



# Is Your Leasing Team Ready to Capture Every “Hi”?



Relationships begin with 

# Intro

## Every missed call, delayed follow-up, or disconnected renter experience creates friction in the path to lease.

This checklist helps multifamily teams evaluate whether their leasing approach is built to respond quickly, capture more opportunities, and convert more inquiries with the right blend of AI efficiency and human expertise.



Complete the checklist below to see how well your leasing strategy is equipped to engage prospects, reduce missed opportunities, and move more renters from first “Hi” to next step.

Responding to inbound leads within **5 minutes** can increase contact rates dramatically, and one InsideSales<sup>3</sup> analysis found conversion attempts were **more than 8x higher** when made in that window.



Relationships begin with



# 1

## First Response Readiness

### Can your team respond the moment interest happens?

Leasing calls are answered after hours, on weekends, and during peak workload times

Website inquiries are acknowledged immediately instead of waiting for office hours

Prospects can get answers on first contact without hitting a dead end

Your leasing experience does not rely on voicemail as the fallback

Response speed is treated as a revenue lever, not just a staffing issue



### Why It Matters

The first interaction often determines whether a prospect moves forward or moves on.

## 2

# Lead Capture Consistency

**Are you capturing every opportunity, not just some of them?**

Guest card information is captured consistently across voice and digital channels

Lead details are not lost when inquiries happen after hours

Tour intent is documented even when onsite teams are unavailable

Your team has a reliable process for turning inquiries into trackable leads

Prospect data flows into your leasing workflow without manual re-entry



Salesforce reports that **77% of customers expect an immediate response** when they contact a business. That expectation raises the bar for leasing teams trying to win more conversations before interest cools.<sup>6</sup>

## 3

# Leasing Conversation Quality

**Can prospects get helpful answers without friction?**

Common leasing questions can be answered immediately

Prospects can ask about availability, pricing, amenities, and next steps

The experience feels helpful and on-brand, not robotic or generic

Conversations move naturally toward booking a tour or becoming a lead

Your leasing process supports both speed and clarity for the renter



### Why It Matters

Fast response alone is not enough. Prospects need accurate, useful engagement.



## 4

# Human Handoff & Escalation

**Do more complex conversations reach the right person smoothly?**

Complex or high-intent conversations can be escalated to a live agent

Handoffs happen without making the prospect start over

Live teams receive full conversation context when they step in

AI is used to support the leasing process, not replace people where nuance matters

Your team can deliver human expertise at the moments that count most



### Why It Matters

Artificial intelligence handles scale. Humans handle nuance.  
**Hybrid Intelligence** is what connects both.

## 5

# Tour Conversion Readiness

**Is your process built to move prospects from interest to action?**

Prospects can book tours as part of the conversation flow

Tour requests are not delayed because the office is closed

Follow-up is triggered quickly after high-intent interactions

Prospects are guided toward next steps instead of left hanging

Your leasing workflow supports momentum from first “Hi” to scheduled tour



When self-service is done right, it removes friction for simple questions. Salesforce reports **61% of customers would prefer self-service for simple issues**, which supports using AI for fast answers while reserving people for higher-value conversations.<sup>7</sup>

# 6

## Operational Efficiency

### Is your team spending time where it matters most?

Onsite teams are not stuck answering every repetitive question manually

Staff can focus more on tours, follow-up, and resident-facing priorities

Your process reduces missed calls without increasing headcount pressure

Peak call volume does not overwhelm leasing coverage

Leasing operations are supported by technology built for real staffing limits



#### Why It Matters

A better leasing experience should also make life easier for your team.

# 7

## Lead Management Platform Alignment

### Does your solution support the full leasing journey — from first inquiry to lease-ready prospect

Voice, chat, and live support are connected within your broader lead management strategy

AI support complements live agents rather than creating channel silos

Your platform helps move prospects from inquiry to engagement to tour to application without disconnected handoffs

Your platform helps move prospects from inquiry to engagement to tour to application without disconnected handoffs

You can support renters across channels with a more consistent experience



#### Why It Matters

Leasing success depends on more than a single interaction. A connected lead management platform helps teams support the prospect journey from first inquiry to lease-ready.lease-ready.



# 8

## Revenue Impact Visibility

You have visibility into where opportunities are being missed today

Leadership can connect response coverage to leasing performance

Your team can track whether inquiries become leads and tours

Missed calls are treated as potential missed revenue

You evaluate leasing technology based on conversion impact, not novelty alone



### Why It Matters

The business case gets stronger when better responsiveness translates to better outcomes.

## Quick Score

### How ready are you?

Add up your total number of checkmarks to score and see how your current lead management strategy ranks.



#### 0-8 checks

Your current process may be leaving too many leasing opportunities to chance.

#### 9-20 checks

You have pieces in place, but gaps in responsiveness, capture, or handoff may still be costing you conversions.

#### 21-32 checks

Your team is building toward a more connected, conversion-focused leasing experience.

#### 33-40 checks

You're operating with the kind of always-on, hybrid-ready leasing approach that helps protect opportunities and support stronger leasing performance.



## Learn More

**See how Hybrid Intelligence from Anyone Home® brings together, AI-powered voice and chat, live support, and advanced leasing tools to help multifamily teams capture every “Hi” and convert more opportunities.**



**Hi**

**Relationships begin with**

# Bibliography for Stats & Quotes

## 1. Immediate response expectation

Salesforce. *What is customer support? Importance & key strategies.* Salesforce. Accessed March 13, 2026. Used for: **“77% of customers expect to interact with someone immediately when they contact a company.”** <https://www.salesforce.com/service/customer-support/>

## 2. Preference for self-service on simple issues

Salesforce. *What is self-service software? Benefits and best practices.* Salesforce. Accessed March 13, 2026. Used for: **“61% of customers would rather use self-service for simple issues.”** <https://www.salesforce.com/service/customer-self-service/software/>

## 3. Speed-to-lead / 5-minute response window

InsideSales. *Response Time Matters.* InsideSales. Accessed March 13, 2026. Used for: **“Conversion rates jump more than 8x if attempted in the first 5 minutes.”** <https://www.insidesales.com/response-time-matters/>

## 4. Supporting speed-to-lead infographic / lead response benchmark

InsideSales. *Lead Response Management 2021.* PDF infographic. Accessed March 13, 2026. Used for supporting phrasing around: **“Conversion rates are 8X higher within 5 minutes vs 6+ minutes.”** [https://www.insidesales.com/wp-content/uploads/2021/02/infographic\\_LeadRespMgmt2021](https://www.insidesales.com/wp-content/uploads/2021/02/infographic_LeadRespMgmt2021)

## 5. Additional supporting source for the 8x five-minute benchmark

InsideSales. *State of Sales Development 2021.* PDF report. Accessed March 13, 2026. Used for supporting phrasing around: **“Conversation rates are 8x higher within the first 5 minutes vs 6+ minutes.”** <https://resources.insidesales.com/wp-content/uploads/2021/03/StateofSalesDev2021.pdf>

## 6. “77% of customers expect to interact with someone immediately when they contact a company.”

Source: Salesforce customer support / customer service strategy research. <https://www.salesforce.com/service/customer-support/>

## 7. “61% of customers would rather use self-service for simple issues.”

Source: Salesforce self-service research. <https://www.salesforce.com/service/customer-self-service/>

## 8. “Conversion rates are 8X higher within 5 minutes vs 6+ minutes.”

Source: InsideSales lead response benchmark research. [https://www.insidesales.com/wp-content/uploads/2021/02/infographic\\_LeadRespMgmt2021.pdf](https://www.insidesales.com/wp-content/uploads/2021/02/infographic_LeadRespMgmt2021.pdf)

## 9. “Responding in the first 5 minutes is no longer a nice-to-have.”

This one is best treated as a marketing paraphrase/inference based on the InsideSales 8x response-time benchmark, not a direct quote. <https://www.insidesales.com/response-time-matters/>