

A photograph of three people in a modern office setting. On the left, a woman with curly hair, wearing a denim jacket, is smiling and looking towards the center. In the middle, a woman with long dark hair and glasses, wearing a pink top, is smiling and looking towards the right. On the right, a man with glasses and a brown sweater is smiling and looking towards the center, holding a smartphone. The background is a blurred office environment with large windows.

# The Human Advantage in Multifamily

How AI frees site teams to deliver exceptional resident experiences



WELCOME

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## INTRODUCTION

# How AI Elevates the Resident Experience

There's been no shortage of headlines in recent years suggesting that AI is coming for your job. In multifamily, it's easy to understand why. Artificial intelligence is quickly becoming embedded across nearly every part of the resident journey, answering questions, scheduling tours, managing workflows, and handling the administrative tasks that have historically consumed site teams' time. Operators are already seeing the impact, with many reporting lower operating costs and improved resident satisfaction as adoption continues to grow.

But the narrative that AI is replacing people misses what's actually happening.

AI isn't eliminating the role of site teams. It's helping companies evolve.

For years, onsite teams have operated in a constant state of volume. There were always more calls to answer, more emails to send, and more tasks to complete. Success was often measured by how much could get done in a day, not necessarily by the quality of the experience being delivered. There was essential work to be done, but often at the expense of the resident. Many site teams were rushing just to keep up.

These administrative tasks are exactly the kind of work AI is now taking over.

From handling repetitive inquiries to coordinating leasing workflows, scheduling tasks, and managing data entry, AI is absorbing a significant portion of the operational load. In doing so, it's giving site teams something they've historically lacked: time. In some cases, that shift is saving teams more than 10 hours per week<sup>1</sup>. This is time that can now be reinvested into the resident experience instead of being spent managing the processes needed to keep the business running smoothly.

And that's where the real transformation begins.

As AI takes over process-driven work, the role of site teams becomes more focused on the human connection that drives performance. While AI excels at speed, scale, and consistency, it has clear limitations. It can respond instantly, but it cannot read the tone of a frustrated resident standing in front of you. It can automate communication, but it cannot build trust through presence or accountability. It can identify patterns and flag risks, but it cannot navigate complex, emotional situations with empathy or create a genuine sense of belonging within a community.

<sup>1</sup> Entrata Customer Data

These moments are what build trust and long-term relationships, and they still depend on human judgment and empathy. This is why the conversation around AI should not be about replacement. It should be about augmentation. AI is taking responsibility for the parts of the job that do not require a human in the first place, allowing site teams to focus on the moments that matter most. It acts as a digital teammate, handling high-volume, low-complexity tasks in the background while creating consistency and surfacing insights that make teams more effective.

The result is a shift from volume to value. When teams are no longer buried in administrative work, they are able to be more present. They can listen without rushing, personalize interactions instead of processing them, and turn routine touchpoints into meaningful experiences. In an industry where differentiation often comes down to how residents feel, that shift is significant.

The future of multifamily will not be defined by who uses the most AI. It will be defined by who uses AI to bring high-performing site teams to the forefront and build stronger relationships and a more meaningful sense of community with residents.

When you remove the noise of endless tasks, constant context-switching between platforms, and administrative burden, you create space for what actually matters: connection, trust, and experience.

That's what this ebook is about.

In the pages that follow, we'll explore the moments AI cannot replace and why they matter more than ever. We'll look at what AI is doing behind the scenes to enable those moments, and how operators can implement it intentionally to simplify workflows, not complicate them.

Because the goal is not more automation.

It is better experiences, delivered by people who finally have the time to do it right.

### **Quality vs. Quantity**

One way to reduce bad debt and increase on-time payments is by encouraging residents to set up online payments via your app. Provide a number of different payment options, including ACH, credit, and debit card payments.

When that handoff occurs, site teams benefit from the context captured during the AI interaction. This gives them a head start in resolving issues or answering questions. As a result, teams are no longer burdened by repetitive tasks and can focus more on building meaningful connections with residents.



## SECTION I

# Fear of AI is understandable: Here's what's really happening

In the past, there has been significant concern about roles being offshored to lower-cost labor in other countries. However, those fears have largely subsided, as many of the roles once considered vulnerable have continued to show steady growth over time<sup>2</sup>. While AI is now at the center of industry conversation, we are still early in its development and cannot yet accurately predict its full impact on employment trends<sup>3</sup>.

Workplace changes are unlikely to be sudden or disruptive in the way they were during the pandemic. Instead, they will happen gradually over time. That said, this is not a reason to take a wait-and-see approach. Operators should be proactive and intentional about how AI is incorporated into workflows to avoid falling behind the learning curve.

AI adoption should not be about chasing the latest technology. It should be about improving workflows, reducing friction, and aligning teams. When evaluating new solutions, the first question should be, "How will this impact site and leasing teams?" If it does not make their work easier, its value should be reconsidered.

The goal is to simplify workflows across the property, not introduce additional tools that add complexity or go unused. Adoption drops quickly when systems are difficult to use. Any technological change should solve a real problem for either residents or site teams. If it does not make daily work easier, it is not a true transformation.

Teams should always look for opportunities to improve efficiency, not just when performance declines. In many cases, the issues are already clear. Leasing slows, performance falls behind the market, responsibilities become unclear, and site teams lose confidence in decision-making.

Before determining whether AI is needed, start by evaluating existing processes. Identify what is broken, then determine whether AI is part of the solution. Key questions to ask include:

- What problem are we actually trying to solve?
- Is this a workflow issue first?
- Are we fully utilizing the tools we already have?

Starting with the tool instead of the process leads to misalignment. Tools are meant to solve problems, not create them. If your current infrastructure is causing friction, it may be time to evaluate a better solution.

For organizations that have not yet implemented AI, knowing when to start can be difficult. Site teams are already under pressure to do more with fewer resources while maintaining a high-quality resident experience. This is where AI can provide meaningful support. It improves efficiency in some of the most time-consuming aspects of onsite work, creating time for higher-value activities that previously received less attention.

A reframing of the conversation is important. AI should not be viewed as a way to do more with less. It should be seen as a way to do more while removing administrative burden.

<sup>2</sup> [Labor market impacts of AI: A new measure and early evidence](#)

<sup>3</sup> Ibid.

## SECTION II

# Augmentation Not Elimination

Winning customers is not about forcing them into digital experiences they don't want. It's about finding the right balance between automated, AI-driven interactions and human engagement. Think of AI as a digital teammate that handles repetitive tasks, allowing human staff to focus on delivering higher-quality service. Roles and responsibilities are evolving, not disappearing.

Tracking ROI becomes more complex in an AI-enabled environment. As job responsibilities shift, traditional performance metrics may no longer tell the full story. How do you measure productivity when success includes time saved, faster response times, or improved consistency?

It's important to be intentional about how success is defined and measured. While efficiency gains are real, they can be difficult to quantify. Operators should consider both operational metrics and experience-driven outcomes when evaluating the impact of AI.



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## SECTION III

# Renters journey

The renter's journey is no longer linear. Properties don't have as much control as they once did. Renters can now conduct much of their research through tools like Google Gemini and other generative AI platforms. In many cases, they don't appear as leads until they complete a guest card or submit an application.

This shift means the leasing process must be optimized for conversion. There are fewer opportunities to engage prospects, even if those prospects are more qualified and demonstrate higher intent than someone who has only visited your website.

Another challenge is attribution. A prospect may consume marketing content without filling out a form or initiating a chat. In these cases, marketing may influence the decision, but that influence cannot always be tied to a specific campaign.

Marketing teams are often overwhelmed by dashboards, inconsistent data, and manual reporting. This creates a clear opportunity for AI to reduce administrative burden and free up time for onsite teams to focus on strategy rather than execution. Marketing teams will still play a critical role in ensuring reporting accuracy and allocating spend to the most effective channels.

While AI has broad applications, it may not be the right fit for every property today. However, there are steps you can take to prepare.

A successful implementation requires a strong operational foundation. Before adopting AI, ensure you are not dealing with:

- Messy CRM data
- Broken processes
- Poor system configuration
- Unclear task ownership
- Weak or unreliable integrations

Just because a solution performs well in a controlled demo does not mean it will work in your environment. Due diligence is essential to ensure compatibility with your existing tech stack.

It's also important to recognize that workflows alone do not drive renewals. Automated reminders can notify residents when it's time to renew, but they are not what ultimately influence the decision.

Renewals are driven by relationships. Conversations and trust built over time determine how residents feel about a property and whether they choose to stay.

By reducing the burden of administrative tasks, AI gives site teams more time to engage directly with residents. Teams can facilitate introductions, build connections, and create a sense of community that goes beyond surface-level interactions.

AI can help coordinate the experience. Site teams are what make it feel like a community.

## SECTION IV

# Human Connections Are Made Through Conversations

AI is there to handle transactional conversations. These are the necessary interactions that keep the business running and ensure rent is collected. Predictive analytics can help identify which residents are most likely to renew and which should be prioritized, while also flagging at-risk residents who may need additional attention. Site teams can then focus their time on those residents, addressing concerns and encouraging renewal by providing meaningful reasons to stay. For residents considered low risk, automated messages can handle renewal reminders and streamline the lease renewal process.

The site team is there to handle the conversations that matter most. By reviewing AI-driven interactions, they have the context

needed to understand resident behavior and determine where to focus their attention. When AI reaches its limits, team members can step in during those critical moments and engage in more meaningful discussions around resident concerns.

At its core, AI supports transactional interactions, while site teams drive transformational ones. They have the ability to turn negative experiences into positive outcomes and elevate already strong interactions into something exceptional.

AI helps identify potential issues. Humans build and strengthen the relationship. Together, they create a more effective and balanced approach to resident experience.



# Empathy Is Something Lacking In AI

As discussed, when it comes to understanding human emotions and expressing empathy, the best AI can do is mimic learned human behavior. This makes it difficult to handle complex situations. AI can detect patterns such as missed payments, behavioral changes, or risk indicators and surface them to staff. What it cannot do is consistently determine how to respond. These moments require judgment, empathy, and flexibility, which AI has not yet mastered and may never fully replicate.

Fortunately, because AI reduces administrative burden, site teams are better positioned to handle these more time-consuming and complex situations. While AI keeps operations running in the background, it also provides insights that help teams respond more effectively. AI highlights potential issues, while humans provide the care and understanding needed to resolve them.

First impressions still matter, and this is another area where properties benefit from AI. AI can respond to every inquiry at any time of day, regardless of volume, which is difficult for human teams to match. It streamlines lease execution, payments, scheduling, and routine communication.

While AI manages these back-office processes, site teams can focus on delivering a warm, personal experience for residents touring the community or moving in. They ensure a smooth transition between AI and human interaction, shaping the impression residents carry throughout their entire stay.



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SECTION VI

# Solving Complex Problems



AI streamlines the leasing process. Site teams create the moments that close the lease.



When something goes wrong, and something always will, even the most advanced AI systems cannot fully handle the nuances of human emotion. That is where the site team steps in to provide compassion and understanding. These are qualities AI can mimic, but cannot convey in a truly authentic way.

Having AI in place also helps teams more quickly identify inefficiencies in processes, particularly in areas where human intervention is still required. From there, operators can determine what needs to be improved so AI can take on more of the qualifying, scheduling, and coordination work for leads, tours, and maintenance requests.

By removing the constant volume of questions and routine tasks, site teams gain their most valuable resource: time. With that time, they can listen without rushing, respond with empathy, and take full ownership of outcomes. AI eliminates the noise. Site teams meet the moment.

One of the biggest advantages of offloading administrative tasks to AI is the consistency it delivers at scale. This allows site teams to stay focused instead of being pulled in multiple directions by competing priorities.

With more time available, teams can better prepare, stay informed, and be fully present during tours. That presence makes it possible to read body language, personalize interactions, and create a stronger emotional connection to the property.

AI streamlines the leasing process. Site teams create the moments that close the lease.

## SECTION VII

# Personalized maintenance experience

Managing schedules, coordinating technicians, and providing the consistent updates required for an effective maintenance process can now be handled more efficiently with AI. In addition, AI can use predictive analytics to identify when issues may arise and when preventative maintenance is needed, all while reducing response times and delays that previously occurred with manual processes.

The result is a more personalized experience for residents. Clear communication and reliable follow-through help build trust and reinforce a sense of professionalism. In some implementations, AI has reduced maintenance response times by as much as 40% and automated the majority of work order assignments<sup>4</sup>.

AI optimizes the process. Humans provide a calming presence.

## SECTION VIII

# Creating community

There is only so much AI can do to help build and foster community at properties. It can send invitations and reminders, track engagement such as RSVPs, and analyze metrics like opens, clicks, and attendance.

While AI can help drive participation in community events, it cannot build genuine rapport or relationships with residents. By removing the burden of coordinating logistics, AI allows site teams to focus on the human side of community building.

### What AI Is Unlikely to Replace

- Being present
- Showing empathy
- Making judgments that require moral reasoning and emotional understanding

AI can mimic human behavior, but it is not inherently human. At best, it is an approximation, not a replacement.



<sup>4</sup> [AI In The Multifamily Industry Statistics](#)



# Conclusion

Efficiency and speed are only part of the equation. The properties that will be most successful in the future are those that understand when AI should operate independently and when human teams should take the lead. These are often the moments that matter most.

By making this shift, properties can move from a reactive model to a proactive one, and from transactional relationships to transformational ones. This not only supports stronger financial performance, but also builds loyal residents who are more likely to refer others and leave positive reviews on platforms like Google and other key sites.

At the end of the day, AI is not redefining what great property management looks like. It is evolving the business by removing the barriers that get in the way. The more AI handles behind the scenes, the more human your property becomes where it matters most.



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