

24/7 Supply And Demand

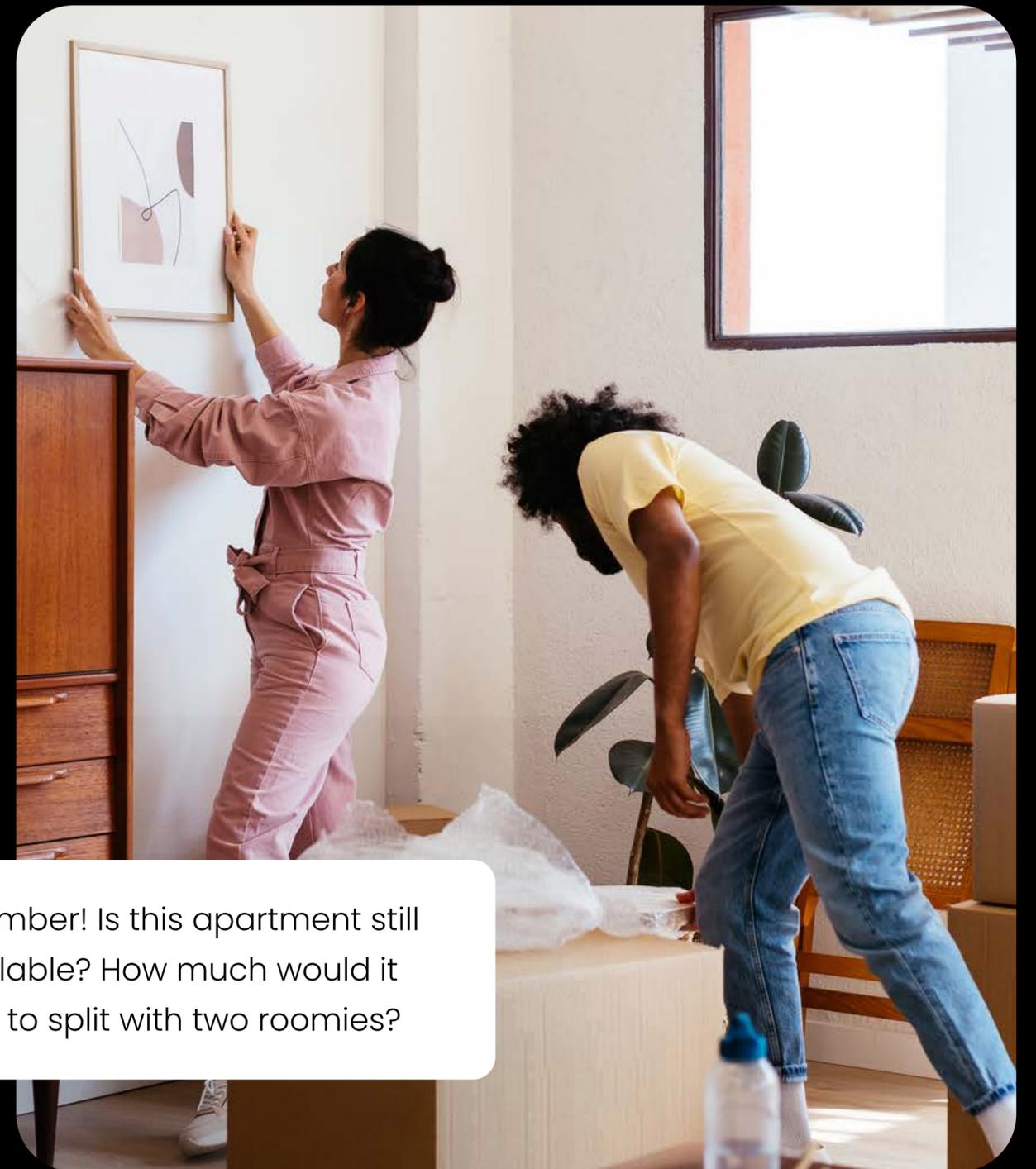
# Asset Living Accelerates Student Housing Lead-To- Lease With EliseAI

EliseAI's AI Leasing Assistant Amber meets the unique expectations of student renters and helps Asset Living student housing properties hit occupancy goals with less staff.



Elise<sup>AI</sup>

ASSET



Hi, Amber! Is this apartment still available? How much would it cost to split with two roomies?

## The Problem

# Back-To-School Season Starts With Apartment Hunting

Asset Living currently operates numerous student housing communities across the nation. Fast responses make the difference, and students reach out at all hours with specific, unique questions. AI Leasing Assistant Amber was built to relieve the burden on leasing teams and expedite leasing.



# 111%

Increase in appt conversion  
(18% to 38%)



# 2+ Hours

Saved by leasing teams  
everyday



# 24%

Application rate

## How Elise Does it

# EliseAI Has **Enhanced** The Student Prospect Experience

With EliseAI, Asset Living has seen results that **surpass competition**. Student prospects have distinctive needs and demands, and Amber seems and feels like a leasing agent with years of experience.

Elise<sup>AI</sup>

## AI Leasing Assistant **Amber** can....

### **Connect With Renters On The Go And Remotely**

Asset Living Student prospects reach out via chat, email, and text and may need to see **floorplans**, **virtual tours**, and **community photos** so they can lease site unseen.

### **Communicate With Prospects After-Hours**

**37% of student housing leads** reach out after the office is closed for the day and Amber replies within minutes, no matter the time.

### **Answer Unique Income, Qualification, & Pricing Questions**

Students get money from family, grants, scholarships, and part-time or full-time jobs. They have questions about income, guarantors or price per bed, which **Amber can always answer accurately**.

How Elise Does it

# Conversational AI Quality **Speeds Up** Leasing

Amber can answer multiple questions at once, responds within minutes, and schedule tours within 10 minutes of first contact. Amber also offers virtual tour options and provides more information than just direct answers.

Elise<sup>AI</sup>

< Inbox



Rental Inquiry: 401 Thompson Ave, Apt 3R



Gemma Abrams

Elise



Hi, Is this two bedroom close to campus still available? I have one roommate I want to split rent with and a cat. Can I see the floorplan?

Thanks,  
Gemma Abrams



Elise

Gemma Abrams



Hi, Gemma. This apartment is available for move-in on Jan 31. The price per roommate would be \$650. We love pets! You are allowed up to two cats for a \$50 pet fee. Would you like to schedule a tour today or tomorrow? We have virtual tour options available.

**Spruce**

Unit 3 | 2 bd | 1 br



Best,  
Amber, Your Leasing Assistant

## Operational Benefits of EliseAI

# More Hours Saved, More Leads Acquired, Even After-Hours

Asset Living is **saving hundreds of hours every year**, with onsite and offsite teams able to use their time more purposefully on resident and prospect engagement in person. EliseAI also manages prospects after the office closes.

With a 24/7 leasing tool on the team, student housing can scale without over-hiring during peak season.

Elise<sup>AI</sup>

47 Hours

Potential Monthly Hours Saved Per Building

1-2 mins

Average AI Response Time

37%

Of Leads Managed After Hours

\*Potential Savings Calculated Using Jan-23 Asset Living Performance Metrics, Selected Case Studies, and Industry Average Costs

# What Prospects & Residents Are Saying...

“

I spoke with Amber to schedule a tour and was *blown away*. Amber emailed me back right away and answered my questions *quickly*, which made making a decision much easier. I was so surprised that Amber was an AI!

Jane

College Student And Asset  
Living Resident

“

Everything is smooth sailing so far! *It makes my job so much easier.*

Leasing Agent, Indigo at 110, South Carolina

“

*Elise has been awesome with contacting leads and keeping the conversation lively.* I enjoy that the lead feels like they are speaking to not an AI but someone from our property and then we have the conversation feed saved.

Leasing Agent, North 38 Apartments, Virginia