Nurture **Boss**

8 Questions **to Ask** an AI Vendor Before You Buy

AI is everywhere in multifamily right now. Leasing automation. Chatbots. Follow-up tools. The AI buzz is real, but so is the confusion. If you're evaluating AI solutions, it's easy to get caught up in the hype. That's why it's important to ask critical questions before you commit. Use our list to cut through the noise, pressure-test your vendors, and make sure their AI is built for **real** multifamily outcomes.

1. What business outcomes does your AI drive and how do you measure success?

▶ *Don't ask if it can do X. Ask if it consistently delivers Y. You want results, not just features.*

2. How deeply does your AI integrate with my property's tech stack (CRM, PMS, etc.)?

▶ *Surface-level connections won't cut it. Deep integrations unlock true automation.*

3. Can your AI understand and act across the entire renter lifecycle from first touch to renewal?

▶ *Your prospect and resident journeys are connected. Your AI should be too.*

4. Does your AI adjust its behavior based on context and lifecycle stage?

▶ *Tone, cadence, messaging, and channel should shift automatically depending on where the renter is in their journey.*

5. Can your AI recognize when human intervention is needed and escalate accordingly?

▶ *Knowing when to not act is just as important as acting quickly.*

6. How does your AI learn and improve over time? Will my team need to train it manually or will yours?

▶ *Ask how the AI uses real data to improve messaging, channels, and timing. Does it learn automatically?*

7. Can your AI surface insights, patterns, and analytics to help leadership make better decisions?

▶ *AI should report on what's working and where to improve.*

8. How easy is implementation and what does post-launch support look like?

▶ *Ask what support looks like after launch. Who handles the heavy lifting — your team or the vendor?*

Curious About **Nurture Boss's AI suite**? Ask us these questions. We have answers.