

# 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