

AI LEASING IMPLEMENTATION MAP — LITTLE ROCK, ARKANSAS

Objective

Implement an automated leasing operations system for Little Rock that improves lead speed, tour conversion, application completion, and signed lease velocity while maintaining local-market relevance.

Market Context Focus (Little Rock)

- Mixed renter profile with affordability sensitivity and broad employer base
- Strong need for fast response, transparent pricing, and frictionless application flow
- Higher conversion gains expected from speed-to-lead and structured follow-up

Recommended System Stack

- 1) System of Record (Leasing/CRM)
 - Preferred: AppFolio / Yardi / Entrata (existing stack first)
 - Capture all leads, tours, applications, and renewals in one source
- 2) AI Leasing Conversation Layer
 - Preferred: EliseAI (or LeaseHawk equivalent)
 - Automate first response (call/text/email), FAQ handling, tour scheduling
- 3) Automation Orchestration
 - Preferred: Zapier or Make
 - Trigger follow-up tasks, reminders, escalation routes, and status updates
- 4) KPI Dashboard Layer
 - Preferred: Power BI or Looker Studio
 - Daily conversion funnel and occupancy-impact dashboard
- 5) Team Communications Layer
 - Preferred: Slack/Teams daily digest + exception alerts

Automation Blueprint (Little Rock)

A) Lead Intake Automation

- Trigger: New lead enters CRM
- Action: AI sends immediate text/email + call attempt in under 5 minutes
- Escalation: If no response in 2 hours, assign to human leasing rep

B) Tour Pipeline Automation

- Trigger: Tour scheduled
- Action: Confirmation at booking, reminder at 24h, reminder at 2h
- Escalation: No-show auto-rebook link + same-day follow-up

C) Application Completion Automation

- Trigger: App started but incomplete after 4 hours
- Action: AI nudge with missing-items checklist
- Escalation: Human follow-up at 24 hours

D) Approval-to-Signature Automation

- Trigger: Application approved
- Action: Lease package auto-sent + expiration countdown reminders
- Escalation: Manager intervention if unsigned after 48 hours

E) Renewal Automation

- Trigger: 90/60/30 day lease expiration windows
- Action: Tailored outreach sequence + renewal options

- Escalation: At-risk resident list to manager daily

Daily KPI Report (Auto-Generated)

- New leads by source
- Average first-response time
- Tours scheduled/completed/no-show
- Applications started/completed/approved
- Leases signed and move-ins
- Occupancy %, pre-lease %, vacancy-days saved/lost
- Top 3 blockers + owner/date

Little Rock Target KPI Benchmarks (Starting Targets)

- Avg lead response time: < 10 minutes
- Lead-to-tour conversion: > 35%
- Tour-to-application conversion: > 40%
- Approval-to-signed lease: > 70%
- Same-week no-show recovery rate: > 25%

Implementation Timeline (30 Days)

Week 1: Data mapping + workflow setup

Week 2: AI script tuning + reminders + escalation logic

Week 3: Dashboard live + team coaching

Week 4: KPI threshold tuning + management review cadence

Management Cadence

- Daily: Morning hot leads, midday blocker check, EOD KPI brief
- Weekly: Funnel review + source quality + script improvements
- Monthly: Occupancy outcome and revenue impact review

Expected Outcomes

- Faster lead handling and lower lead leakage
- Higher tour and application conversion
- Faster approval-to-lease closing cycle
- Improved occupancy stability and leasing predictability

AI LEASING IMPLEMENTATION MAP — ROGERS / BENTONVILLE, ARKANSAS

Objective

Deploy a market-specific automated leasing system for Rogers/Bentonville that captures high-intent demand quickly, improves conversion velocity, and supports premium-response expectations in a growth corridor.

Market Context Focus (Rogers/Bentonville)

- High-growth Northwest Arkansas demand corridor
- Strong employer-driven relocation and quality-sensitive renter profile
- Competitive market requires speed plus high-quality communication and tour experience

Recommended System Stack

- 1) System of Record (Leasing/CRM)
 - Preferred: AppFolio / Yardi / Entrata (existing stack first)
 - Single source for lead, tour, application, and renewal lifecycle
- 2) AI Leasing Conversation Layer
 - Preferred: EliseAI (or LeaseHawk equivalent)
 - 24/7 lead response, smart qualification, high-touch tour scheduling
- 3) Automation Orchestration
 - Preferred: Zapier or Make
 - Event-driven automation for follow-up, reminders, and manager escalations
- 4) KPI Dashboard Layer
 - Preferred: Power BI or Looker Studio
 - Real-time funnel and velocity dashboard by property/community
- 5) Team Communications Layer
 - Preferred: Slack/Teams alerts and executive digest

Automation Blueprint (Rogers/Bentonville)

A) Lead Intake Automation

- Trigger: New lead enters CRM
- Action: AI immediate outreach (<5 minutes) with market-tailored messaging
- Escalation: Priority assignment for high-intent prospects (move-in <30 days)

B) Tour Pipeline Automation

- Trigger: Tour scheduled
- Action: Automated confirmations, reminders, and route/location prompts
- Escalation: No-show AI recovery flow + immediate alternate-slot offers

C) Application Completion Automation

- Trigger: Incomplete application
- Action: Missing-document checklist + deadline prompts
- Escalation: Human concierge call for premium prospects

D) Approval-to-Signature Automation

- Trigger: Approval issued
- Action: Digital lease package + timed reminders + incentive visibility
- Escalation: Manager intervention for unsigned approvals >48 hours

E) Renewal & Retention Automation

- Trigger: 120/90/60/30-day renewal windows
- Action: Tiered outreach based on resident profile and risk score

- Escalation: Retention rescue workflow for high-value residents

Daily KPI Report (Auto-Generated)

- New leads by source and intent score
- Response time and first-contact success
- Tours scheduled/completed/no-show and recovery
- Applications started/completed/approved
- Leases signed and move-ins
- Occupancy %, pre-leasing pipeline, velocity-to-close
- At-risk approvals and retention risk list

Rogers/Bentonville Target KPI Benchmarks (Starting Targets)

- Avg lead response time: < 7 minutes
- Lead-to-tour conversion: > 40%
- Tour-to-application conversion: > 45%
- Approval-to-signed lease: > 75%
- No-show recovery within 48h: > 30%

Implementation Timeline (30 Days)

Week 1: Data integration + market messaging setup

Week 2: AI script optimization + conversion triggers

Week 3: Dashboard go-live + role-based response SOPs

Week 4: KPI calibration + property-level conversion optimization

Management Cadence

- Daily: Hot-lead command list, noon conversion check, EOD variance report
- Weekly: Source ROI analysis + script/offer optimization
- Monthly: Occupancy velocity and revenue-impact review

Expected Outcomes

- Faster conversion in a competitive growth market
- Lower leakage in tour and application stages
- Better approval-to-close speed
- Stronger occupancy and pre-leasing control with measurable reporting

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.