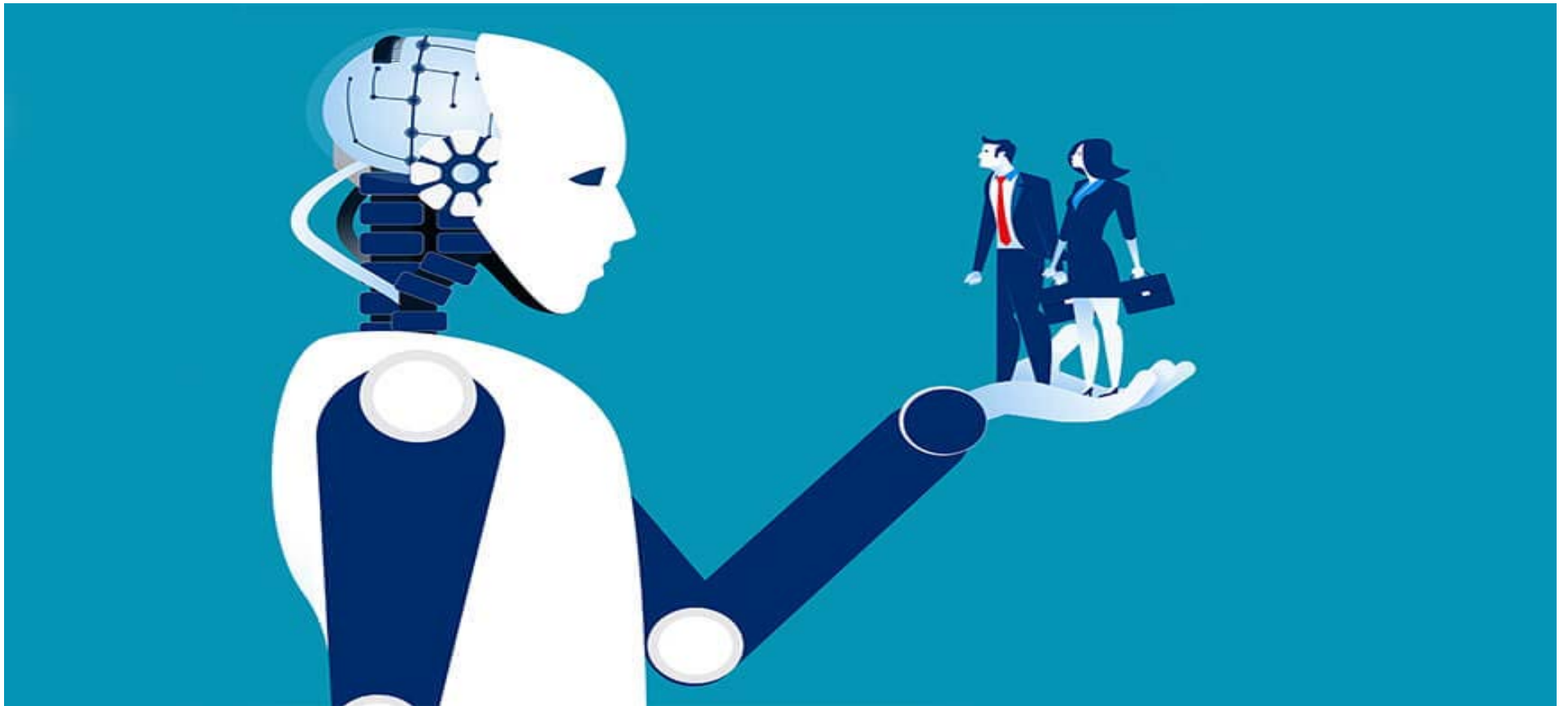


AI in the Multifamily Space

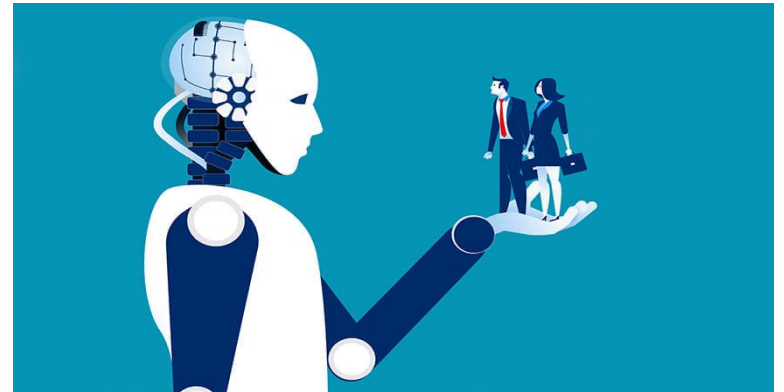
RADCO[®]



AI in the Multifamily Space

RADCO[®]

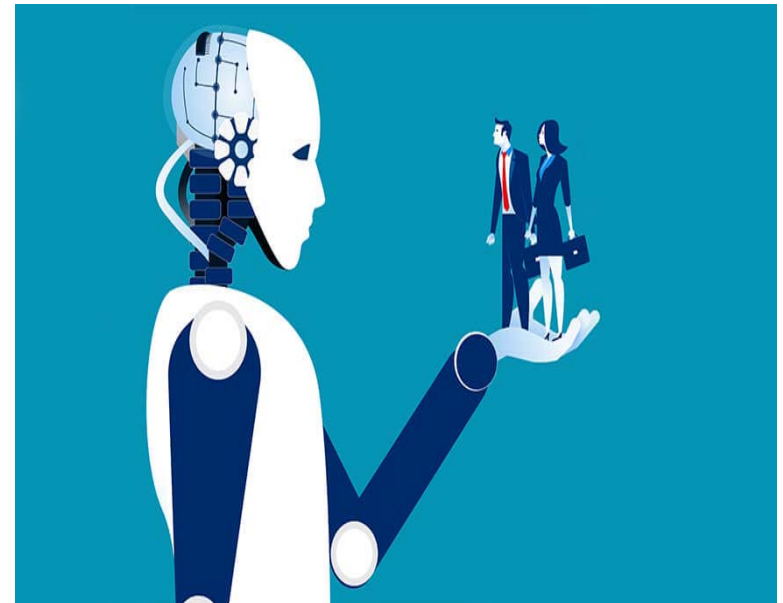
Nothing is more important, certainly during these times of artificial intelligence, than our public education. And as it continues to grow and evolve, I think you and I know this is going to be critical that we are **constantly training and retraining** and creating these next-generation jobs. – Marc Benioff



Who/What is Lisa?

RADCO®

- Digital Team Member
 - Available 24/7
 - Never Calls in Sick
 - Never Takes Vacation
 - Never Complains
- AI Enabled Appointment Setting/Feedback
 - Lead Source Attribution
 - Follow up and Appointment Setting
 - Satisfaction Surveys
 - Real Time Sales/Marketing Analytics



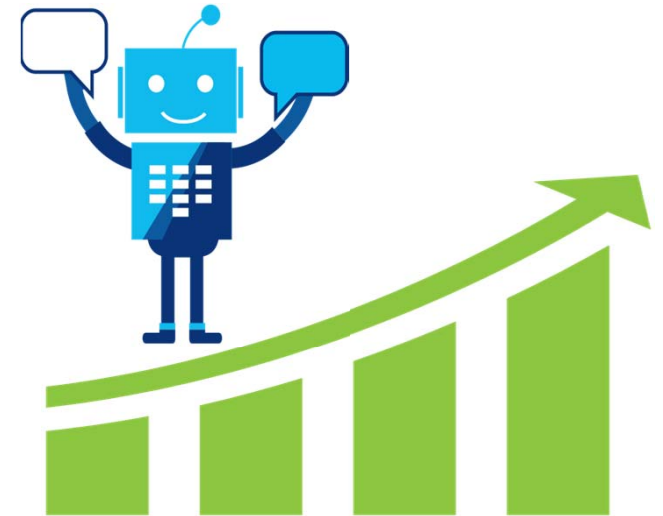


Lisa's Results

RADCO®

Jan – June 19/18 – 14,729 units (7 states)

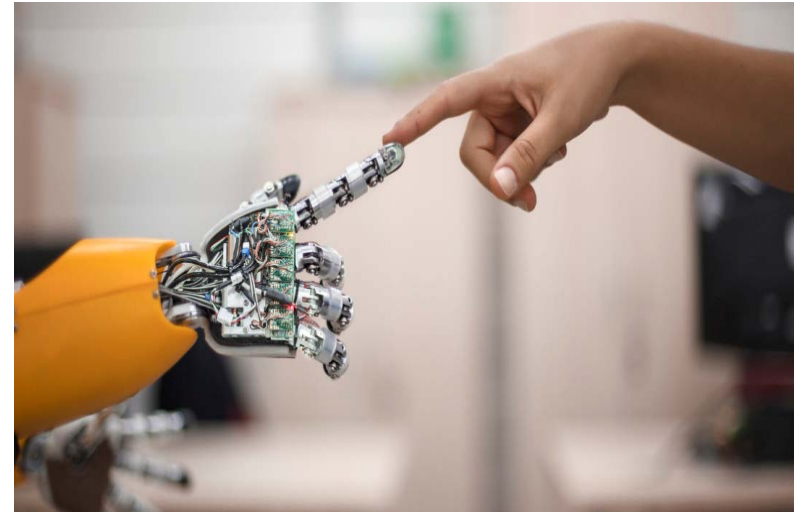
- **30%** Increase in Total Traffic
- **292%** Increase in Phone Traffic
- **679%** Increase in Unqualified First Contacts
- **4%** Increase in Physical Tours
- **36%** Decrease in Email Exchanges (Text)
- Accurate Source Attribution
- Revenue Management – Demand Side Optimization



Only Humans Can Provide The Intelligence in Artificial Intelligence

RADCO®

- Implementation of AI has uncovered weaknesses
- Legacy Property Management Systems not playing nice
- Blocking times
- Not comfortable with group show dynamic
- Decline in percentage of closing
- Follow up could improve





The Jobs Landscape in 2022

Q h z # P x o i d p b # v n l o v

emerging
roles,
global
change
by 2022



Top 10 Emerging

1. Data Analysts and Scientists
2. AI and Machine Learning Specialists
3. General and Operations Managers
4. Software and Applications Developers and Analysts
5. Sales and Marketing Professionals
6. Big Data Specialists
7. Digital Transformation Specialists
8. New Technology Specialists
9. Organisational Development Specialists
10. Information Technology Services

declining
roles,
global
change
by 2022



Top 10 Declining

1. Data Entry Clerks
2. Accounting, Bookkeeping and Payroll Clerks
3. Administrative and Executive Secretaries
4. Assembly and Factory Workers
5. Client Information and Customer Service Workers
6. Business Services and Administration Managers
7. Accountants and Auditors
8. Material-Recording and Stock-Keeping Clerks
9. General and Operations Managers
10. Postal Service Clerks

Compassion
Humaneness
Kindness
Consideration
Understanding
Sympathy
Tolerance
Goodness

Gentleness
Leniency
Mercy
Mercifulness
Tenderness
Benevolence
Charity
Generosity

AI in the Multifamily Space

RADCO[®]

