

How NexMetro Converts 57% Of Leads To Tour In Texas

Dallas-Fort Worth-Arlington is the fastest growing rental market nationwide, with 34,345 units to be added in 2023. With renter demand high and leasing teams at their limit, NexMetro uses their AI Assistant Arthur to automate the leasing journey.

Elise^{AI}

NEXmetro
Communities



The Problem

Dallas-Fort Worth-Arlington grew by 170,000 residents in 2022

As the population in Dallas grows and with the housing supply closely matching demand, buildings without AI are failing to respond to prospects. This gives NexMetro a significant competitive advantage.

DFW Buildings Without AI

- ✗ 41% of properties never responded
- ✗ Only answered 34% of questions
- ✗ 23h 25min first response time
- ✗ Only Follows Up Once
- ✗ 0.6 attempts to schedule a tour per lead

NexMetro Buildings With AI

- ✓ Responds 100% Of The Time
- ✓ Answers 100% of questions
- ✓ 1-3 Minute Response Time
- ✓ On Avg, Follows Up 4 Times
- ✓ Attempts to schedule a tour every message

Solving The Problem

Answering Leads 24/7 Can Be All-Consuming

NexMetro's onsite teams juggle walk-ins and in-person appointments throughout the day. EliseAI's Leasing Assistant, Arthur, handles lead responses and schedules appointments online. It's the perfect balance between human and AI management.

EliseAI **Automates** Prospect Interactions & **Improves** The Leasing Experience Across Every Channel

- Email
- Text
- Phone
- Chat

Elise^{AI}

57%

Tours **Booked By AI**

42%

Messages Sent After-Hours

183_{hrs}

Hours saved by leasing teams every month

\$3.6K

Money Saved Based On Time Saved Every Month

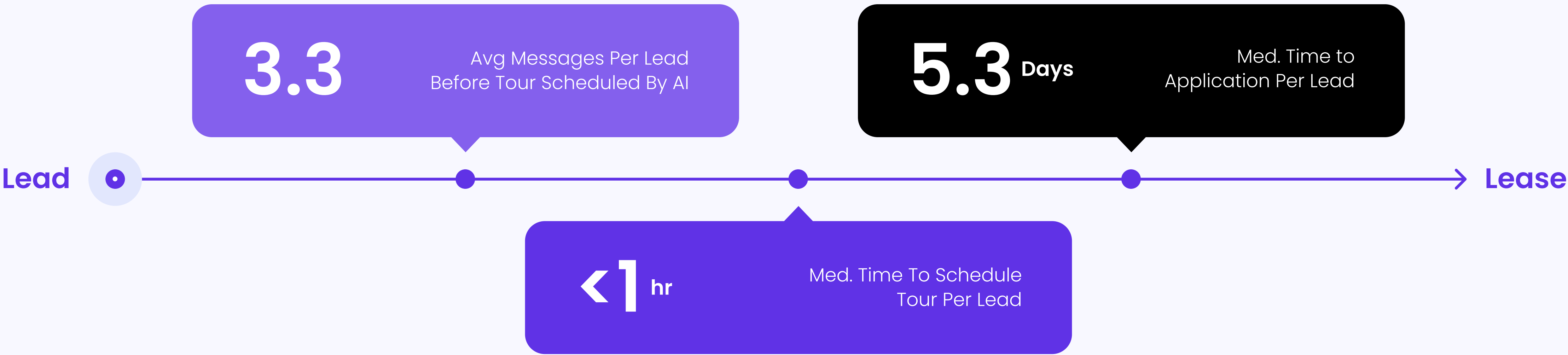
*From Jan 2023-Aug 20, 2023

How EliseAI Does it

Arthur Reduces Time
On Market &
Accelerates Leasing

Two of NexMetro’s communities that are seeing the highest performance using EliseAI are **Avilla Traditions & Avilla Grove**.

EliseAI Assistant Arthur replies and follows up more consistently than leasing teams at competitor buildings, reducing time on the market.



How EliseAI Does it

Conversational AI
Moves Fast And
Feels Human...

How does Arthur convert 57% of leads to tours?

EliseAI Leasing Assistant, Arthur, can answer multiple questions at once and schedule tours by anticipating prospect needs.

A

Arthur

Destinee Martinez

★

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Hi Destinee, Thanks for your interest in Avilla Grove. How many bedrooms are you looking for? What is your move-in date? Would you be available for a tour today or tomorrow? You can receive up to \$3,400 off move-in!

Offers To Schedule A Tour Immediately

Destinee Martinez

Arthur

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I was looking for a 1 bedroom and to move in as soon as possible. What's your pet policy? I saw on your site that there are no breed restrictions but you require a pet interview. Do I need to do that before applying? I can only tour after 5pm tomorrow.

Answers Multiple Questions At Once

A

Arthur

Destinee Martinez

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Hi Destinee, No breed restrictions or weight restrictions! Max- 3 per household. All pets must have proof of up-to-date pet records.

We offer 1-bedroom homes starting at \$1514. Here are some homes that might fit your needs:
Home 7763 (1bed) available now and we can accommodate your move-in, starting at \$1539.
Home 7153(1bed) available now and we can accommodate your move-in, starting at \$1549. -
Home 7177 (1bed) available now and we can accommodate your move-in, starting at \$1514.

Do you want to schedule a tour for tomorrow at 5:30pm?

Offers Unit Recommendations

Smart-Schedules Based On Preference

Destinee Martinez

Arthur

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Yes tomorrow at 5:30pm is perfect!

Operational Benefits of EliseAI

More Hours Saved, More Leads Acquired With EliseAI

Leasing teams at **Avilla Traditions & Avilla Grove** are less stressed, thanks to EliseAI. They save hundreds of hours every month and take on more responsibilities to create a positive prospect and resident experience onsite.



90%

Of Prospect Interactions
Are **Managed By AI**

2k+

Appointments
Scheduled After-Hours



5+

Hours saved for leasing
teams every day

15.6k

Messages Sent By EliseAI

*From Jan 2023-Aug 20, 2023