site Teams

- Technicians perform the repairs
- Managers oversee operations while much of the administrative workload is handled by AI agents and workflows

This distinction matters. AI creates the most value when it does more than answer questions or surface recommendations. Property operations depend on action: creating work orders, routing tasks, updating residents, processing payments, managing renewals, and maintaining visibility

into what happened. When AI is embedded within the operating system where those workflows already exist, it can help coordinate the work itself, not just comment on it.

The result is faster resolution times, fewer mistakes, and greater visibility into how work moves across the organization. Challenges arise when properties have not taken the time to fix broken processes and optimize workflows before introducing AI.

This guide explores how multifamily organizations can optimize workflows across every stage of the resident journey to:

- Reduce staff workload
- Improve resident satisfaction
- Increase conversion rates
- Accelerate issue resolution
- Improve retention
- Create operational consistency across portfolios

SECTION I

Why Optimize Workflows?

One of the primary causes of bottlenecks for residents is interdepartmental communication, or the lack of it.

Communication breakdowns occur most frequently when departments operate in silos or when a property follows a decentralized operating model. In these situations, it becomes much more difficult to achieve the level of operational coordination needed for optimized workflows.

A lack of coordination results in fumbled handoffs, which lead to slower response times, frustrated residents, and, in some cases, prospects dropping out of the leasing journey because there is simply too much friction.

Another factor contributing to bottlenecks is, somewhat counterintuitively, how interconnected each department is.

For example:

- Leasing affects occupancy
- Occupancy affects maintenance
- Maintenance affects resident satisfaction
- Resident satisfaction affects renewals
- Renewals affect property performance

When silos exist between departments, the likelihood of missed handoffs and poor real-time communication increases.

Workflow optimization cannot be solved by adding more disconnected tools. A leasing tool may improve lead response. A maintenance tool may improve ticket intake. A payments tool may improve collections outreach. But when each system operates independently, operators are still left managing the gaps between them.



In many cases, these fumbled handoffs are the result of broken processes. Before optimizing workflows, make sure the underlying processes are functioning properly. Review each process to ensure every touchpoint is accounted for and that transitions from one step to the next are seamless. If you're optimizing workflows built on broken processes, you're simply getting to the wrong outcome faster.

When evaluating and optimizing workflows, map them to the resident experience rather than organizational silos. It is also important to consider whether your workflows are proactive or reactive. Reactive workflows create additional work for onsite teams and often lead to frustrated residents.

Over time, the result is:

- Longer lead-to-lease cycles
- Frustrated residents
- Increased staff burnout and turnover
- Longer unit turns
- Lower renewal rates
- Decreased NOI



Examples of fumbled handoffs/broken processes

- Response to maintenance requests takes too long to resolve
- Lead goes cold because no one follows up after a tour
- Resident doesn't renew because renewal reminder was sent too late
- Reports are stale before they are even completed because data is pulled manually

SECTION II

Where Workflow Optimization Creates the Most Value

The multifamily industry is currently facing a number of challenges that can be addressed through optimized workflows. These include:

- Staffing shortages
- Increasing operational complexity
- Rising resident expectations
- Growing tech stacks

All of this comes while operators face ongoing pressure to improve NOI. One of the biggest opportunities for AI-driven workflow optimization in property management isn't eliminating employees. It's improving the handoffs that have historically caused so much friction. The areas most suited for this type of automation include:

- Leasing
- Maintenance
- Resident experience
- Payments
- Renewals

Leasing

A large portion of a leasing agent's time is spent managing communications with prospects and guiding them from one step of the leasing journey to the next until a lease is signed or the prospect drops out of the funnel.

It begins with an initial inquiry about a unit.

Next, a tour must be scheduled, whether virtual or in person. From there, the leasing agent stays in regular contact with the prospect through text, email, or phone.

Once an application is submitted, it must be monitored while the prospect moves through the screening process. During this time, prospects often have questions that require timely responses. After the lease is signed, the resident is handed off to the onsite team to prepare for move-in.

Much of this communication can be handled automatically by an AI leasing agent while still delivering the level of personalization needed to build relationships. When conversations become more complex or emotionally nuanced, the leasing agent can step in at any time.

Optimized workflows combined with AI leasing agents can:

- Respond instantly to questions
- Schedule tours
- Answer common leasing questions
- Follow up with prospects
- Prioritize leads based on intent
- Escalate conversations to onsite teams when needed

While the AI agent manages these repetitive interactions, the human leasing agent focuses on closing the lease.

Maintenance

Maintenance is one of the most workflow-intensive functions in multifamily. A successful maintenance operation prioritizes work orders, schedules technicians, communicates consistently, and maintains accountability, making it an ideal candidate for AI-powered workflows.

Optimized workflows combined with AI agents help teams:

- Resolve work orders faster by automating intake
- Reduce ticket volume by preventing unnecessary work orders
- Prioritize requests based on urgency
- Assign the right technician based on skill and availability
- Minimize resident frustration by resolving the right issue the first time

Instead of focusing on the status of individual work orders, maintenance teams can spend more time addressing broader operational priorities, including:

- Staffing needs
- Preventative maintenance
- Team productivity
- Resident experience

Resident Experience

According to the latest Entrata Resident Report, more residents, particularly younger generations, prefer a primarily digital experience when interacting with their property¹.

With AI agents in place, residents and prospects can receive answers 24/7 across multiple channels, including text, chat, and voice. They receive real-time updates and have self-service options available whenever they need them.

This does not eliminate the need for human interaction. It ensures that human interaction happens when it matters most.

Payments

Rent collection can be one of the most complicated and uncomfortable responsibilities a property manages each month, but it doesn't have to be. AI payment agents automate rent requests and reminders, helping optimize the collections process. The result for many properties is lower delinquency rates, fewer evictions, and more predictable NOI.

Optimized workflows combined with AI payment agents can:

- Proactively send payment reminders and past-due notices
- Set up payment plans when needed
- Handle multiple conversations simultaneously
- Personalize outreach based on resident behavior

Renewals

High renewal rates solve many of the challenges properties face. They provide reliable recurring revenue, reduce unit turn costs, and generate valuable insights into resident behavior. AI renewal agents can:

- Send renewal requests at the optimal time
- Prioritize residents based on renewal intent
- Respond instantly to renewal-related questions

AI-powered renewal agents also provide better visibility into the renewal process, enabling properties to make more informed decisions that improve retention.



Western Wealth Communities
boosted rent collection by 40%
with AI-powered automation
with Entrata Payments AI

¹ 2025 Entrata Resident Report

SECTION III

How Entrata Helps

Today's property operations don't suffer from a lack of technology. Most operators already have plenty of software. The bigger challenge is that too much of that software operates independently, leaving teams to manually coordinate work across systems, departments, properties, and resident touch-points.

Entrata helps solve that coordination challenge through a connected operating system built specifically for multifamily property management. By bringing operations, resident engagement, leasing, maintenance, payments, renewals, and AI together in one unified solution, Entrata gives operators a more consistent way to manage work across the resident lifecycle.

That matters because AI is only as effective as the data and workflows it can act on. When AI agents are embedded within the operating system, they can do more than communicate. They can initiate, route, update, and monitor work across the operational processes that drive occupancy, rent collection, service quality, retention, and NOI.

The result is a more coordinated operating model that reduces administrative workload while improving visibility across the resident lifecycle.

Leasing and Lead Management

The leasing journey is often where operational inefficiencies first become visible. Prospects expect immediate responses, personalized communication, and seamless scheduling. At the same time,

leasing teams manage hundreds of conversations, applications, and follow-up tasks.

Entrata's AI-powered leasing capabilities help properties:

- Respond instantly to prospect inquiries
- Schedule tours automatically
- Nurture leads through every stage of the funnel
- Prioritize high-intent prospects
- Escalate conversations to onsite teams when human intervention is needed

Instead of spending hours managing communications, leasing teams can focus on building relationships and converting qualified prospects into residents.

Maintenance Operations

Maintenance teams are under constant pressure to resolve issues quickly while maintaining high resident satisfaction. Entrata helps streamline maintenance operations by combining intelligent workflows with AI-powered support.

Properties can:

- Automate maintenance intake
- Route requests to the appropriate technician
- Prioritize requests based on urgency
- Keep residents informed throughout the repair process
- Monitor service levels and resolution times

By reducing administrative work and improving visibility, maintenance teams can focus more on solving problems and less on managing tickets.



Resident Experience

Residents increasingly expect convenience, transparency, and accessibility. Entrata's AI-powered resident engagement capabilities help properties provide support across multiple channels while maintaining a personalized experience.

Residents can:

- Get answers to common questions 24/7
- Receive real-time updates on requests
- Access self-service options
- Communicate through their preferred channels

When situations require empathy, judgment, or complex problem-solving, onsite teams can step in seamlessly. This creates a resident experience that is both efficient and personal.

Payments and Collections

Rent collection is one of the most important operational processes at any property. Entrata helps modernize collections by combining payment workflows with AI-powered outreach.

Properties can:

- Automate payment reminders
- Personalize communication based on resident behavior

- Support payment plan conversations
- Reduce manual follow-up
- Improve collection consistency

The result is a more predictable revenue cycle and a better resident experience.

Renewals and Retention

Retention remains one of the most significant drivers of property performance. Entrata helps optimize renewal workflows by identifying opportunities earlier and engaging residents at the right time.

AI-powered renewal capabilities can:

- Initiate renewal conversations automatically
- Prioritize residents based on their likelihood to renew
- Answer common renewal questions
- Surface insights that help teams improve retention strategies

Rather than relying on static renewal campaigns, properties gain a more intelligent and proactive approach to resident retention.

A Connected Operating System for Multifamily

Entrata's advantage is not simply that it offers AI across multiple areas of the business. It is that those AI capabilities are connected to the operating system where property data, resident interactions, accounting activity, maintenance workflows, payments, and renewals already exist.

- Information flows automatically
- Handoffs become more consistent and visible
- Visibility improves
- Administrative work decreases
- Teams spend more time on high-value activities

Instead of managing disconnected processes, operators can orchestrate the entire resident journey from a single connected ecosystem.

SECTION IV

Conclusion

The future of property management is finding better ways for technology and people to work together for the benefit of residents.

For years, multifamily operators have used technology to automate repetitive tasks and eliminate manual processes. Those investments created meaningful efficiencies, but they addressed only part of the challenge.

The next evolution is operational orchestration.

By combining AI agents, automated workflows, and human expertise, property organizations can create systems that do more than move tasks from one step to the next. They intelligently coordinate work across departments, teams, and resident touchpoints.

In this new operating model:

- AI agents provide intelligence and proactive coordination.
- Automated workflows provide consistency and structure.
- Site teams provide judgment, empathy, and relationship building.

Together, they create an experience that is more responsive for residents and more efficient for operators.

The organizations that thrive in the years ahead will not simply be those with the most technology. They will be the operators that successfully connect people, workflows, data, and AI into a coordinated operating model. In multifamily, relationships still matter. They simply become easier to strengthen when the operational foundation behind every resident, prospect, and employee interaction is faster, more consistent, and easier to manage at scale.

