



# Let's Make AI Tools and Property Management Magic



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# HI!

# I'M DR. SHENETTA MALKIA Ph.D



I'm the CEO & Broker with The PMs Of the City Realty |The PMs of The City

I'm a certified learning and performance professional.

I've been working in Property Management for over 25 years

I'm a mom, glam ma, & dog mom

I'm excited to do this workshop with you!

**How to reach me:**

[SMalkia@ThePMsofTheCity.com](mailto:SMalkia@ThePMsofTheCity.com)

202.991.9833

[www.thepmsofthecity.com](http://www.thepmsofthecity.com)

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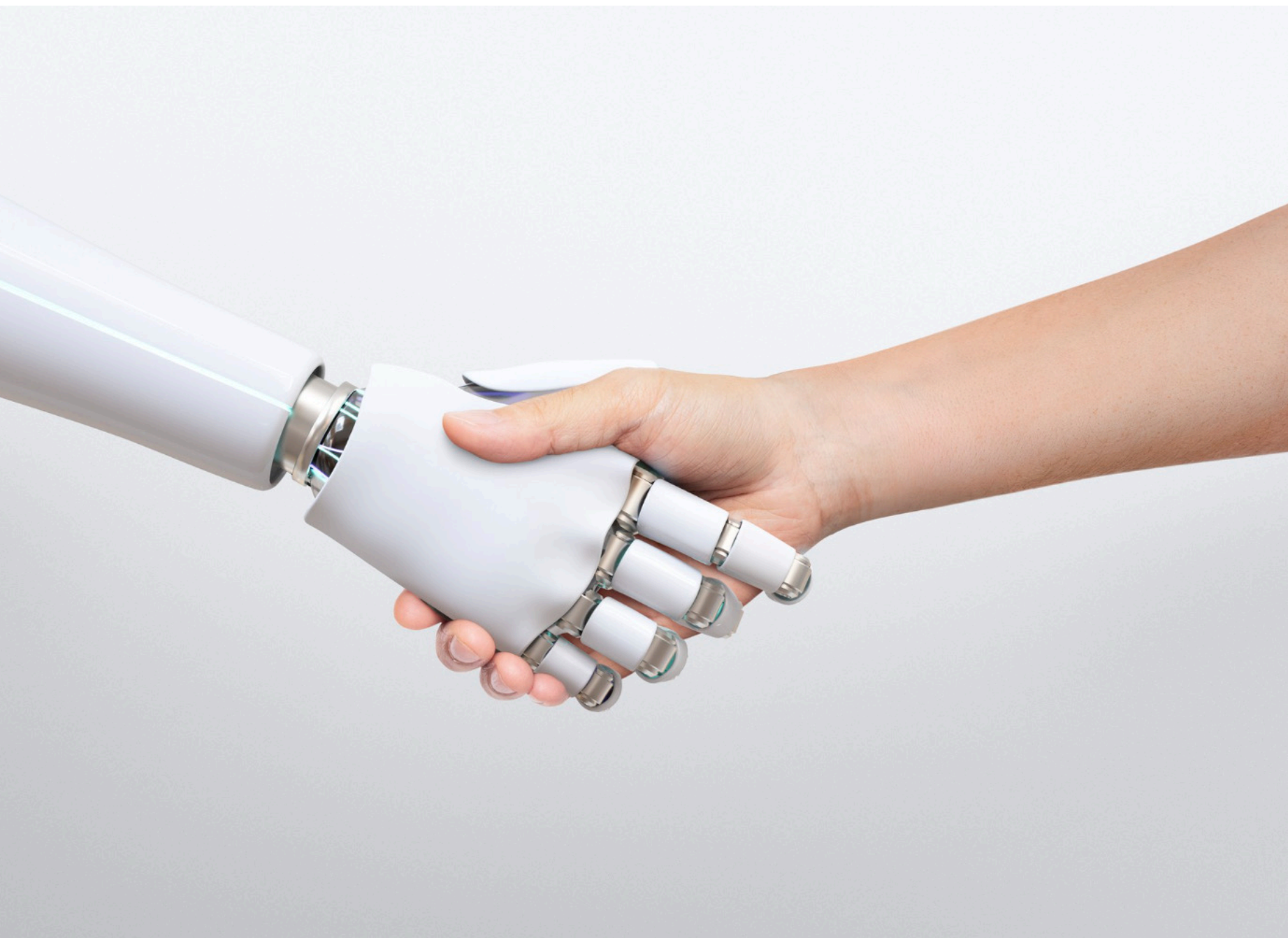
# Today's Agenda

- ✓ Introduction to AI technology and tools
- ✓ How to use AI to simplify the leasing process
- ✓ How to use AI for marketing and social media



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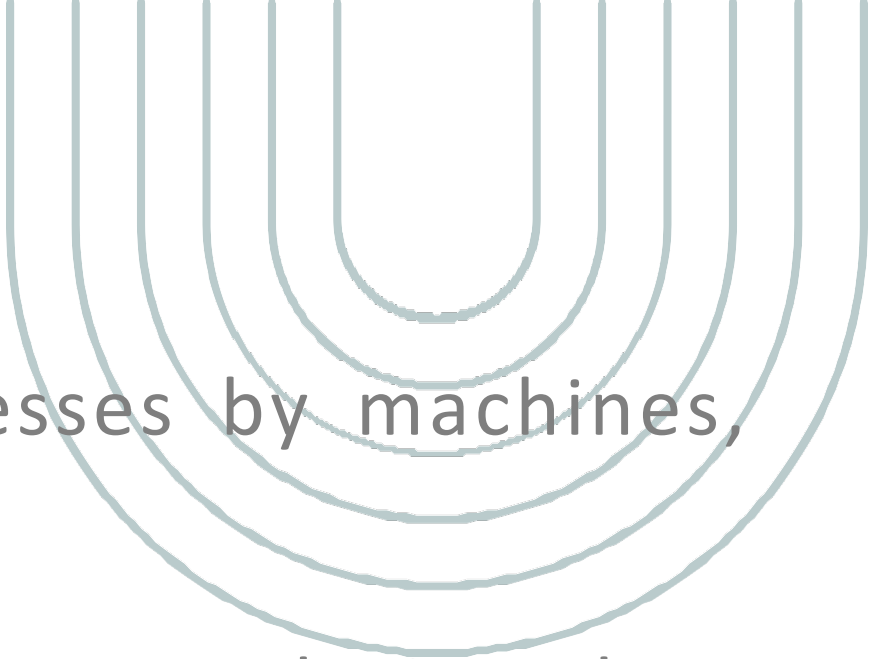


# AI 101 & Introduction



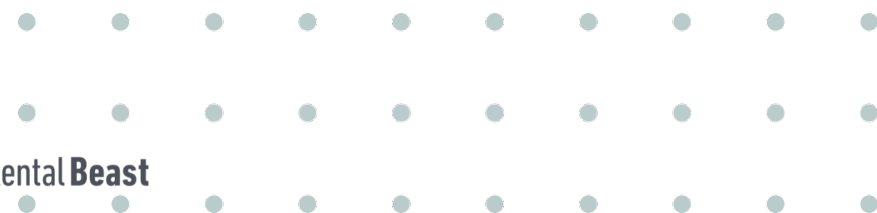
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- 01.** AI refers to the simulation of human intelligence processes by machines, especially computer systems.
  - 02. Narrow AI:** Refers to artificial intelligence systems that are designed to perform a specific task, rather than any task a human would. Let's imagine you've hired a personal assistant who can do exactly one task extraordinarily well, such as answering phones, but is incapable of anything else. In the digital world, we've already got such assistants – think Siri or Alexa.
  - 03. Generative AI:** Is like a clever robot that can create new things based on what it's learned. Think of it as an artist that's seen hundreds of paintings and then makes its own artwork. For example, Generative AI program can be shown lots of pictures of faces and then draw a completely new face, or it might hear tons of music and then compose its own original song.

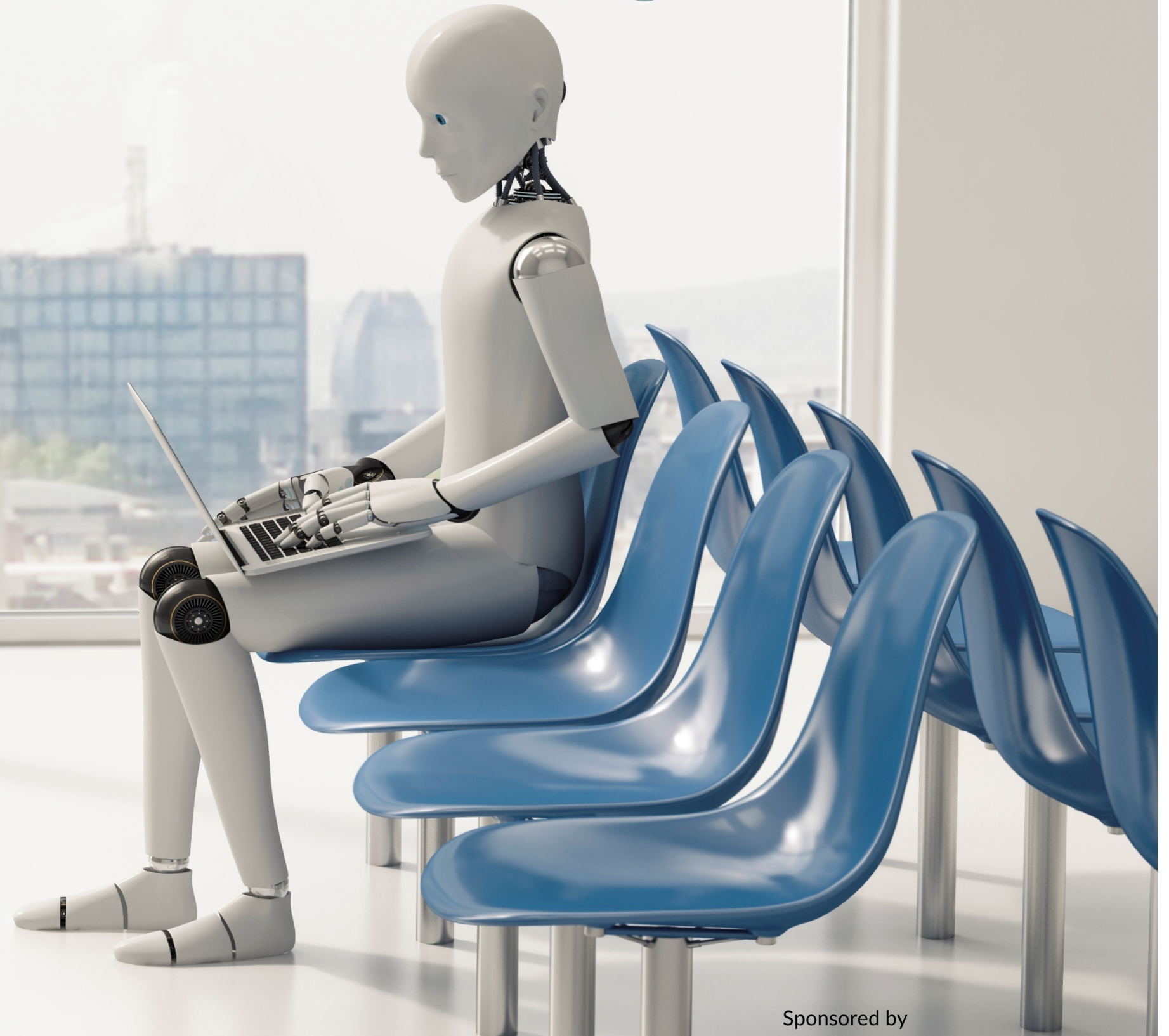
# Understanding AI

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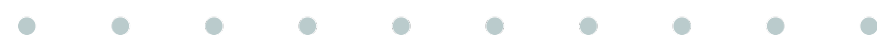


# Growth and Impact of Artificial Intelligence

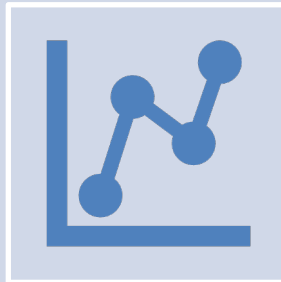
In real estate, imagine an AI system designed to estimate the price of a property and that helps a property manager identify the best possible rent for a rental.



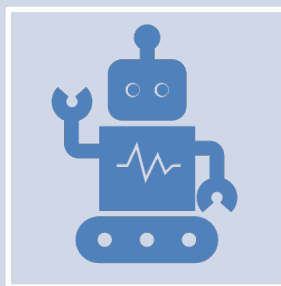
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# AI Revolutionizing Real Estate



AI serves as a handy assistant for property managers. Through predictive analytics, it allows managers to anticipate rental price fluctuations, identify properties likely to be vacant, or potential maintenance issues before they escalate, aiding in strategic planning.



Virtual assistant bots or 'Chatbots' equipped with Natural Language Processing (AI application) now offer instant, around-the-clock responses to client queries, providing enhanced customer service while relieving managers of the mundane task.



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# Simplifying the Leasing Process With AI



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# 01. Speed and Efficiency

Property management involves a lot of responsibilities. There might be instances where you are overwhelmed with the number of tasks. In such cases AI technology can accelerate the process of tenant screening, credit checks, background verification, marketing, virtual tours, predictive analytics, smart contracts, and social media marketing for your business.

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# 02. Improved Decision Making

By analyzing data sets, AI provides more reliable and accurate information that helps landlords make better-informed decisions.

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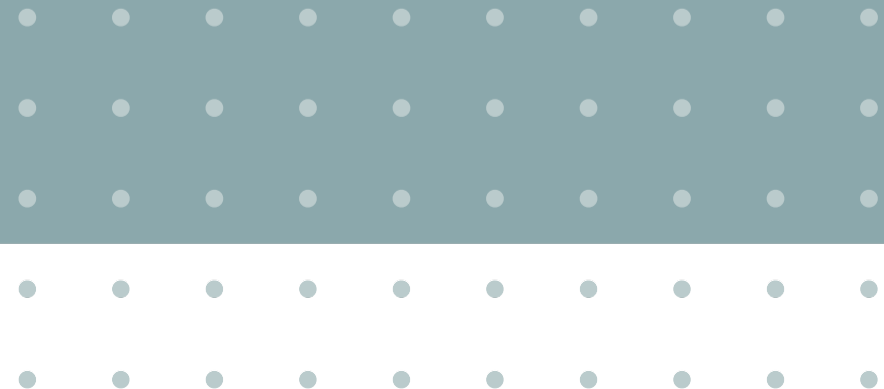


# 03. 24/7 Virtual Assistant

As landlords, property managers, and rental companies, and real estate professionals you're undoubtedly familiar with the challenges that come with managing numerous inquiries from potential renters, especially outside of regular business hours.

What if you could leverage technology to provide a customer-friendly solution that works around the clock to handle renter inquiries?

The future of customer service in the rental market is here, and it's named AI chatbots.



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# CHATBOTS... What's In Their MAGIC?

Chatbots are artificial intelligence-based software designed to interact with humans in their natural languages. They study human emotions and human behaviors

Specifically, AI-driven tools have brought significant innovation in enhancing customer service, cutting operational costs and bettering the maintenance experience for tenants.



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# AI & Maintenance

- 1. Use AI to Predict Maintenance:** Using AI algorithms, professionals can analyze data from equipment such as HVAC systems or elevators and predict when they will likely fail or need maintenance
- 2. Implement AI-Enhanced Security Systems:** For the safety of the residents, utilize AI-powered security systems that offer facial recognition, suspicious behavior detection, and more. AI can enhance surveillance and access control, leading to a safer environment.
- 3. Enhance Tenant Communication Using AI Chatbots:** AI can be employed to facilitate instant communication via AI chatbots. These bots can be programmed to answer common tenant queries and requests, speeding up response times and allowing the property management team to focus on more pressing matters.
- 4. Employ AI for Energy Management:** AI can monitor energy usage, optimize HVAC systems, and adjust lighting based on occupancy, contributing to substantial cost savings. AI can even provide recommendations to improve energy efficiency further.

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**Bedroom**  
Smart books interact with the house's 3D and virtual reality system, bringing to life what you read.

**Bathroom**  
Doctors will be able to give you virtual medical checks  
Toilets will analyse waste for medical problems such as colon cancer.

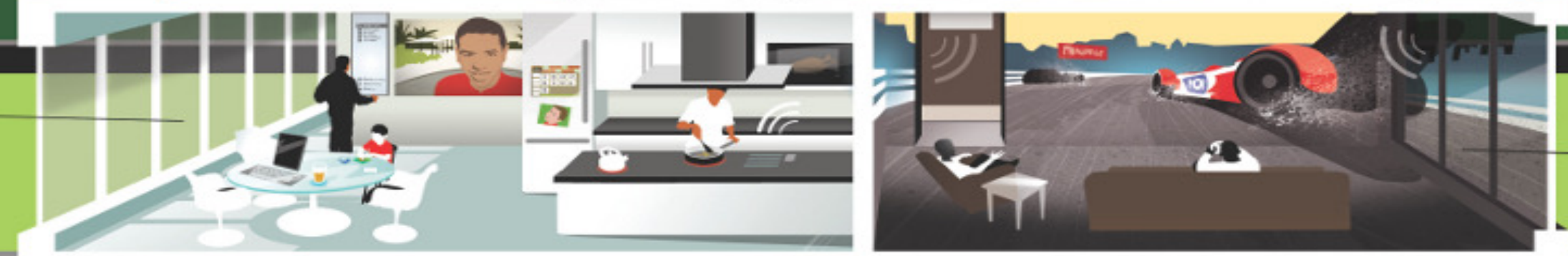


**Roof**  
Power collected through solar panels and stored in backup resources to power house and car.



**Bedroom**  
Clothes made with smart fabrics regulate your temperature and monitor your health  
E-commerce will become F-commerce - online consumers will be able to enjoy a tailored shopping experience based on Facebook 'Likes'.

**Kitchen**  
Smart surfaces identify what's on them and have the ability to react accordingly - keeping coffee cups warm and iced-tea cold.  
Refrigerators will advise on recipes based on whats in stock and creates personal diets.



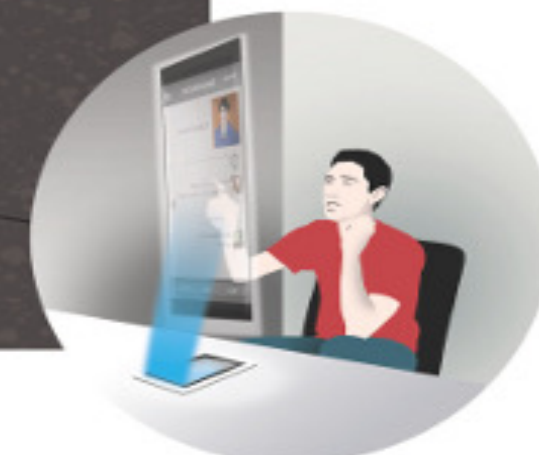
**Living Room**  
All appliances connected through invisible networking system  
Entertainment system creates life like sounds, images and experiences to completely envelop you in near 4D experience.



**Garage**  
Camera at entrance has facial recognition software which is linked to criminal database  
Car which is able to drive itself.



**Office**  
See-through electronics, screens, touch panels and tactile displays deliver 3D holographic experiences  
Contact lenses allow you to access infinite information resources instantly before your eyes.





# Let's Get Socially Engaged: AI's Transformative Power in Real Estate Marketing



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# Enhancing Client Experience through Personalized Marketing

Machine learning algorithms are capable of studying a potential client's behavior online, evaluating their likes, dislikes, preferences, and buying behavior. This analysis results in an intimate understanding of each customer, facilitating real estate marketers to provide personalized experiences to prospective clients.

AI algorithms can be used to customize marketing campaigns on social media platforms, creating targeted adverts that resonate with individual users.

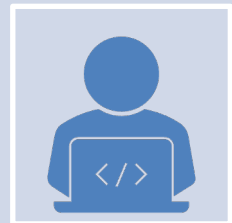


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# Increased Efficiency in Property Search and Listing



Property search can often be a tedious and time-consuming task. However, with the application of AI, the efficiency and accuracy of this process can be significantly enhanced.



Example: AI can analyze multiple listings in mere seconds and provide users with suitable options based on their specified criteria such as budget, location preference, or property type.



It removes redundant listings and outdated information, enhancing user experience and increasing the likelihood of a successful sale or rental.



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# Market Analysis and Prediction

The use of AI can provide real estate professionals with critical market insights and accurate forecasts. By analyzing various data points, such as property prices, market trends, economic indicators, and consumer behavior, AI can identify patterns and make predictions about future market trends.



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# How to Keep the Momentum Going

- Utilize the ability to create list reports
- Implement AI to streamline email process
- Analyze resident patterns and create a plan from data



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# THANK YOU

Dr. Shenetta Malkia-Sapp Ph.D

[smalkia@thepmsofthecity.com](mailto:smalkia@thepmsofthecity.com)

202.991.9833

[www.thepmsofthecity.com](http://www.thepmsofthecity.com)

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