

# 2026 Multifamily AI Adoption Report

What Multifamily Operators Told Us About Real AI Adoption

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# The Questions That Actually Matter

We sent our subscribers one question: what's your biggest question about multifamily AI strategy right now?

The responses came from property owners, marketing directors, regional managers, and property managers running everything from a handful of units to 50+ communities — and they were refreshingly candid.

Nobody asked about ChatGPT prompts or dashboard features. They asked whether AI actually helps the business, where human judgment still matters, and how to get started without wasting time.

This report is what they told us — real data, real quotes, no vendor pitch. Every statistic below comes directly from our survey responses, tabulated exactly as submitted.

**73%**

want AI's help with reporting & analytics

**7%**

have a defined AI strategy today

**40%**

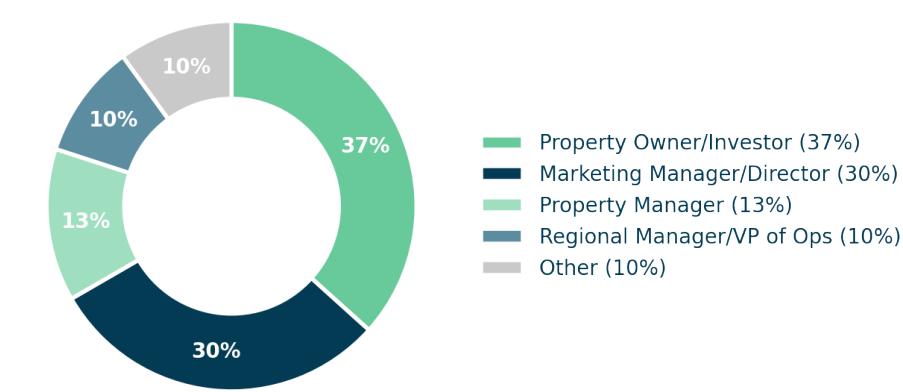
say concerns about quality and accuracy are a barrier to doing more with AI

***“There's no question we are in an AI and data revolution, which means that we're in a customer revolution and a business revolution.”***

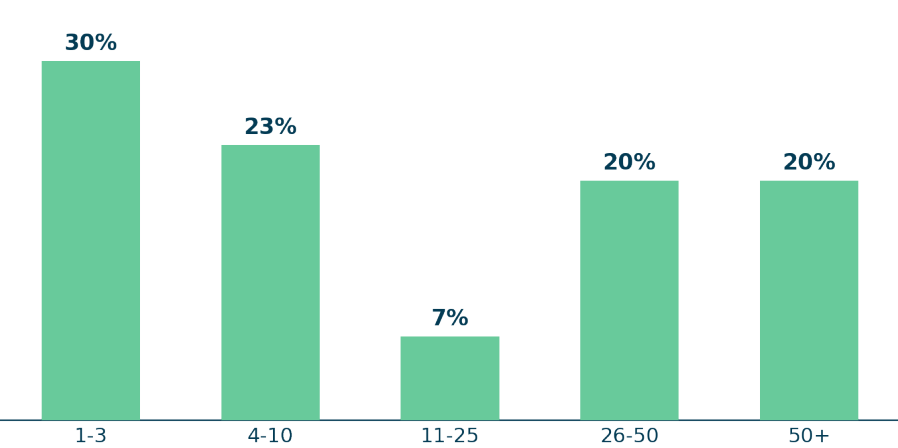
— Marc Benioff

# Who We Heard From

## Respondents by Role

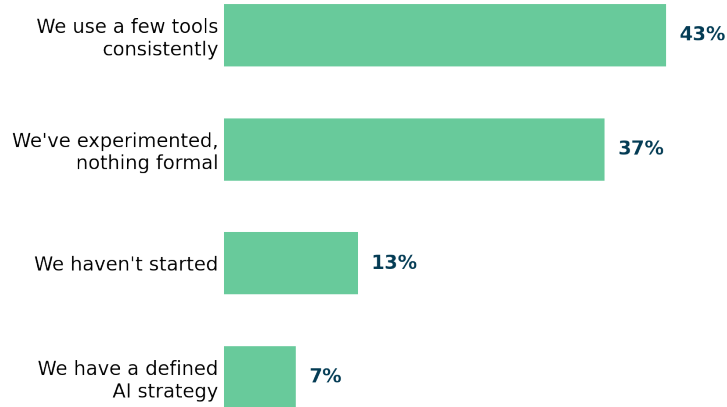


## Portfolio Size (Communities Operated)



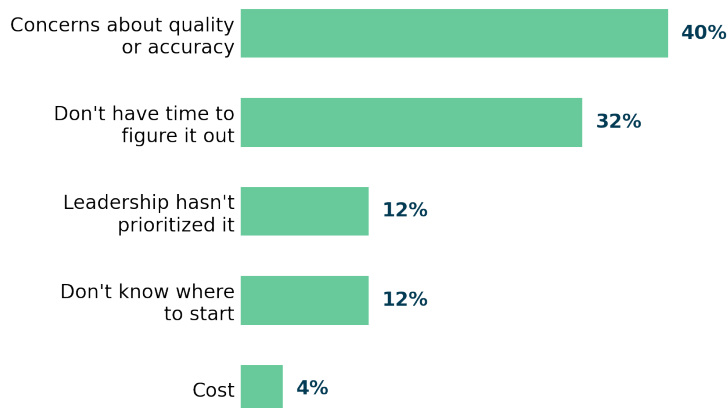
# Where Adoption Stands — and What's Blocking It

## Current Use of AI in Marketing or Operations



Only 7% of respondents have a defined AI strategy — the industry is deep in trial mode, not formalized rollout. 43% are using a few tools consistently, and another 37% have experimented without anything formal.

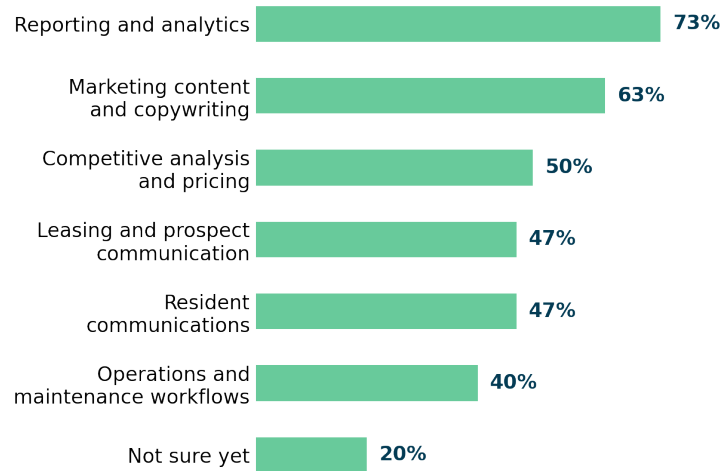
## Biggest Barrier to Doing More with AI



With 40% citing concerns about quality or accuracy as the top barrier, trust — not budget — is the main blocker. 32% say they simply don't have time to figure AI out. Leadership deprioritization and not knowing where to start each affected 12%, while just 4% cited cost.

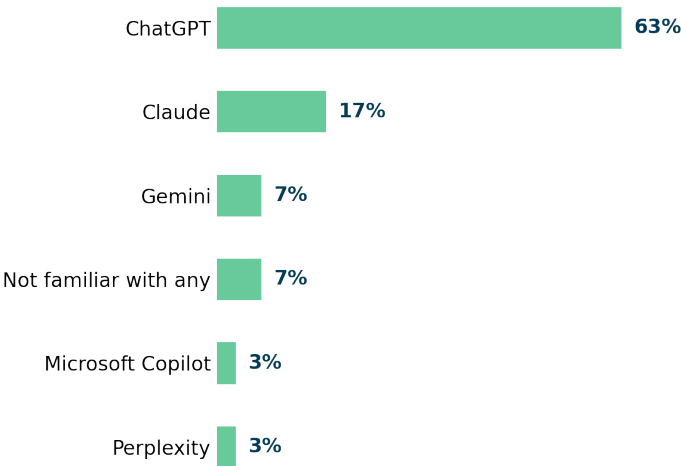
# Where Operators Want AI's Help Most

Where Operators Want AI's Help Most



Reporting and analytics is the clear front-runner at 73% — ahead of marketing content and copywriting (63%). Rounding out the list: competitive analysis and pricing (50%), leasing and prospect communication (47%), resident communications (47%), and operations and maintenance workflows (40%). Just 20% say they're not sure yet where AI could help.

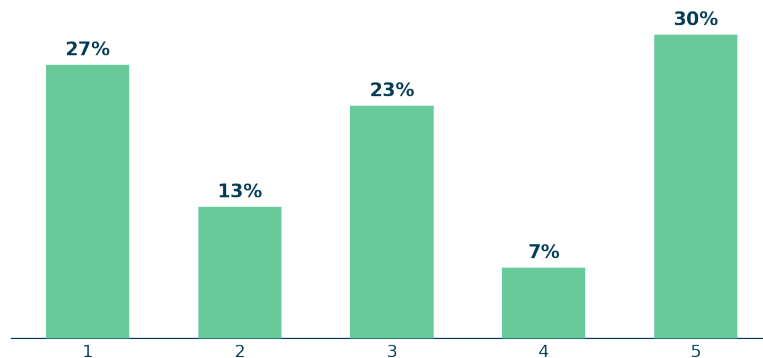
Which AI Platform Are You Most Familiar With?



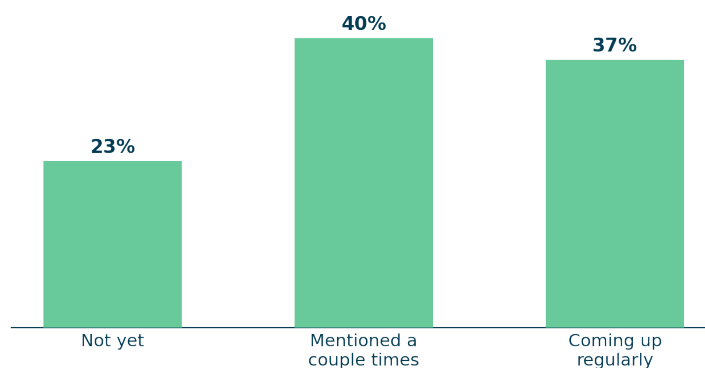
ChatGPT dominates by default, not necessarily by choice — 63% of respondents named it as the platform they're most familiar with. Behind it: Claude (17%), Gemini (7%), those not familiar with any AI platform (7%), Microsoft Copilot (3%), and Perplexity (3%).

## Pressure to Act, and Who's Watching

**Pressure to Develop an AI Strategy (1=none, 5=high) · Avg 3.0**



**Has Leadership Asked About AI in the Last 6 Months?**



Average pressure to develop an AI strategy sits at 3.0 out of 5 — moderate, not urgent. But leadership engagement tells a sharper story: 37% say AI is coming up regularly with ownership, 40% say it's been mentioned a couple of times, and only 23% say it hasn't come up at all.

### What's Really on Their Minds

Behind these numbers is a consistent undercurrent of caution: operators want proof AI won't erode the relationships that drive renewals, clarity on which platform actually fits their workflow, and one low-risk place to start — not a full strategy overnight. The next few pages share those questions in their own words.

## What Respondents Actually Asked

*"AI does not compare to humans. It is not analytical and does not have a 6th sense."*

MARKETING MANAGER / DIRECTOR

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*"I need time to test and play around."*

REGIONAL MANAGER / VP OF OPERATIONS

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*"Does AI actually help or hurt leasing?"*

MARKETING MANAGER / DIRECTOR

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*"Will it put more money on our bottom line or just become another necessary expense?"*

PROPERTY OWNER / INVESTOR

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*"What can be automated vs. what needs a human touch?"*

MARKETING MANAGER / DIRECTOR

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*"How do I trust AI to get it right?"*

PROPERTY OWNER / INVESTOR

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*"How can we create consistent, scalable content across all marketing channels that is optimized for AI search and discovery while still feeling authentic, human, and engaging to our audience?"*

MARKETING MANAGER / DIRECTOR

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*"Where is the best place to start to engage residents?"*

REGIONAL MANAGER / VP OF OPERATIONS

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*"What other ways will we utilize AI other than marketing and responses?"*

OTHER

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*"How do I use it for multifamily?"*

PROPERTY MANAGER

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## What Respondents Actually Asked (Continued)

*"How can we ensure our communities and brands are accurately represented and surfaced in AI-generated summaries, recommendations and discovery moments where they are most relevant?"*

MARKETING MANAGER / DIRECTOR

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*"What are the case applications for the use of AI?"*

PROPERTY OWNER / INVESTOR

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*"How can we use AI to maximize productivity without losing our human touch and excellent customer service, which set us apart?"*

MARKETING MANAGER / DIRECTOR

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*"How to move things along when we don't have the bandwidth."*

OTHER

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*"How to continue to advance with the growing technology."*

PROPERTY OWNER / INVESTOR

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*"How accurate are the analytics?"*

PROPERTY OWNER / INVESTOR

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*"Knowing which platforms to use for what and where to start to make the biggest impact."*

MARKETING MANAGER / DIRECTOR

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*"How quickly can we set up an AI campaign to lease up in the next 4-6 weeks?"*

PROPERTY OWNER / INVESTOR

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### The Common Thread

Across the responses, a few threads repeat: real anxiety about whether AI protects or erodes the human relationships that drive renewals and retention; genuine confusion about which platform fits which task; and a consistent ask for one clear, low-risk starting point rather than a full strategy overnight. A handful of respondents pushed back entirely, wary of losing face-to-face engagement — a reminder that adoption only works when it's additive, not a replacement for the team.

# Does AI Help or Hurt Leasing?

The data says it helps, but only when it's used for the right tasks. AI leasing platforms excel at volume, speed, and consistency: they respond to every inquiry immediately, don't forget to follow up, and don't have a bad week.

For a property managing 200+ units with a two-person leasing team, that availability is meaningful. But AI still stumbles on nuance — a prospect's pointed question about the neighborhood, or a resident's renewal conversation that needs real relationship management.

The hand-off moment is often AI's biggest current weakness in multifamily leasing. The best operators aren't choosing between AI or people — they're designing workflows where AI handles volume and humans handle relationships.

## The 6th Sense Problem

One survey respondent put it plainly: “AI does not compare to humans. It is not analytical and does not have a 6th sense.” They're not wrong.

Experienced leasing professionals carry intuition built from thousands of interactions — when a prospect is serious versus browsing, when a resident's complaint signals something bigger.

What AI does instead is handle the work that surrounds those judgment calls — triaging, responding, scheduling, documenting — so that when a leasing agent's instinct kicks in, they're spending time on the conversations that actually need it.

## Will AI Actually Put Money on Your Bottom Line?

The honest answer: it depends entirely on how you deploy it. Where AI becomes just another expense: when it's adopted without a clear workflow, staff are not trained to use it, or it's layered on top of a broken process instead of being designed to improve one.

## Compliance, Governance, and Who's Watching Your Data

Every respondent question about AI eventually runs into a quieter one: who's accountable when it gets something wrong, and where does resident or financial data actually go? Free, public AI tools carry real exposure — sensitive rent rolls, resident PII, or financial statements typed into a public chatbot can resurface in ways that are hard to undo. Company-licensed tools with clear data-handling policies, an internal AI usage policy, and a human sign-off step for anything customer-facing aren't red tape — they're what makes adoption safe to scale.

# Does AI Actually Move the Needle?

If it feels like the conversation around AI for property management accelerated overnight, that's because it kind of did.

This doesn't mean everyone should sprint toward adoption. But it does mean the companies not paying attention are falling further behind the ones that are.

A thoughtful multifamily AI strategy (even a limited one) is starting to separate operators in measurable ways.

## What AI Handles Well vs. What Still Needs a Human

| AI handles well                              | Humans still need to own                    |
|----------------------------------------------|---------------------------------------------|
| Initial prospect response and follow-up      | Tour experience and relationship-building   |
| Tour scheduling and confirmation             | Lease renewal conversations                 |
| Routine maintenance triage and routing       | Sensitive or escalated resident issues      |
| Resident letter drafts and communications    | Pricing and positioning decisions           |
| Weekly performance reporting                 | Brand strategy and creative direction       |
| Lease abstraction and document summarization | Anything requiring empathy or local context |

## Where to Start Without Losing a Month

Start with the highest-volume, most repetitive communication in your operation — usually initial prospect follow-up — and pilot on one property before rolling out portfolio-wide.

1. Use a company-licensed AI tool, not a free public version, for anything touching resident or financial data.
2. Ask your property management software vendor whether they already have an AI integration.
3. Use AI to draft your weekly performance summary, then have a human refine it.

***The operators falling behind aren't missing the perfect AI stack — they haven't started testing anything at all.***

## Built on Real Data, Not Hype

Every stat in this report came from real multifamily operators, not a vendor pitch deck. If you're figuring out where AI actually fits in your marketing and operations, let's talk.

### Email, Call or Click

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