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Valued Owner Newsletter

April 2024

Artificial Intelligence. Does A.I. Impact Homeowners?

Over the last year or two, Artificial Intelligence (A.I.) has been a hot topic of conversation. There have been congressional hearings. Big think pieces warning of the dangers. An equal number of think pieces celebrating the possibilities.

The truth is, it's a hot topic now, but A.I. has been with us for more than a decade.

It's evolving, as technology does.

A.I. is already a part of how we do business when we're renting out your home. It impacts homeowners in a number of ways, but those impacts are very subtle. For example, when you're communicating online with a service provider like the cable company or an insurance agent, that chat box you're using is powered by A.I.

res here, and while it might pose some potential threats and problems, A.I. can also be extremely helpful for homeowners, especially rental property owners like you.

- **Collecting data.** A.I. is better equipped to gather, analyze, and parse data. The sheer amount of information that's gathered on how people buy, sell, rent, and live is overwhelming. A human property manager could spend a year working through a day's worth of data. A.I. works a lot faster. We can gather insights and analytics that are already organized and digestible. This helps owners when it's time to price properties, market homes, or make upgrades and improvements.
- **Lead generation.** While we're looking for new ways to list and market your property, A.I. is assisting us by almost acting as a matchmaker. A.I. can generate authentic leads by separating serious tenants from those who are just browsing. We can gather extensive information on competing properties and tenant demographics. This leads to better decision making about your rental home.
- **Support.** A.I. provides extensive administrative support as well. It helps us automate workflows and it ensures more accuracy and fewer errors.

There's a lot of potential for A.I. If you're wondering how it helps you as a rental property owner, we can assure you that it keeps things moving more efficiently for your property managers during every part of the tenancy - from leasing to maintenance. As your property managers, we're keeping an eye on its potential and its challenges. And don't worry - the personal touch will always be a big part of what we do. Property management is, and will remain, a relationship business.

Feel free to share the information, and if you know anyone who needs a tech-driven property management team, please refer us to them.



Our goal at Marie Hansen Properties is to maximize the return on your investment and to grant you the peace of mind that comes from knowing that your property is in capable hands.

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anyone that needs help with their property,
we'd be happy to assist!

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CONTACT US



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It is very important that we are able to reach you if we have any questions or concerns about your property. If your phone number, email address or address/contact information has changed, please call or email Cheryl so she can update your file. You can reach her at (808) 591-1110 or cheryl@mhprops.net

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