

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