

The Front Line Is Already Automated: *AI Adoption in Multifamily, 2024–2026*

Across the industry, the first voice a rental prospect hears now belongs to an AI. This briefing collects the adoption numbers — from published industry surveys and market data — and the strategic gap they reveal.

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The surveys below were largely commissioned by the AI industry itself. Read them as a confession of scale: the front line is automated. Nobody is surveying who reviews the answers.

THE TIPPING POINT — ADOPTION IS NO LONGER THE DIFFERENTIATOR

Two-thirds of large operators have already integrated AI.

Survey of 280 multifamily executives (companies of 200+ employees) · published October 2025

Among executives surveyed: **68% have integrated AI into existing business systems**, **86% are running multiple AI pilots simultaneously**, and **71% are increasing AI investment year over year**. 82% expect AI to absorb several traditional roles by the end of 2026.

The most common deployment is the leasing front line.

Industry deployment analyses, 2025–2026

Leasing intake and tour booking — first contact with the prospect — is the single most common AI deployment among operators using AI, reported at roughly **three-quarters of AI-using operators**. The first conversation your marketing dollars buy is, increasingly, machine-to-human.

And it answers alone at the hours that matter.

Multi-Housing News, 2025 · industry after-hours analyses

Roughly **40% of leasing inquiries arrive outside office hours** — nights and weekends, when the AI is the only responder on duty. These are also the hours when accommodation and assistance-animal questions disproportionately arrive (see Briefing Nº 1).

IT WORKS — WHICH IS EXACTLY WHY IT'S SPREADING

Renters who engage the AI convert better.

Zillow Rentals study · published June 2026

Renters who used an AI assistant on multifamily listings were **43% more likely to submit an application**. Operators in the October 2025 survey report the same thing from their side: 85% saw measurable improvement in lead-to-lease conversion after deploying AI.

The consequence: the AI conversation isn't a convenience feature anymore. It is the revenue funnel.

The competitive squeeze is already being felt.

Survey of 280 multifamily executives · published October 2025

78% of executives say they have lost business opportunities to AI-enabled competitors. 72% worry that slow adoption will hit NOI within two years. And **67% believe early adopters will hold a permanent competitive advantage**.

THE GAP THE ADOPTION NUMBERS REVEAL

Every number above measures whether operators **have** AI and whether it responds **fast**. Almost nothing in the published record measures what the AI actually **says** — whether it answered the question asked, sent the booking link, used the right name, handled the accommodation request lawfully, or quietly lost the lead. In portfolios where that layer has been measured independently, only about a third of paid leads ever attend a tour. Speed is the one metric AI never fails; it is also the only one most operators can see.

86%

of surveyed multifamily executives are running multiple AI pilots at once (Oct 2025)

40%

of leasing inquiries arrive outside office hours — when the AI answers alone

78%

of executives say they've already lost business to AI-enabled competitors

THE FIRST-MOVER MATH, RESTATED

When two-thirds of the market has the same tool, the tool is no longer the advantage. The advantage moves to whoever runs the tool best — and can **prove** it. Independent oversight of AI leasing conversations is where that edge now lives: it recovers the leads the AI drops, it produces the compliance record Briefing № 1 shows courts now expect, and it turns "we adopted AI" into "we adopted AI and audit every word it says" — a sentence competitors cannot yet say. The operators who put a watchdog on their AI first will hold the same early-adopter advantage the 2023 AI adopters enjoyed. That window is open now, and it will not stay open.

Adoption stopped being a differentiator the moment everyone did it. Governed adoption is the new early.

Be first to the *second* advantage.

FreshPorch provides independent, client-side quality assurance for AI leasing conversations: every conversation scored on a 19-point rubric — including fair-housing compliance — live alerts when a paid lead stalls, and plain-language reporting written for owners and investment committees. Independent of every AI vendor, by design.

freshporch.com · An OptiSite venture

Sources & caveats. Adoption figures drawn from published industry research: The 2025 State of AI in Multifamily (survey of 280 multifamily executives at companies of 200+ employees, published by EliseAI, Oct. 2025); Zillow Rentals AI Assist study (June 2026); Multi-Housing News after-hours inquiry analysis (2025); industry deployment analyses 2025–2026. Survey publishers include AI-technology vendors; figures are reported as published and have not been independently audited by FreshPorch. Attended-tour figure reflects portfolios independently measured by FreshPorch. This briefing is informational only and is not legal advice. FreshPorch is not affiliated with any AI vendor. © 2026 OptiSite Inc.