

# The State of AI in Multifamily One Year Later

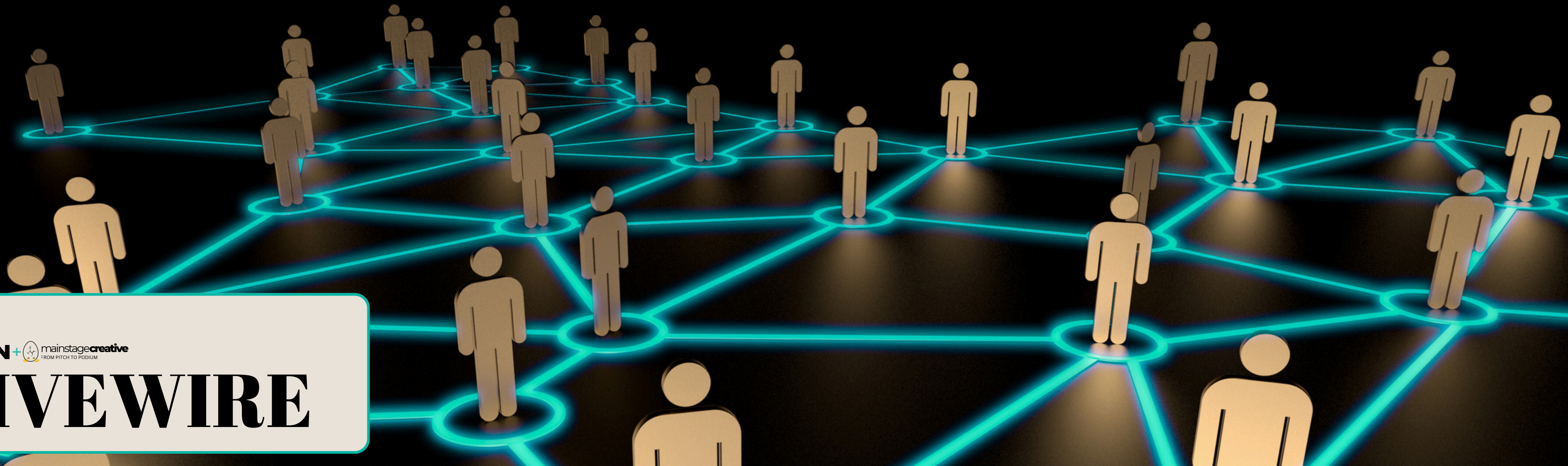
presented by



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FROM PITCH TO PODIUM

# LIVEWIRE

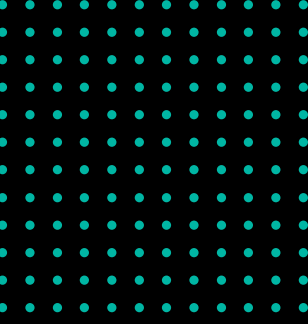
# From Experimentation to Operations

How AI evolved from pilots and hype into embedded operational infrastructure across multifamily.

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## One Year Ago vs. Today

- Operators were exploring AI through pilots, demos, and isolated use cases
- AI now supports leasing, resident communication, maintenance workflows, and centralized operations
- The conversation shifted from 'Should we use AI?' to 'How do we operationalize AI responsibly?'

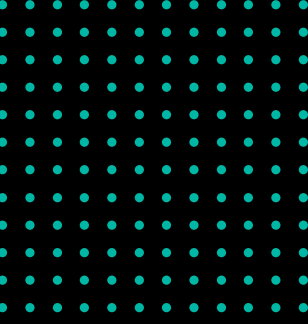
# Communication & Perception Became Critical

The industry learned quickly that resident trust and team adoption matter as much as the technology itself.

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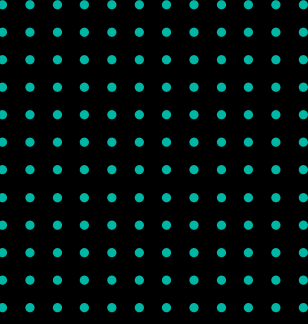
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## The Human Side of AI Became the Hardest Side

- Residents care less about whether AI exists
- More about:
  - Responsiveness
  - Convenience
  - Resolution quality.
- AI now supports leasing, resident communication, maintenance workflows, and centralized operations



## The Human Side of AI Became the Hardest Side

- Teams often worry about replacement, loss of personalization, and over-automation
- Operators succeeding with AI position it as:
  - Support for associates
  - Enhancement of services
  - Remove of friction; not replacement of people

# AUDIENCE POLL!

What is the biggest challenge your organization faces with AI today?



# The Biggest ROI Has Been Augmentation, Not Replacement

AI is scaling teams, accelerating centralization,  
and improving consistency — more than  
eliminating roles

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## Where AI Is Actually Delivering ROI

- Leasing & communication:
  - 24/7 responses, follow-up automation, faster lead engagement
- Operational efficiency:
  - maintenance triage, internal knowledge lookup, summarization, reporting assistance
- Centralization:
  - AI enables leaner onsite staffing models while improving response consistency and scalability

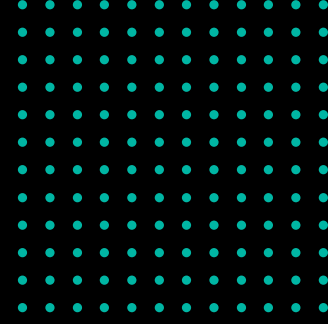
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# AUDIENCE POLL!

Which area do you believe AI will impact **MOST** in multifamily over the next 2 years?



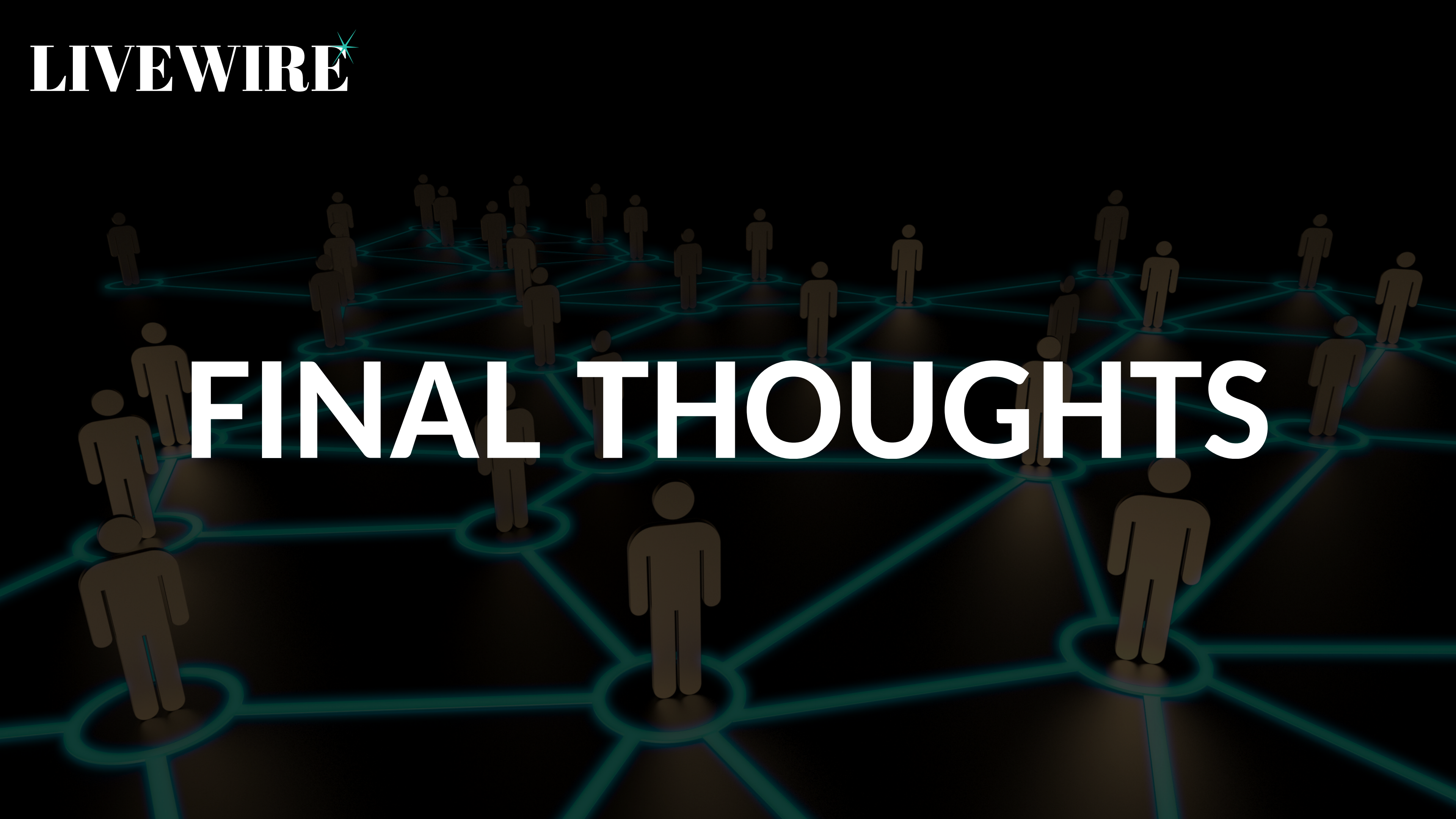


AI is no longer the differentiator.

Execution, trust, and operational design are.

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# FINAL THOUGHTS





# Session Wrap-Up



**AI moved from experimentation to operational infrastructure faster than most expected.**

**Communication, trust, and perception now matter as much as the technology itself.**

**The biggest winners will use AI to augment teams and scale operations — not simply reduce labor.**



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