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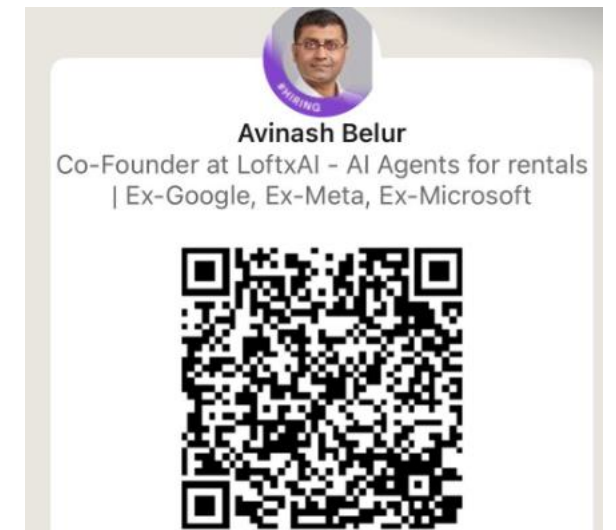




AI in Multifamily Operations: Precision, Performance & Pitfalls

Presented By

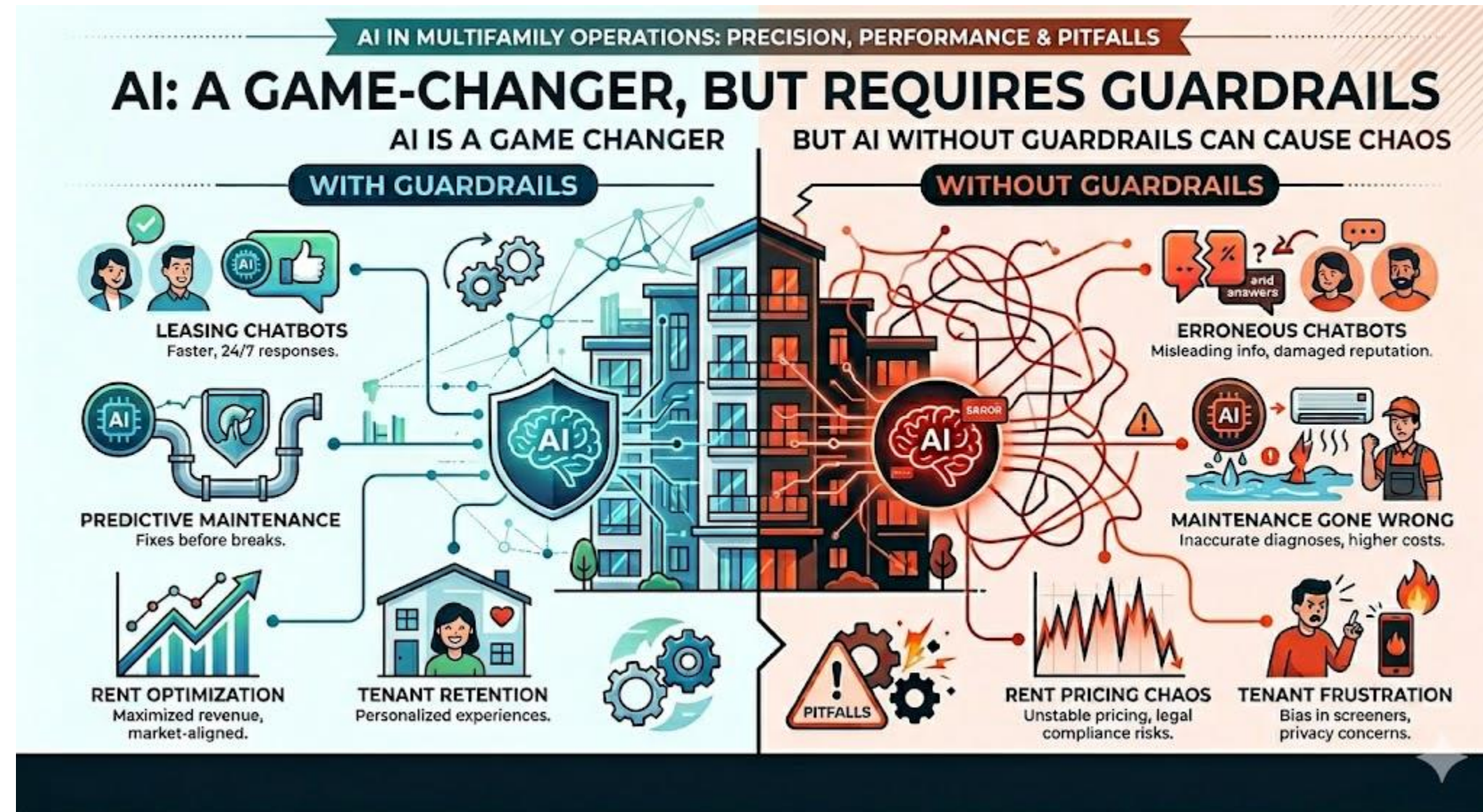
**Narasimhan(Naru) Vallur (CTO) &
Avinash(Avi) Belur (CEO)**



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AI in Multifamily Operations: Precision, Performance & Pitfalls



AI can be a game changer BUT AI without guardrails can cause chaos.

AI in Multifamily Operations: The Efficiency Gap

The Renter Reality:

70–80% of inquiries go unanswered or are slow-answered.

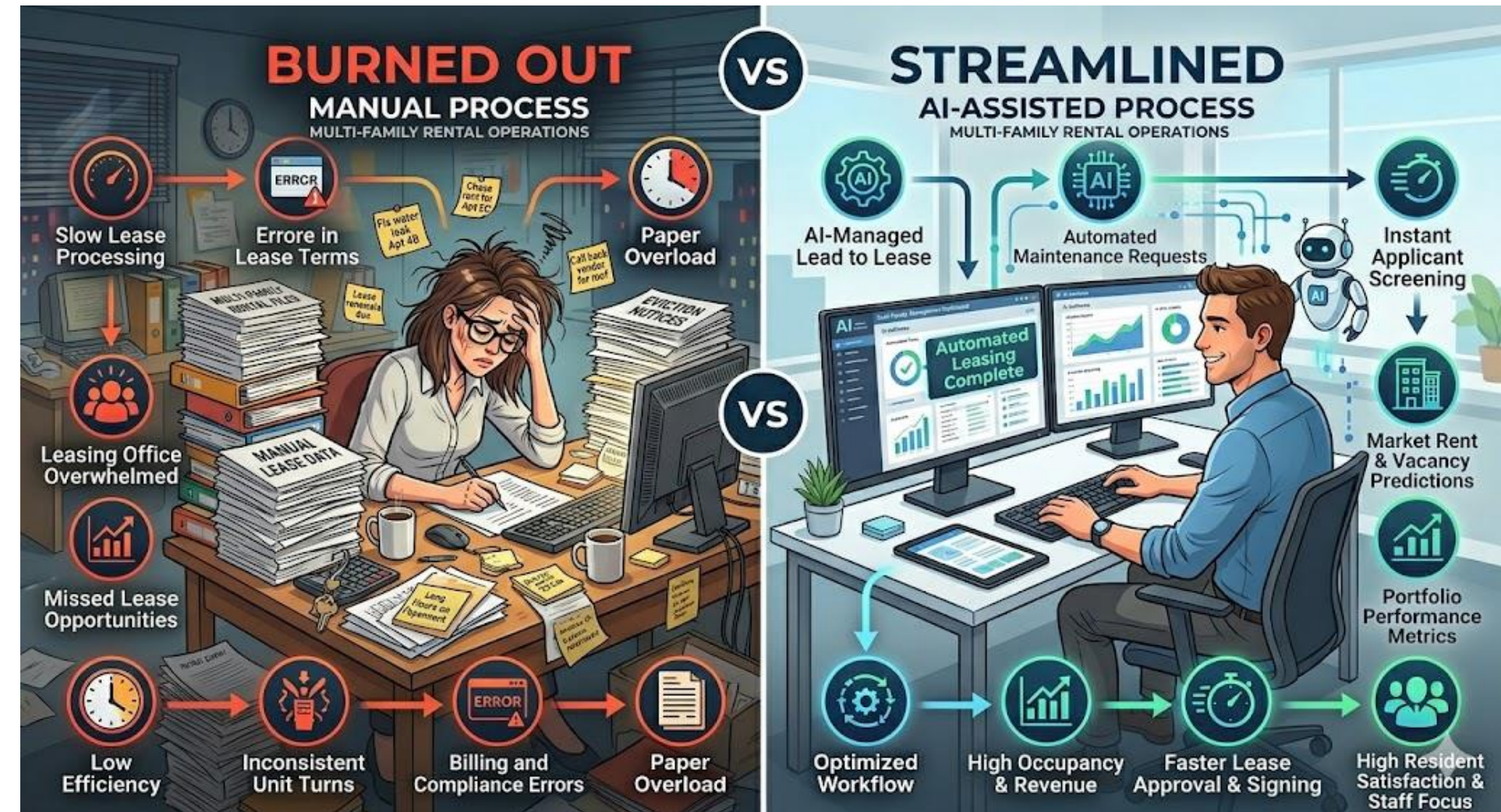
The Team Reality:

40–60% of leasing teams report burnout from repetitive, low-value tasks.

The Opportunity:

Shifting from "Art" to "Science" using AI to bridge the response gap.

Why Multifamily Needs Efficiency



AI in Multifamily Operations: Precision, Performance & Pitfalls

Precision

Performance

Pitfalls

AI in Multifamily Operations: Precision in Rental Price Research

Combining AI with machine learning and industry experience

- AI finds the close enough vacant comps.
- AI figures out age and amenities for the comps
- Calculations puts weights to the comps.
- Calculations suggest forecasted rent for now or the future.

METRIC	Skye at Belltown	Top of the Fifth
Year Built	1949	1948
Total Units	241	5
Avg Sqft	545 sf	875 sf
\$/Sqft	\$3.28	\$2.69

Comp Score Breakdown		1948	1950
Points earned across matching criteria. Higher score = closer match to your subject property.			
Distance			+28.31
Rent	875 sf	876 sf	+8.5
Square Footage			+19.6
Year Built			+9.75
Amenities	0 mi	1.1	+10
Bathrooms			+5
Bedrooms	MEDIAN	MEDIAN	+10
Total Score	350	350	91.2%

AI in Multifamily Operations: Precision Anomaly Detection

AI finds anomalies in your financial data in matter of seconds

Worst NOI month -\$8,508 Oct-25	Worst net income -\$139K Dec-25	Insurance claims \$265K annual total	Insurance legal fees \$170K annual total
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Critical Massive insurance claim spike — Dec-25
Insurance Claims hit **\$95,135** in Dec-25 vs. an average of ~\$27K/month. Combined with \$22,785 in insurance legal fees that month, this single event drove Net Income to **-\$139,068**. Jun-25 also had a large spike (\$77,632). Total claims + legal for the year: **\$435,321** — the biggest P&L driver after debt service.

Critical Oct-25 NOI goes negative (-\$8,508)
The only month with negative NOI. Property Tax semiannual payment of **\$93,111** hit in both Apr-25 and Oct-25, making total operating expense balloon to \$122,520. Revenue was also soft at \$114K that month due to concession losses peaking at -\$18,492. The Apr-25 tax hit was partially masked by higher income.

Elevated Summer revenue collapse (Aug-Sep 25)
Total income dropped from \$128K in Jul to **\$109K in Aug** and **\$115K in Sep**. Vacancy Loss was the culprit — peaking at **-\$26,262** in Aug-25 (vs. an average of ~\$7K/month). Concession Loss also ballooned to -\$14,235 in Sep and -\$18,492 in Oct, suggesting aggressive concessions were used to re-lease vacant units.

Elevated HVAC repair spike — Mar-26
HVAC Repairs jumped to **\$15,081** in Mar-26 (with \$825 in Jan-26 and \$220 in Dec-25), suggesting a major system failure. All other months were \$0. This \$16,126 annual total is concentrated almost entirely in one month and may warrant capital classification review.

Elevated Unit Turn expense surge (Jul-Oct 25)
Unit Turn costs were \$0 for most months but surged to **\$13,753 in Jul-25**, \$7,897 in Aug, \$5,172 in Sep, and \$6,379 in Oct — directly correlated with the vacancy spike. This \$35,811 annual total is almost entirely concentrated in that 4-month window.

Elevated Trash utility — Feb-26 near-double
Trash expense jumped to **\$3,964** in Feb-26 vs. a ~\$2,100 average every other month. No corresponding income offset. Could be a billing catch-up, a missed month posting twice, or a rate change.

Watch Water & Sewer — Sep-25 credit and Dec-25 spike
Water & Sewer expense shows a **-\$3,341 credit** in Sep-25 (likely a billing adjustment) and then a high of **\$7,773** in Dec-25 (vs. ~\$300 normal). The Sewer Capacity Charge also adds \$7,283 in alternating months (Jun, Aug, Dec, Feb) — a recurring semi-irregular pattern that may represent installment payments.

Watch Permits & Fees — Dec-25 one-time \$67,760
A single \$67,760 permit charge hit in Dec-25 under Capital Expense. Every other month was \$0 except Jan-26 (\$433) and Feb-26 (\$878). This appears to be a one-time major capital event — worth confirming it's correctly classified as capital vs. operating.

Watch On-site management started Oct-25
\$1,000/month on-site management fees began in Sep-25 and ran through Mar-26 (\$7,000 total). No charges in Apr-Aug 25. This is a structural cost change mid-year — likely triggered by the vacancy/leasing challenges over the summer.

AI in Multifamily Operations: Precision, Performance & Pitfalls

Precision

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AI in Multifamily Operations: Performance in Marketing

Rapid Iteration:

Generate unit-specific descriptions from photos, addresses, and amenities in seconds.

Content Benchmarking:

Use AI to proofread and score your titles, descriptions, and specials against local market competitors.

SEO Optimization:

Ensuring organic traffic through high-performing keywords.

Live Demo/Example:

Show the example content pulled from craigslist and also the content written by ChatGPT.

Reference: Ad generated by AI based on similar high-performing content.

AI in Multifamily Operations: Performance in Marketing

Houser Terrace

QR Code Link to This Post

Visit Our Community Today!
3151 NE 16th St
Renton, WA 98056

Contact our leasing office at [show contact info](#)

Affordable Housing for Seniors (62 Years+) and People w/ Disabilities.

Whether you are still actively working or actively retired, Houser Terrace is a great place to call home! Our apartment community offers affordable housing for seniors 62 years of age or older. We are conveniently located not far off Sunset Blvd, close to stores, restaurants, and I-405. Yet, our property is slightly tucked away offering a quiet and peaceful atmosphere. Our building offers space efficient units and several community amenities. Call us today for a tour!

Income Restrictions Apply. Household income must be at or below 60% AMI. See below or call for specific details.

Bedrooms: 1 | Bathrooms: 1
Square Footage: 590 sq ft

Monthly Price: \$1050

**Optional and usage-based charges not included. Contact office to confirm pricing details and included fees.*

Our Residents Enjoy:

- Community Room & Outdoor Patio
- Controlled Entry Access
- Gardening Space & Walking Paths
- Independent Living
- Quiet & Well Maintained Property
- Free Onsite Parking
- Shared Laundry Room
- Smoke Free Building

This Apartment Home Comes With:

- Views of Outdoor Patio & Garden Space
- Views of Tree Lined Areas
- Dishwasher, great landscaping, near buslines and walk to shopping

Houser Terrace: Affordable Living Designed for Comfort & Peace of Mind

Discover a vibrant independent living community at Houser Terrace, where affordability meets a high standard of residential care. Whether you are actively working or enjoying a well-earned retirement, our professionally maintained community offers the perfect, peaceful atmosphere to call home.

Designed specifically for **Seniors (62+)** and **People with Disabilities**, Houser Terrace blends the convenience of city living with a quiet, tucked-away setting that puts residents first.

Your Home: Thoughtful Design & Serene Views

Experience space-efficient living in our well-crafted 1-bedroom, 1-bathroom apartment homes.

- **Picturesque Outlooks:** Wake up to calming views of our lush garden spaces, outdoor patios, and beautiful tree-lined areas.
- **Modern Essentials:** Your kitchen comes fully equipped with a **dishwasher**, ensuring a low-maintenance lifestyle.
- **Quiet & Secure:** Enjoy the privacy of a **smoke-free building** with **controlled entry access** for your peace of mind.

Floor Plan: 1 Bed | 1 Bath | 590 Sq. Ft.

Monthly Rent: \$1,050*

(Income restrictions apply: Household income must be at or below 60% AMI. Optional/usage-based charges not included.)

Community Amenities: Active & Social Living

Outside your door, a full suite of amenities awaits to help you stay active or wind down:

- **Social Connection:** Gather with neighbors in the **Spacious Community Room** or relax on the **Outdoor Patio**.
- **Recreation & Wellness:** Stay moving with our on-site **walking paths** and dedicated **gardening spaces**—perfect for those with a green thumb.
- **Ultimate Convenience:** Benefit from **free onsite parking**, a well-equipped **shared laundry room**, and a property that is meticulously maintained year-round.

Unbeatable Location & Accessibility

Houser Terrace places you exactly where you need to be, making your daily routine effortless:

- **Prime Connectivity:** Nestled just off **Sunset Blvd** with rapid access to **I-405**, getting around the region is a breeze.
- **Walkable Neighborhood:** Enjoy being within walking distance to a variety of local stores and high-end dining options.
- **Transit Friendly:** Conveniently located near major **bus lines**, placing shopping and recreation hotspots right at your fingertips.

Why Choose Houser Terrace?

At Houser Terrace, we are dedicated to creating an exceptional rental experience. From our great landscaping to our commitment to a peaceful, independent living environment, we support our residents every step of the way.

Call us today to schedule your personal tour and see everything we have in store for you!

Leasing Details:

- **Year-Round Maintenance:** Professional landscaping and common area care included.
- **Equal Opportunity:** We are proud to be an Equal Opportunity Housing Provider.
- **Availability:** Call for current availability and specific income qualification details.

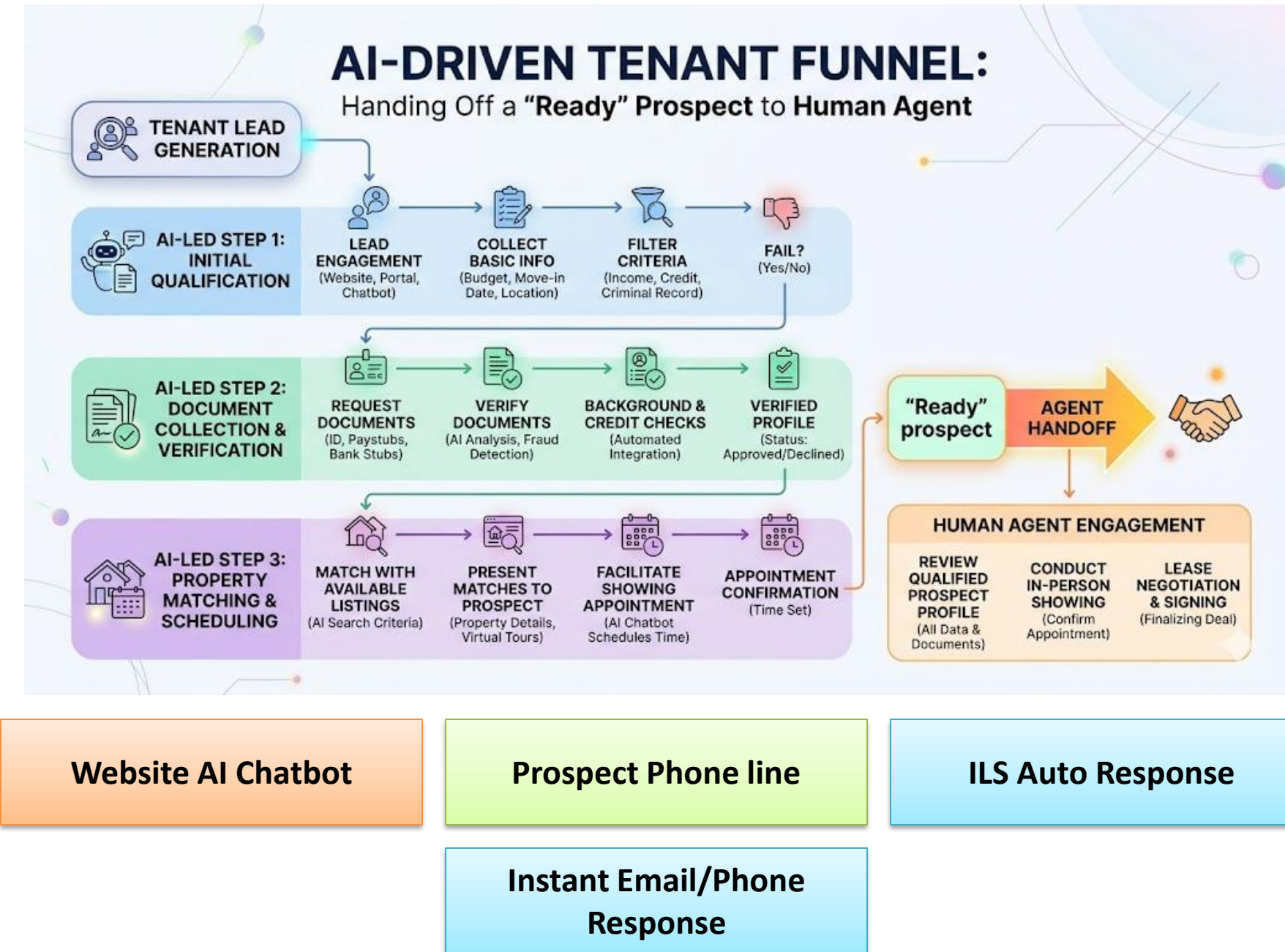
AI in Multifamily Operations - Performance in the Leasing Flow

The Hybrid Model:

AI handles the "heavy lifting," Humans handle the "close."

AI Responsibilities:

- Immediate response across all touchpoints (24/7).
- Prospect Qualification: Asking the right questions (budget, pets, move-in date).
- Direct Tour Booking.



Play Audio - [Prospect Conversation](#)

AI in Multifamily Operations: Precision, Performance & Pitfalls

Precision

Performance

Pitfalls

AI in Multifamily Operations - The Pitfalls (The "Hallucination" Risk)

Calculation Errors

AI can hallucinate P&L data (e.g., calculating NOI wrong for 2025).

Policy Inventions

Making up concessions, prices, or pet policies.

Critical Action

Always verify and validate. Never provide a P&L to a raw LLM without strict data guardrails.

In-Consistent Response

AI provides different answer every time you ask the same question



Actual total is : **\$652,014.10**

NOI Months Included (Apr–Dec 2025)

Your dataset begins in **April 2025**, so 2025 NOI includes **9 months**:

Month	NOI
Apr 2025	21,216.52
May 2025	109,744.43
Jun 2025	86,211.02
Jul 2025	81,807.33
Aug 2025	83,386.93
Sep 2025	76,228.57
Oct 2025	-8,508.18
Nov 2025	103,792.32
Dec 2025	98,135.16

Total NOI for 2025 (Apr–Dec)

Total NOI 2025 = 21,216.52 + 109,744.43 + 86,211.02 + 81,807.33 + 83,386.93 + 76,228.57 – 8,508.18

Total NOI 2025 = 651,014.10

AI in Multifamily Operations - The Pitfalls (The "Hallucination" Risk)

Natural



AI Fixed (asked to improve lighting)



AI in Multifamily Operations - The Blueprint for Adoption

Closing Thought:

AI is a tool for interaction, Integration and decision making.

Interaction is the key to ROI.

Data Hygiene:

Clean inputs lead to clean outputs. Integrate AI into existing workflows/PMS.

Guardrails First

Use scripted, pre-approved responses for risky topics; block demographic questions.

Human in The Loop

AI augments and integrates with workflows; it does not replace the human closer.

AI Champion:

Measure Everything, Iterate Weekly, Pilot and measure ROI

Tell Us What You Think!

**Please take a moment to provide feedback
about this session using the QR Code posted
in the room**

Thank You For Attending!

