

The Impact of and Response to AI in the New Normal Economy

Presented by:

Arben Skivjani

Deputy Chief Economist, RealPage Inc.

September 2024



Over 50 AI innovations since 2002

Pre-AI Optimization

- 2002** — YieldStar (Revenue Management)
- 2013** — Asset Class Model (Market Analytics)
Predictive Expiration Weighting (Revenue Management)
- 2014** — Lead Score (Market Analytics)
5 Year Forecast (Market Analytics)
Seasonal Forecasting (Revenue Management)
- 2015** — Submarket Supply Forecast (Market Analytics)
Renter Cohort Clustering (Market Analytics)
Probabilistic Renewals (Revenue Management)
- 2016** — MTM Markov Chain (Revenue Management)
- 2017** — LRO (Revenue Management)
Amenity Categorization (Revenue Management)
Leasing Renewal Forecasting (Revenue Management)
LOS Survival Curves (Revenue Management)
Criminal Screening (Leasing Desk)
Demand Curve Mapping (Revenue Management)
Market Response Curve Mapping (Revenue Management)
- 2018** — True Comps (Market Analytics)
Amenity Analytics Launch (Revenue Management)
Call Scoring (Digital Advertising)

Early AI Deployments

- 2019** — Customer Data Platform (Digital Advertising)
Attribution Platform (Digital Advertising)
Best Budget Tool (Digital Advertising)
G5 Spend Optimizer (Digital Advertising)
AI Score (Leasing Desk)
- 2020** — DQSI (Investment Management)
Marketing COVID Monitor (Investment Management)
AI Demand – OneSite (Revenue Management)
Onesite Help Bot (Leasing and Living)
AI Supply I (Revenue Management)
Chatbot (Renter Engagement)
Digital Advertising Scoreboard (Digital Advertising)
AI Supply II (Revenue Management)
AIRM (Revenue Management)
Chart of Accounts (KPI, AIM, BI) Classifier (Investment Management)
- 2021** — Vertical Specific Spend Optimizer (Digital Advertising)
Amenity Analytics Integrated AIRM (Revenue Management)
Vertical Specific Spend Optimizer (Digital Advertising)
Amenity Analytics Integrated AIRM (Revenue Management)

Accelerating Modern AI

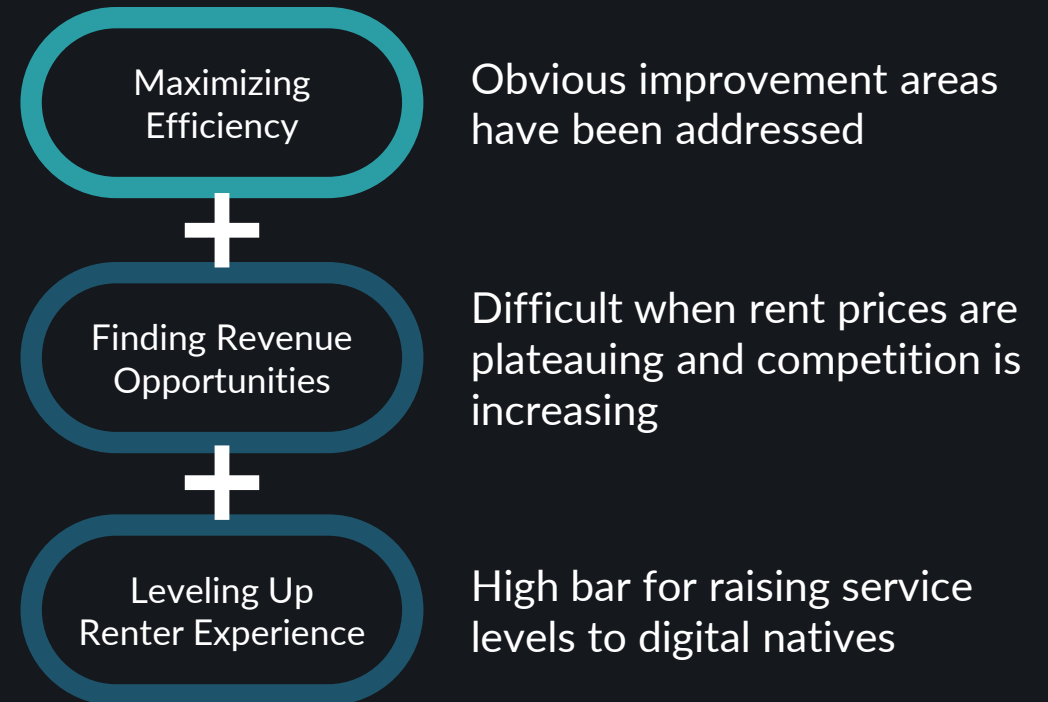
- 2021 cont.** — Resident Engagement with ORA (Leasing and Living)
Amenity Pricing Model Development (Revenue Management)
- 2022** — AI Supply I with ORA (Revenue Management)
Automated Valuation Model (Market Analytics)
AI Demand – ORA (Revenue Management)
AI Supply II - ORA (Revenue Management)
True Comps – PAB (Business Intelligence)
AI Demand – Yardi (Revenue Management)
AI Voice (CRM)
Call Intelligence (CRM)
- 2023** — AI Chat (CRM)
Amenity Categorization (Revenue Management)
Demand^x Advertising (Digital Advertising)
Next Best Action (CRM)
AI Demand – Entrata (Revenue Management)
- 2024** — Identity & Income Verification (Prequalification)
AI Language Translation (Affordable)
GenAI Virtual Agent (CRM)
GenAI copilot (OneSite, Market Analytics, Facilities, Spend Management, Utility Management)
AI Data Quality (Data Management Services)
AI Storefront (Spend Management)
License Extraction (Spend Management)
AI Credit & Criminal Screening

Driving NOI in Today's Multifamily Market

MARKET TRENDS



NOI KEYS & CHALLENGES



RealPage Is a Pioneer in Multifamily AI

LUMINA

CENTER OF EXCELLENCE

AI and data analytics innovator since 2002

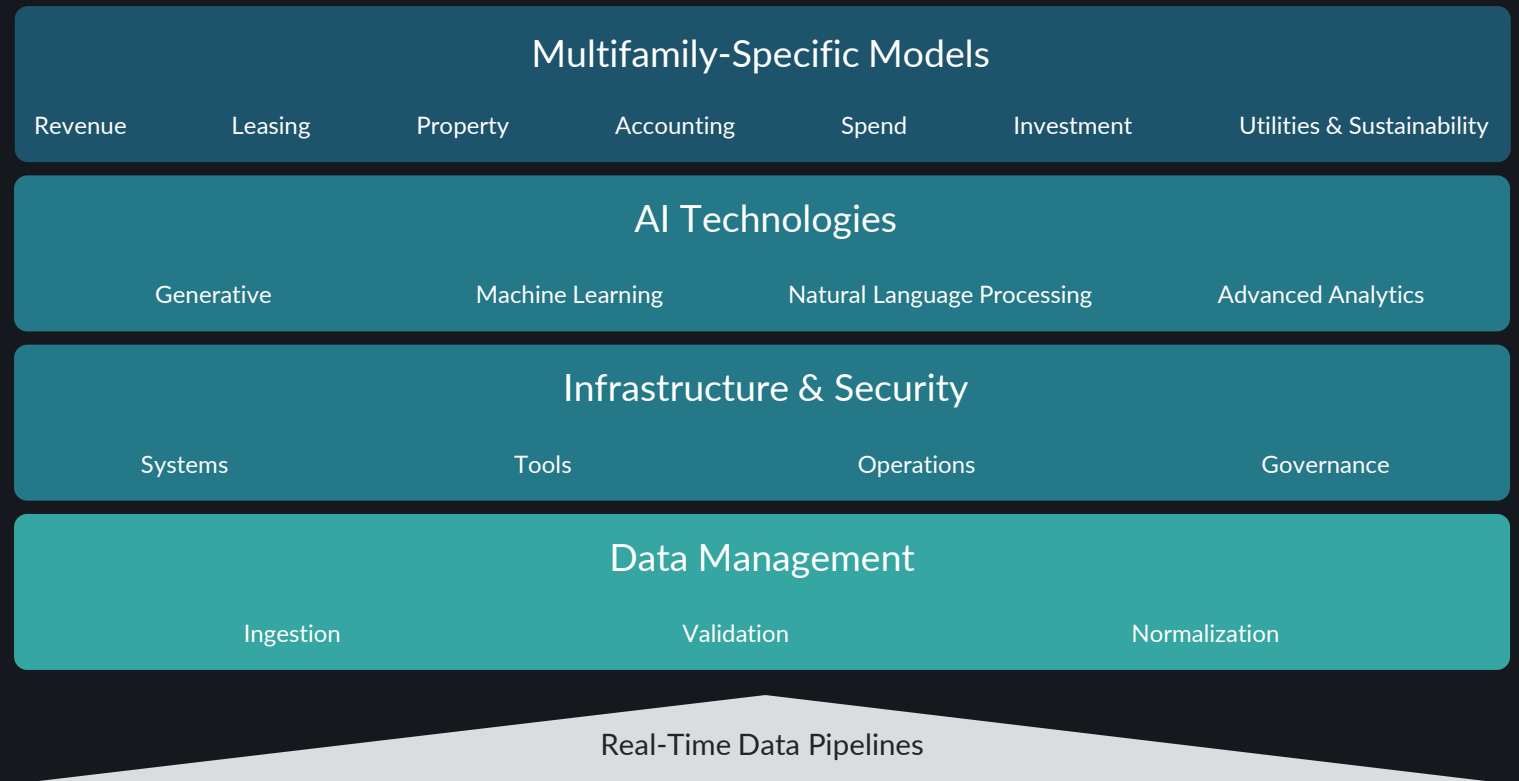
Over 50 AI-enabled innovations introduced, covering the entire breadth of multifamily operations

Center of Excellence development model provides deep AI and data science expertise across RealPage portfolio

Leading-edge AI technology

Enterprise-grade infrastructure and governance

Robust industry dataset





THANK YOU!

Arben.Skivjani@Realpage.com