

DecisionBrief — Conversation Transcript

Scenario: property-management-software • AI-Enabled Tenant & Prospect Interaction Automation

2026-05-13 12:01 PM

DecisionBrief: Evaluating property management software? Tell me a bit about your role and the portfolio you manage today?

2026-05-13 12:01 PM

You: I'm the Owner / Founder of a property management firm. We manage 100 complexes, about 5,000 tenants, with a lean team of 10 staff. No dedicated maintenance staff — we outsource maintenance entirely.

2026-05-13 12:02 PM

DecisionBrief: Got it — 100 complexes, 5k tenants, 10-person team and outsourced maintenance. What system handles tenant and prospect communications today?

2026-05-13 12:02 PM

You: Right now it's just spreadsheets, email, and Google Docs. That's it. Tenant and prospect communications are the primary bottleneck for us.

2026-05-13 12:03 PM

DecisionBrief: Understood — spreadsheets and email are the bottleneck. What volume of inquiries are you seeing daily?

2026-05-13 12:03 PM

You: Roughly 50 tenant inquiries per day and around 500 prospect inquiries daily. Mostly calls, texts, and emails about availability, maintenance status, and screening questions.

2026-05-13 12:04 PM

DecisionBrief: That's heavy — 50 tenant + 500 prospect inquiries daily. Have you tried any AI tools or CRM systems before?

2026-05-13 12:04 PM

You: No existing AI or CRM tools at all. We rely on spreadsheets and email, no automation. Haven't tried anything like that before.

2026-05-13 12:05 PM

DecisionBrief: Got it — starting from scratch. Beyond 24/7 AI coverage, what must-haves would make a solution work for you?

2026-05-13 12:05 PM

You: We need 24/7 AI screening via chatbots and voice agents, high reliability — around 99% accuracy, minimal hallucinations. Optional lightweight CRM would help. Low cost, under \$100/month, contract-free SaaS, per-firm licensing — seats are irrelevant for us.

2026-05-13 12:06 PM

DecisionBrief: Clear — 99% reliability, under \$100/month, contract-free, per-firm. What risks or dealbreakers worry you most about moving to AI?

2026-05-13 12:06 PM

You: AI hallucinations leading to tenant or prospect frustration is top concern. Also unproven market presence of new AI solutions, potential data privacy issues with cloud SaaS, and limited integration with our existing spreadsheets.

2026-05-13 12:07 PM

DecisionBrief: Thanks — hallucinations and privacy are key concerns. If this works, what does success look like in 6 months?

2026-05-13 12:07 PM

You: Automate initial screening and handling of tenant and prospect inquiries 24/7, reducing manual workload and ensuring timely responses. Free up staff time so we can focus on higher-value work instead of inbox triage.

2026-05-13 12:08 PM

DecisionBrief: I have enough information to prepare your Decision Brief.