

Leasing Automation at Portfolio Scale

Eliminate the manual execution gap from first inquiry to signed lease — across every property, 24/7.

28.47%

Lead-to-appointment conversion rate

Betterbot platform avg.

97 hrs

Leasing staff time saved / property / month

Betterbot platform avg.

9.85x

Documented ROI — Greystar, 520 properties

Customer account data

100%

After-hours leads handled — immediately

Betterbot platform data

The Problem

Mid-market operators managing 10–200 communities face a leasing execution problem that staffing alone cannot solve. 60% of prospect engagement happens outside business hours (NAA, 2024). The margin between a 5-minute response and a 4-hour response is an estimated 15–20 percentage points of conversion. At portfolio scale, that gap costs millions in annualized revenue — from leads that arrived at 10 PM and were never answered before the prospect toured elsewhere.

"The speed of response changed immediately. We knew that there was a conversation going on in the background, whether it was to keep that lead warm or get some missing information."

— John Gonzalez, SVP Operations, ITEX Group (100+ properties)

\$1.06M documented savings — Kettler, 59 properties (7.3x ROI)

What Betterbot Executes

- **Immediate omnichannel engagement**
AI responds instantly to every inquiry via Chat, Email, SMS, and Voice — any hour, any channel.
- **Prospect qualification**
Automatically qualifies against your criteria using real-time PMS data. No human required.
- **Direct tour booking**
Books tours into the property calendar in-conversation. No link. No form. Confirmed instantly.
- **CRM auto-update**
Every conversation is logged automatically with full detail. Zero manual entry.
- **Multi-touch nurture sequences**
Automated follow-up at defined intervals for prospects who don't book immediately.
- **Portfolio-level reporting**
Real-time conversion rates, lead volume, and leasing velocity across every property.
- **Multi-property marketing automation**
AI-generated, brand-matched property websites and digital ad spend optimization.

What Makes This Different

Execution, not just responses

Books tours, updates CRM, runs nurture — full workflow, zero handoffs dropped.

Purpose-built for multifamily

Every integration, workflow, and feature designed for apartment operations.

PMS-native, not bolted-on

Real-time two-way sync with your existing stack. Augments, doesn't replace.

30-min site team training

Customize FAQs and escalation paths. No coding. No IT team required.

PMS Integrations

AppFolio · Yardi · RealPage · Rent Manager · ResMan · Entrata
Real-time two-way sync across all platforms.

See Betterbot run leasing at your portfolio scale — live.

30-minute demo, tailored to your PMS and property count.
Book a demo: <https://bit.ly/BetterbotAgenticDemo>