

Agentic AI Fluency & Adoption Playbook 2026

How multifamily operators build real AI fluency, deploy Agentic AI with confidence, and convert technology into measurable NOI outcomes - now and through 2028.

88%

of enterprises use AI
in ≥1 business function

McKinsey, 2025

72%

of multifamily operators
worry slow AI hurts NOI

280 Exec Survey, 2025

\$52.6B

projected AI agents
market by 2030

MarketsandMarkets

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Who This Playbook Is For:

VPs and Directors of Operations, Regional VPs, Owner/Operators, CMOs, CTOs, and any multifamily executive responsible for technology strategy, AI adoption, and NOI performance across portfolios of 10–500+ communities.

The Agentic Moment: Why 2026 Is the Decision Point

Agentic AI — AI that reasons, plans, and executes multi-step workflows autonomously — has moved from conference panel abstraction to operational reality in the span of 18 months. For multifamily operators, this shift is not a technology event. It is a performance event.

The data is unambiguous. Operators deploying Agentic AI in leasing, resident operations, and maintenance are reporting documented NOI gains. Those who are not are watching the gap widen — and 72% of multifamily executives say they are already concerned that slow adoption is beginning to hurt their numbers.

This playbook is a research-backed operational framework built specifically for multifamily operators who need to understand Agentic AI precisely — what it is, what it requires, what it delivers, and how to implement it with speed and confidence.

Five Themes This Playbook Addresses

- 1 **The AI Fluency Gap**
Most operators have tools but lack understanding of what Agentic AI actually does — and why the architecture of the agent matters more than its features.
- 2 **The NOI Connection**
Agentic AI is not a cost center. When deployed correctly, it is a measurable revenue and efficiency driver with documented ROI across leasing, renewals, and maintenance.
- 3 **The Stack Problem**
The operators who win in 2026 will consolidate fragmented tools into unified agentic platforms that reduce cost and increase visibility.
- 4 **The Implementation Reality**
Agentic AI deployments that succeed are not IT projects. They are operational decisions with a 30-day deployment window and no requirement for internal engineering.
- 5 **The Window**
67% of multifamily executives believe early AI adopters will maintain a permanent competitive advantage. The window is narrowing.

9.85x

ROI documented
(Greystar, 520 communities)

97 hrs

Staff time saved/property/mo
(Betterbot platform data)

28.47%

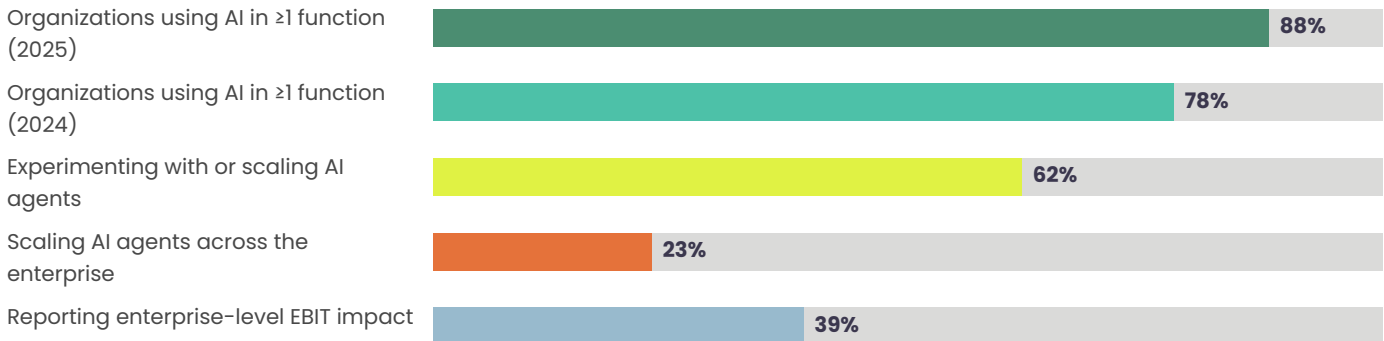
Lead-to-appointment
conversion (platform avg.)

\$1.06M

Savings at 59 properties
(Kettler, customer data)

The Enterprise Reality: Broad Use, Shallow Deployment

McKinsey's November 2025 Global Survey of 1,000+ executives paints a precise picture of where AI stands: near-universal adoption in name, but a persistent gap between tool deployment and enterprise-level value capture.



Source: McKinsey Global Survey on the State of AI, November 2025. 1,000+ respondents across industries.

Key Enterprise Findings

Redesigning workflows drives value

AI high performers are 2x more likely to be redesigning workflows around AI — not just adding AI to existing processes. The tool is not the differentiator. The operational redesign is.

Agents are here but narrow

62% of organizations are experimenting with AI agents, but no single business function has more than 10% of companies scaling agents. The opportunity window is open.

Growth objectives outperform efficiency-only

80% of organizations set efficiency as the AI objective — but companies seeing the most value also set growth and innovation as co-objectives. Efficiency alone doesn't unlock full AI ROI.

PwC & Bain: What Makes Agents Accretive to the P&L

PwC's research on Agentic AI reinvention identifies three preconditions for agents that add to earnings: (1) clean, integrated data foundations, (2) workflow redesign before deployment — not after, and (3) human-in-the-loop governance for high-stakes decisions. Bain's 2025 Technology Report confirms: organizations that skip data infrastructure and deploy agents on top of fragmented systems consistently underperform those who build the foundation first.

The Multifamily AI Reality: Curiosity to Competitive Divide

A 2025 survey of 280 multifamily executives (director level and above, at operators with 200+ employees) delivered the most granular data yet on AI's foothold in the industry. The finding: AI has crossed from early adopter experiment to mainstream operational tool — but the gap between leaders and laggards is widening fast.

85%

Measurable improvement in lead-to-lease conversion rates

77%

Report moderate-to-significant reductions in operating expenses

78%

Have already lost business to AI-enabled competitors

72%

Worried slow AI will negatively impact NOI in 2 years

Source: 2025 Multifamily AI Survey (280 multifamily executives, director-level+). Joint research published October 2025.

The Multifamily AI Adoption Spectrum — Where Operators Stand in 2026

Stage 1 AI-Curious

~32% of market

Using chatbots or basic automation. No agentic capability. Relying on vendor promises without measuring outcomes.

Stage 2 AI-Experimenting

~38% of market

Running pilots in 1–2 functions (usually leasing). Measuring conversions but not full-stack operational impact.

Stage 3 AI-Operating

~22% of market

Deployed across leasing, maintenance, and renewals. Measuring staff hours, NOI, and conversion at the portfolio level.

Stage 4 AI-Compounding

~8% of market

Agentic AI embedded in operations. Using data to continuously improve agent performance. Platform approach, not point solutions.

NAA Industry Pulse: Measured but Real Progress

NAA's Industry Pulse data, covering nearly 1,000 property management professionals, confirms that while AI use is broadening, the weighted average of AI usage across operational functions remains between 1.7 and 2.4 on a 5-point scale — and 54% have no immediate plans for full AI adoption. The early movers are establishing a durable performance advantage. The majority are still choosing to wait.

From Chatbot to Agent: Why the Architecture Is the Product

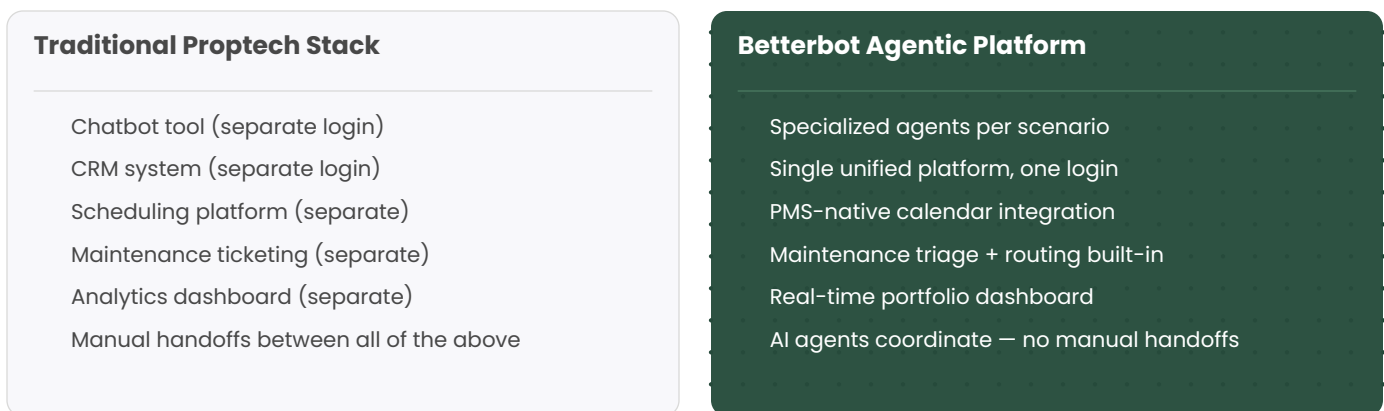
The multifamily technology market is saturated with the word "AI." A form that auto-populates fields is AI. A chatbot that answers FAQs is AI. A scheduling link sent automatically is AI. This definitional inflation obscures the only distinction that matters for your NOI: does the system respond, or does it execute?

The Four Levels of AI Agency (AWS Framework, 2025)



Source: AWS Enterprise Leaders Guide to Autonomous Agents, June 2025.

What Makes Betterbot's Architecture Different



"The platform itself is agentic in nature. Agents run the system. That's not a marketing claim — it's an architectural decision we made from day one, and it's what makes scale possible without scaling headcount." — Zlatko Bogoevski, CEO, Betterbot

Building AI Fluency: What Operators Must Know

Across enterprise AI research from McKinsey, Deloitte, IBM, and BCG, one finding surfaces consistently: technology is rarely the limiting factor in AI outcomes. The limiting factor is organizational fluency — the ability to understand what agents can and cannot do, design workflows around them, and set appropriate governance. In multifamily, the questions that matter are not "Is this AI?" but rather:

Q1 Does the AI execute, or only respond?

Q2 Does it integrate natively with my PMS, or does it create a new data silo?

Q3 Can it coordinate across leasing, maintenance, and renewals — or only one function?

Q4 What does it do when it reaches the limit of its capability?

Q5 How do I measure its output in terms my CFO will believe?

The Fluency Foundation: Four Prerequisites (IBM & WEF, 2025)

Data Clarity

Agents perform at the quality of data they can access. Before deploying, operators need clean, integrated data from their PMS, CRM, and leasing systems.

Workflow Redesign

PwC's and Bain's research is emphatic: AI deployed on top of broken workflows makes broken workflows faster. Identify which workflows the agent will replace — not augment.

Human Checkpoints

IBM's Agentic Operating Model and WEF both identify human-in-the-loop governance as essential for high-stakes decisions. Not every agent action should be fully autonomous from Day 1.

Measurement Design

Accenture's research shows organizations measuring AI impact at the use-case level capture ROI 3x faster. Define your KPIs before deployment, not after.

Deloitte: The Agentic Enterprise by 2028

Deloitte's Agentic Enterprise 2028 report stress-tests a 2026 AI roadmap against a three-year horizon and finds that organizations building on agentic foundations in 2026 will have compounding operational advantages by 2028 — because agent capabilities, data quality, and workflow integration all improve over time as the system learns. The operators who start in 2026 will not just be ahead in 2026. They will be structurally ahead in 2028 and beyond.

Numbers That Matter: Documented Portfolio Outcomes

The most common objection to AI investment is the ROI question. In multifamily, Betterbot's platform data – and the independently documented results across customer portfolios – removes that objection. These are not projected returns. They are audited outcomes.

<p>9.85x</p> <p>ROI Documented</p> <p><small>Greystar, 520 communities Customer account data</small></p>	<p>\$12.7M</p> <p>Annual Labor Efficiency</p> <p><small>Annual value – Greystar Customer account data</small></p>	<p>\$1.06M</p> <p>Savings at Scale</p> <p><small>Kettler, 59 properties Customer account data</small></p>
<p>97 hrs</p> <p>Staff Time Saved</p> <p><small>Per property per month Betterbot platform avg.</small></p>	<p>28.47%</p> <p>Lead-to-Appt Rate</p> <p><small>Conversion platform avg. Betterbot platform data</small></p>	<p>7.6x</p> <p>Average Platform ROI</p> <p><small>Across all deployments Betterbot CEO data</small></p>

Average Monthly Activity Per Property (Betterbot Platform)

<p>70+</p> <p>Leads Managed</p>	<p>20.5</p> <p>Appointments Scheduled</p>	<p>206</p> <p>Email Interactions</p>	<p>157</p> <p>SMS Conversations</p>	<p>14</p> <p>Maintenance Handled</p>
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The Leasing Leakage Calculator: Your Portfolio's Number

ASSUMPTION	BENCHMARK	YOUR #	ANNUAL IMPACT
Properties in portfolio	50	-----	—
Avg. inbound leads / property / month	70	-----	—
After-hours leads (60% of total)	42/property	-----	~Lost
Leads lost to slow response (40%)	~28/property	-----	\$100K-\$250K
Cost per missed lease (rent loss + turn)	\$4,000-\$8,000	-----	Compounding
Renewal leakage (1 pt rate, 500 units)	\$200K avoided	-----	\$200K/point
ESTIMATED TOTAL ANNUAL LEAKAGE	—		\$500K-\$2M+

Sources: Betterbot platform data, NAA 2024 (\$4,000+ turn cost), NAA (60%+ after-hours), CBRE 2026 Multifamily Outlook.

Point Solution Fatigue: The Hidden NOI Leak

The multifamily industry is experiencing what Commercial Observer calls "late-cycle proptech fatigue." The average mid-market operator runs 15–40 separate technology platforms. RET Ventures' LP survey found tech stack cost reduction was the #1 technology priority heading into 2026 — not new capability, but reduction of fragmented cost.

The Point Solution Cost Accumulation Problem

TOOL	TYPICAL COST	OVERHEAD
Leasing chatbot	\$2–4/unit/mo	Login 1
CRM / lead tracking	\$1.50–3/unit/mo	Login 2
Tour scheduling platform	\$1–2/unit/mo	Login 3
Resident communication	\$2–3/unit/mo	Login 4
Maintenance ticketing	\$2–4/unit/mo	Login 5
Analytics / reporting	\$1–2/unit/mo	Login 6
Email/SMS nurture	\$1–2/unit/mo	Login 7
TOTAL FRAGMENTED STACK	\$10.50–\$20/unit/mo	7 Logins

Source: RET Ventures LP Summit Survey 2025. Commercial Observer proptech analysis, September 2025.

Fragmentation vs. Platform: The Operational Difference

Fragmented Stack Problems

- No single view of portfolio performance
- Manual handoffs between systems create errors
- Each tool requires separate training & adoption
- Reporting requires exporting from 7+ sources
- Vendor management overhead multiplies
- Inconsistent resident experience

Unified Platform Advantages

- Real-time portfolio dashboard, single view
- Agents coordinate — no human handoffs
- One platform, one onboarding, one login
- Reports auto-generated, always current
- Single vendor, lower total cost
- Consistent resident experience every channel

Built for Multifamily from the Ground Up

Betterbot is the only agentic AI platform rebuilt from scratch on a true multi-agent architecture specifically for multifamily. Where competitors offer a primary product with adjacent features, Betterbot coordinates specialized agents across the entire prospect-to-resident lifecycle — each optimized for its task, all operating within a single platform trusted by 8 of the NMHC Top 10.

Four Pillars of the Betterbot Agentic Platform

<p>ATTRACT Agentic Marketing</p> <p>Converts leads from any source — web, ILS, SMS, voice, email — with immediate channel-tuned responses.</p> <ul style="list-style-type: none"> • 24/7 immediate response • Channel-tuned AI (voice/chat/SMS/email) • ILS & PMS-native lead capture • Fair Housing-compliant responses 	<p>CONVERT Agentic Leasing</p> <p>Tour booking, qualification, follow-up sequences, and full CRM logging — executed automatically in the same conversation.</p> <ul style="list-style-type: none"> • In-conversation tour booking • Preference-matched unit selection • Automated multi-touch follow-up • Full CRM logging, no manual entry 	<p>RETAIN Agentic Resident Ops</p> <p>Proactive renewal outreach starting 120 days before lease end. Maintenance triage and routing. 97 hrs staff time saved per property/mo.</p> <ul style="list-style-type: none"> • 120-day proactive renewal sequence • Maintenance triage & routing • Resident satisfaction monitoring • Portfolio retention analytics 	<p>REPORT Portfolio Intelligence</p> <p>Real-time unified dashboard across every property with NOI-linked performance metrics and conversion benchmarks.</p> <ul style="list-style-type: none"> • Portfolio-wide real-time dashboard • NOI-linked KPI tracking • Conversion & efficiency benchmarks • Exportable reports for ownership
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PMS Integrations — Native, Two-Way, Live

AppFolio

Yardi

RealPage

Rent Manager

ResMan

Entrata

RentCafe

Agentic AI Comparison: Execution vs. Response

CAPABILITY	BETTERBOT	ELISE AI	FUNNEL	TRADITIONAL
Agentic architecture (multi-agent)	Native	Partial	Partial	
In-conversation tour booking	Confirmed			
Maintenance triage + routing	Native	Partial	Partial	
120-day renewal automation	Native		Partial	
Portfolio-wide real-time dashboard	Native	Partial		
Built multifamily-only from ground up				
No IT required, 30-day deployment		Partial	Partial	

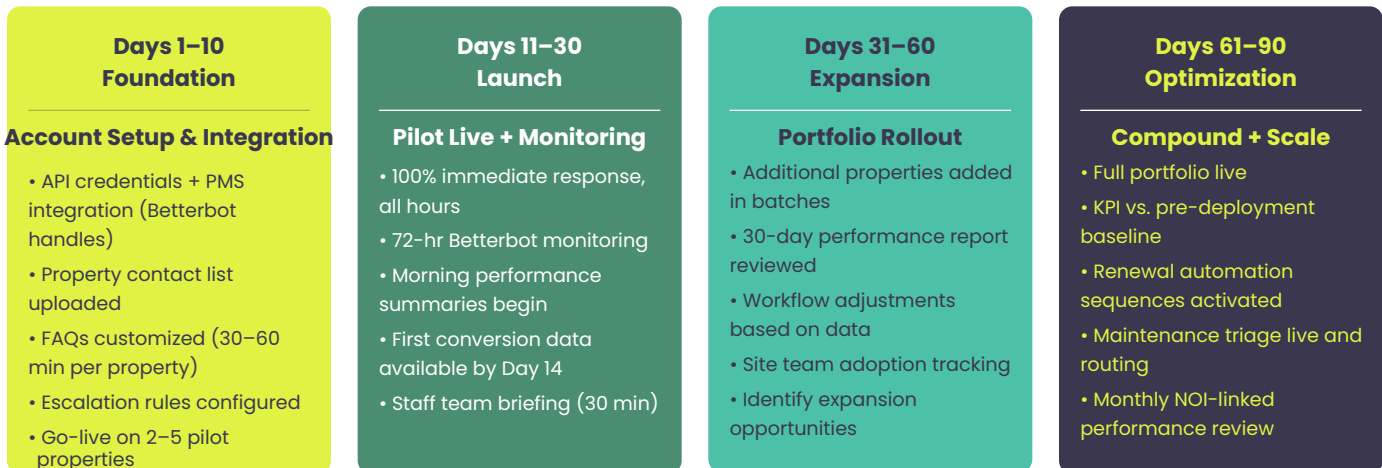
90-Day Agentic AI Adoption Roadmap for Multifamily Operators

Implementation does not require IT. It requires operational clarity. The following roadmap is built on Betterbot's deployment data across thousands of properties and implementation research from McKinsey, IBM, and PwC — distilled into the specific steps, sequencing, and success metrics that work in multifamily.

Phase 0 — Before You Deploy: Fluency Checklist (Week 1)

- Identify the 3–5 operational workflows you want the AI to own (not augment).
- Confirm PMS integration compatibility (AppFolio, Yardi, RealPage, Entrata, ResMan, RentManager).
- Define your KPIs before launch: lead-to-appointment rate, staff hours per property, renewal conversion.
- Identify your 2–3 pilot properties — ideally a mix of sizes and PMS systems.
- Assign one internal point of contact who will monitor the 30-day report.

The 90-Day Implementation Timeline



Success Metrics: What to Measure and When

METRIC	BASELINE TARGET	30-DAY CHECK	90-DAY TARGET
Lead-to-appointment conversion	< 15% manual	20%+	28%+ (platform avg.)
Staff hours saved / property / mo	0 hrs	40–60 hrs	97 hrs (platform avg.)
After-hours lead capture rate	< 30%	80%+	100%
Tour show rate	< 60%	65%+	72%+
Renewal conversation start (days out)	30 days	60 days	90–120 days
Maintenance triage response time	4–8 hrs	< 2 hrs	< 30 min (AI triage)

What Changes Next: Preparing for the Agentic Enterprise

Deloitte's Agentic Enterprise 2028 report, BCG's Machines That Manage Themselves, and McKinsey's Agentic Organization analysis converge on a consistent picture of where AI is heading — and what operators who act in 2026 need to build toward. The operators who get this right will not just be ahead in 2026. They will be structurally advantaged through 2028 and beyond.

Three Horizon Shifts to Plan For (2026–2028)

2026 — Adoption (Now)

Multi-agent systems coordinating across leasing, maintenance, and renewals. Operators deploying now build the data foundation that makes 2027–2028 possible.

What to do: Deploy across the full leasing lifecycle. Measure everything. Build your data layer.

2027 — Orchestration (Near)

Agents managing agents. AI systems coordinate without human instruction across vendor networks, maintenance routing, revenue management, and predictive renewals.

What to prepare: Evaluate your PMS and integration architecture. Ensure your AI platform can receive new agent capabilities as they are released.

2028 — Autonomy (Horizon)

Gartner projects 15% of work decisions made autonomously by agentic AI by 2028, up from 0% in 2024. For multifamily: autonomous leasing cycles, maintenance dispatch, renewal negotiations.

What to prepare: Human-in-the-loop governance frameworks. Define which decisions require human approval — and build those checkpoints now.

BCG & McKinsey: The Agentic Organization

BCG's Machines That Manage Themselves (2025) and McKinsey's Agentic Organization report both identify the same transition: organizations that adopt agentic AI are not just automating tasks — they are redesigning decision-making. In property management, this means moving from reactive operations (respond to what happened) to proactive orchestration (agents anticipate and act before humans are needed). The operators who build toward this in 2026 will not need to retrofit in 2028.

WEF 2025: Governance Guardrails for Agentic AI

1. Define the Decision Boundary

Identify which decisions the agent can make autonomously (tour scheduling, FAQ response, maintenance triage) vs. which require human approval (lease terms, eviction processes, legal communications).

2. Build Audit Trails

Every agent action should be logged and reviewable. Betterbot's platform automatically logs full conversation history and action records — this is operational infrastructure, not optional governance.

3. Set Escalation Rules

Configure specific triggers that send interactions to human agents: distressed resident language, complex maintenance emergencies, lease dispute signals. Train your team on what the handoff looks like.

4. Review Quarterly

Agent performance, bias patterns, and edge cases should be reviewed quarterly. As AI capabilities improve, your governance framework should evolve to allow more autonomy where performance is proven.

Data Sources & Research Citations

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Key Terms

Agentic AI: AI systems that reason, plan, and execute multi-step tasks autonomously across systems — not just respond to single queries.