

Elise^{AI}

Cardinal Group Management Centralizes Leasing & Collections For Over 14k Units

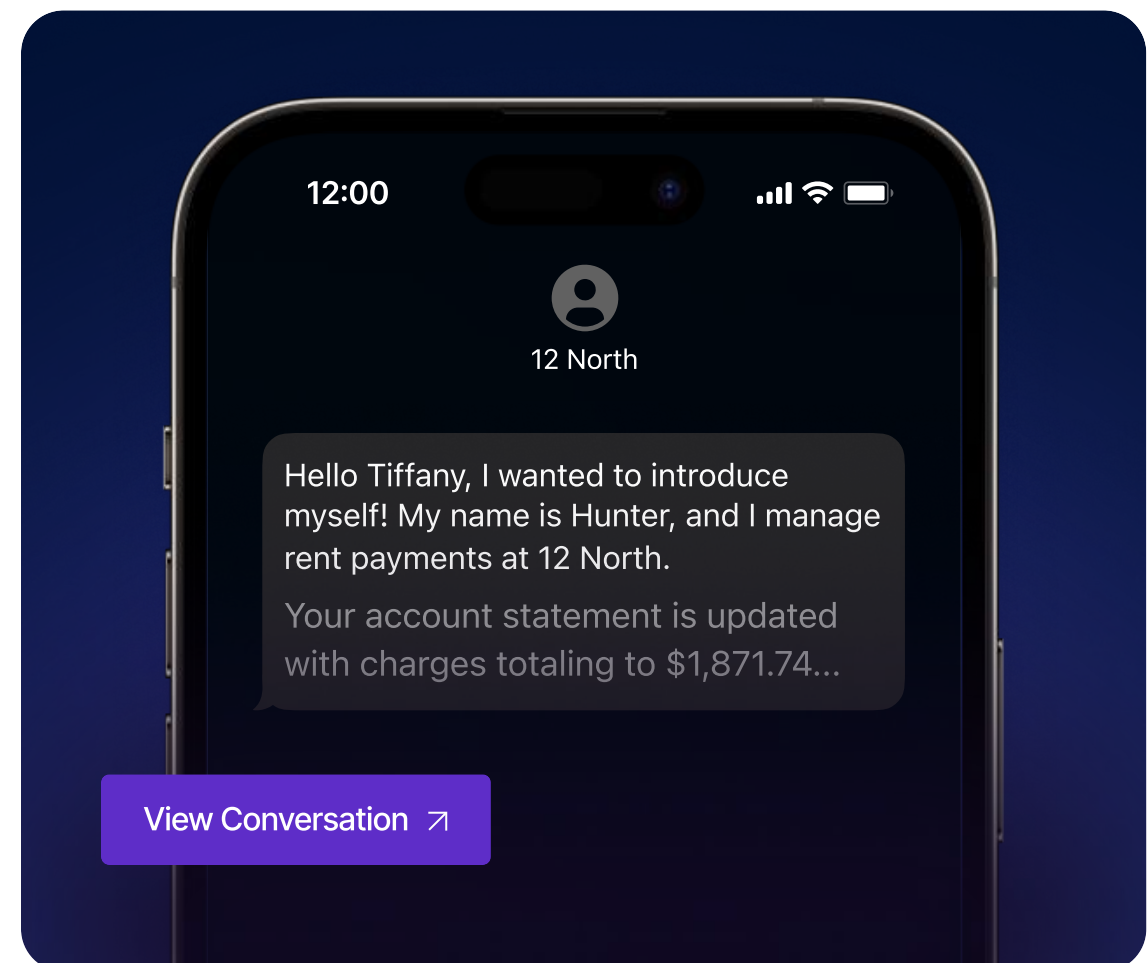
EliseAI enables their remote specialists to manage many communities, automating lead capture and rent collection.

Cardinal Group's Approach To Centralization

- ✓ New, centralized roles support multiple communities
- ✓ Smaller onsite teams facilitate in-person experiences
- ✓ Improve & scale operations based on AI-collected data

AI Assistant Hunter Operates With The Centralized Services Team

- ✓ **Omnichannel**
Email, text, webchat, and phone calls
- ✓ **Renter-First**
Responds in minutes and follows-up
- ✓ **Industry-Specific**
Deep knowledge of conventional and student housing
- ✓ **Advanced Cross-Selling**
Recommends units based on renter specifics



Elise^{AI}

The Key To Profitable Centralization

AI Assistant Hunter manages renters from leasing through renting, evolving from their LeasingAI to ResidentAI seamlessly.

"We have scaled to support more than 14k units with centralized collections and more than 8.5k units with centralized leasing. With EliseAI, we have created specialized roles to totally redefine operations."

Jacob Kosior, VP of Centralized Services
Cardinal Group Management

LeasingAI Performance Metrics

28,839

Leads Managed By Hunter

44%

Of Leads Managed After-Hours



53,331

Follow-Ups From Hunter

25%

Lead-To-Tour Conversion

7%

Lead-To-Applied Rate

11,853

Hrs. Saved For Centralized Teams

ResidentAI Performance Metrics For Delinquency

84%

Of All Payments Collected With AI

72,000

Texts Sent By Hunter

89%

Of Payments Made In 5 Days Or Less

\$97M

Collected In Three Months

63%

Decrease In Delinquency In Three Months

January 1 - March 31, 2024