

WELCOME!



AI Positive Impacts & Limits

Trent Bray

*Director of Growth
Operations at Property
Management Inc.*



A few announcements before we get started...



Education Resources



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Signature Card

WIN \$500!

- Visit Each Booth
- Have each Vendor Initial their space
- Turn your card into RHA booth by 3:15pm

Two Winners Drawn at 3:15pm Closing Ceremonies

Enter your name & contact info below for the \$500 Signature Card Drawings, Exhibitor Prize Presentations, and more!

Name: _____

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Signature Card Giveaway

As you visit the trade show floor, remember to get your signature card filled out.

Turn it in at registration by 3:15 PM to be entered to win two \$500 Cash prizes at the 3:30 closing ceremonies, also in Hall 4.

RHA P.A.C. Fundraising Giveaway

- Donate \$25+ to the RHA PAC for a chance to win \$500!
- Winner announced at 3:30 Closing Ceremonies.



Rental Housing Association of Utah P.A.C.

Why Donate to the RHA P.A.C. (Political Action Committee)?

"Every man owes a part of his time to the business in which he is engaged. No man has the moral right to withhold his support for an organization that is striving to improve condition within his sphere"

- Theodore Roosevelt

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www.rhautah.org/event-pac-donation

The RHA P.A.C. Funds Efforts That:



Monitor legislative and regulatory issues at the local, state, and federal level.



Help elect and maintain officials who are supportive of property rights.



Support balanced laws and suggest alternatives to ineffective ones.



Build relationships with other stakeholders, including local governments and advocacy groups.

The uncomfortable truth about AI advice

Every AI playbook online is written for content creators, tech startups, and e-commerce. Nobody wrote one for the industry where the product is a phone call returned at 9pm.

What the gurus are optimizing for:

Clicks & conversions

You need renewals and referrals

Content at scale

You need trust at scale

Automating the whole funnel

Your funnel runs on relationships

Tech-company workflows

Your workflow runs on people

“You’re not selling square footage. You’re selling the feeling that someone competent is handling it.”

AI used wrong, signals nobody’s home. AI used right, protects the time you need to actually show up.

The two kinds of work in your business

Relationship work

Requires judgment, empathy & history

- The difficult renewal conversation
- An owner concerned about maintenance spend
- A tenant escalation that could go sideways
- A prospect deciding between two PM companies



Transactional volume

Repeatable, structured, high-volume

- Vacancy follow-up emails
- Maintenance status updates to tenants
- Owner monthly reporting emails
- Lease renewal outreach sequences

Real world:

Fairlawn Property Management cut 18 hours/week of transactional work using AppFolio Realm-X — time now spent on resident relationships.

Why most PM operators are using it wrong

They're using AI as a shortcut instead of as infrastructure.

01

Paste and send

Raw output goes straight to the client. No context added. No human layer. Trust erodes slowly — they won't tell you why.

02

Vague prompts, generic soup

More instructions \neq better output. Specificity is the skill. A vague brief gets vague results, every time.

03

Only used for big tasks

They write one blog post with it and call it done. The real ROI is in the 80% mundane middle that nobody thinks about.

The context principle

*The operators pulling ahead aren't using better tools.
They're giving better context.*

The generic prompt

"Write a lease renewal email."

Output: Generic. Interchangeable.
Could be from any PM company.
Adds nothing to the relationship.

VS

The context-rich prompt

"Write a renewal email for a 68-year-old owner, one maintenance issue this quarter, values responsiveness over price, we want to lock in 2 more years before the market softens."

Output: Relationship-aware. Personal.
Builds trust at scale.

The three layers of every good AI output

1 Structure

AI handles this

The skeleton. Format, flow, professional language. Reliable, scalable, always on. AI does this every time without thinking.

2 Voice

You can train this

How you sound. Your tone, your phrasing, your level of warmth. Feed AI examples of your writing. It learns. This is learnable.

3 Soul

Only you have this

One sentence. Something AI could never know. A detail from a past conversation. A reference to something specific. This is the whole game.

The last layer is non-negotiable. It's what separates the 10% doing this well from the 90% who paste and pray.

Where the real ROI hides

Not your website. Not your marketing. The 40 low-stakes, high-volume communications happening every week that nobody thinks of as strategic.

Maintenance coordination

Status updates to tenants mid-work order

Move-out summaries

Deposit detail letters & disposition notices

Late payment nudges

Tone-consistent, firm but not damaging

New tenant onboarding

Welcome sequences that set expectations early

Owner monthly updates

Reporting emails that reinforce confidence

Vacancy follow-up

Prospect nurture without sounding automated

Case & Associates: AI across their 30,000-unit portfolio generated \$19M+ in lease revenue and 5,500+ booked tours — without adding headcount.

This isn't theory

Four operators. Four different problems. One consistent pattern: AI handled the volume, humans kept the relationships.

Raintree Partners

7,600+ units

2.4x

lead-to-visit conversion

Better context — not a better tool — was the difference.

Fairlawn Property Mgmt

AppFolio Realm-X

18 hrs

saved per week

Transactional volume cleared. Team focused on residents.

Case & Associates

30,000+ units

\$19M+

in lease revenue driven

AI adapted to their workflows — not the other way around.

Advanced Mgmt Company

AppFolio Platform

9 → 1

systems consolidated

Removing operational noise let the human work get louder.

The hype you should actually ignore

NOT YET

AI agents that run your whole business

Before you automate a process, you need to trust the process. Most PM ops aren't there yet.

NOT YET

Automated leasing assistants replacing your BDM

Your BDM wins deals because they read people. That's not a feature you can prompt-engineer.

NOT YET

Chatbots handling tenant escalations

Escalations are the moment where relationships are saved or lost. Don't automate your most important touchpoint.

The operators who get burned by AI automate trust before they've earned it. Start with the boring stuff. Master the context principle. Then think about agents.

“What tasks in my business right now are eating relationship-quality attention — but deserve only transactional-quality effort?”

Start there. Build your context. Add the human layer. The rest follows.

1. Pick one workflow

2. Build the prompt once

3. Add the human layer

4. Send it this week

Thank you!



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