

# AI LEASING AUTOMATION COMMAND CENTER (CONDENSED)

Little Rock + Rogers/Bentonville

## PURPOSE

Operate both markets through one automated leasing system with one-point human oversight.

## SYSTEM DESIGN (ONE COMMAND CENTER)

- Single system of record: CRM/PMS (Entrata/Yardi/AppFolio)
- Automation engine: Zapier/Make/n8n
- AI leasing layer: EliseAI/LeaseHawk
- KPI dashboards: Power BI / Looker
- Human oversight: one daily command panel reviewer

## COMPLETELY AUTOMATED FLOWS

- **Lead intake -> immediate response (text/email/call)**
- **Tour scheduling confirmations + reminder sequence**
- **No-show recovery outreach + rebook links**
- **Incomplete application nudges + missing-doc checklist**
- **Approval-to-signature reminder cadence**
- **Renewal outreach sequence (120/90/60/30 days)**
- **End-of-day KPI digest generation (by market + consolidated)**

## HUMAN DECISION POINTS ONLY

- Pricing exceptions / concession overrides
- High-risk approval decisions
- Escalated resident retention cases
- Final legal/compliance exceptions

## COMMAND PANEL (SINGLE HUMAN CHECK)

- RYG status by market (Red/Yellow/Green)
- Top 10 hot leads
- Top 10 approved-but-unsigned leases
- Renewal risk list
- Blockers requiring decision today

## LITTLE ROCK PRIORITY TARGETS

- Lead response time: <10 minutes
- Lead-to-tour conversion: >35%
- Tour-to-application conversion: >40%
- Approval-to-signed lease: >70%

## ROGERS/BENTONVILLE PRIORITY TARGETS

- Lead response time: <7 minutes
- Lead-to-tour conversion: >40%
- Tour-to-application conversion: >45%
- Approval-to-signed lease: >75%

## ROLL-OUT (30 DAYS)

- Week 1: Integrations + event mapping
- Week 2: AI scripts + escalation rules
- Week 3: Dashboard live + manager command panel
- Week 4: KPI tuning + threshold enforcement

## EXECUTIVE OUTCOME

A mostly autonomous leasing machine where one manager supervises exceptions while automation drives

conversion speed, occupancy control, and daily reporting consistency.