

The Burlington Doubles Application Conversion With EliseAI

With the help of a **24/7 AI leasing assistant**, Lincoln Property Company has implemented **automation for 90% of their prospect communication** across all channels and communities.

Elise^{AI}

LINCOLN
PROPERTY
COMPANY



The Problem

The Burlington's Onsite Team Is Empowered By EliseAI

Located in St. Paul, MN, The Burlington receives **hundreds of inquiries monthly** for availability.

Two members of the three-person leasing team are new hires, and they are utilizing an AI assistant named Mary to relieve the burden of handling prospect communications through email and text.

Elise^{AI}



41%

Appointment Conversion
(vs. industry avg 10-15%)

32%

Lead-To-Show Conversion



1-3 Minutes

Response Time by Elise

10%

Application Conversion
(vs. 3% industry average)

How EliseAI Does it

EliseAI Has **Transformed** The Burlington's Prospect Experience

- ✓ **Responds To Leads Across All Channels**

via email, chat, or phone.

- ✓ **Manages 45% of All Leads After-Hours**

after the the leasing office closes, and Mary replies within minutes.

- ✓ **Provides A Digital And Remote Leasing**

with floorplans, community photos, and virtual tours.

- ✓ **Schedules Tours Within 10 Minutes**

and can reschedule based on prospect and agent availability.

< Inbox

Rental Inquiry: 401 Thompson Ave, Apt 3R



Gemma Abrams

Mary ▾



Hi, Is this two bedroom close still available? I have two cats, and can I see a floorplan?

Thanks,
Gemma Abrams



Mary

Gemma Abrams ▾



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

Spruce

Unit 3 | 2 bd | 1 br



Best,
Mary, Your Leasing Assistant

Operational Benefits Of EliseAI

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

Leasing teams at The Burlington are less stressed managing the leasing process, thanks to EliseAI.

Lincoln Property Company teams nationwide are saving **hundreds of hours every month**, and creating more positive resident experiences.

Elise^{AI}

3,000

Messages Sent By EliseAI

90%

Of Prospect Interactions Managed By AI

2+ Hrs Saved

By leasing teams every day

45%

Leads Managed After-Hours

What The Burlington Agents Are Saying...

“At my previous company, I used to wake up to over **300+** **messages** on email and social media from leads. Now, I wake up knowing that overnight, EliseAI has scheduled tours for the day and replied to leads **instantly.**”

Nathan M

The Burlington,
Lincoln Property Company

“I love focusing on planning resident experiences, and managing the move-in process. We have **more time** to be **more thoughtful** about the gifts we provide new residents, and assure that the units are clean and ready for them. We can also be really present during tours.”

Lulu Z

The Burlington,
Lincoln Property Company