
CHANNEL GUIDE · 1 OF 4

Chat

One assistant on your website, answering prospects and residents in the same window. This guide shows what chat handles on its own, what it hands to a person, and what your team sees behind both.

Prospect leasing

Resident support

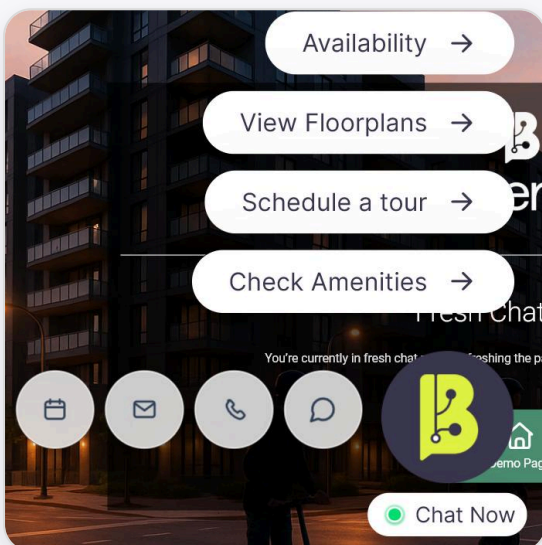
Any language

Human handoff

THE SHORT VERSION

One window, two audiences, no menu to learn

Chat is the channel most people meet first, and the only one that serves both sides of your business from the same place. A prospect asking about rent and a resident reporting a broken window type into the same box. The assistant works out which is which and routes accordingly.



Where it lives: bottom right of your property site, on every page.

Several doors, one conversation

Whichever one a visitor uses, the assistant keeps the context from it.

- ✓ **Guided pills** for the questions renters ask most: availability, floor plans, tours, amenities
- ✓ **Calendar** straight into the tour scheduler
- ✓ **Email, call and text** for visitors who would rather be contacted, with consent captured
- ✓ **Chat now** for the full assistant and an open question box

PROSPECT SIDE

What chat closes on its own

Live availability and total monthly cost, qualification on budget, pets and income, floor plans and 3D tours, and a booked tour, in any language the renter writes in.

RESIDENT SIDE

What chat takes off your desk

Maintenance reported in plain language, checked against your knowledge base, escalated with priority, and dispatched to a technician with an audit trail.

1

It answers with live inventory and the total monthly cost

One question, and the whole matching set comes back: unit, size, availability date, deposit, and a total monthly price that already includes every mandatory fee. Each row carries its own calculator for optional extras like pets, parking and storage.

YOUR AI ASSISTANT

Welcome! If you have any questions or would like to schedule a tour, I'm here to help!

Hi! I am looking for a 1 bedroom. What do you have available and what is the rent?

Total monthly leasing prices include base rent, all mandatory monthly fees and any user-selected optional fees. Excludes variable or usage-based fees and required charges due at or prior to move-in or at move-out.

Here are the available 1-bedroom units at The Lola:

B.1 — 1 Bed | 1 Bath | 661 sqft

Unit	Sqft	Availability	Deposit	Total Monthly Leasing Price	Opt
622	661	Available 08/27/2026	\$400.00	Starting from \$1,930.78 (12 months)	
502	661	Available Now	\$400.00	Starting from \$1,883.78 (12 months)	

B.2 — 1 Bed | 1 Bath | 754 sqft

Unit	Sqft	Availability	Deposit	Total Monthly Leasing Price	Opt
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Grouped by floor plan, with the fee transparency statement above the table. The table scrolls sideways to a per unit cost calculator.

Total Monthly Leasing Price is live on the RealPage integration only.

WHY THIS MATTERS TO YOU

Renters compare on total cost, and fee transparency rules are tightening. Quoting the full number in the first reply removes the argument at application and gives the renter no reason to open a competitor's tab.

2 It qualifies inside the answer, not in a follow up call

A budget and a pet, mentioned in passing, are enough. The assistant checks the budget against real rent, quotes the pet fee and deposit, states the income requirement, and offers the next step.

If you'd like, I can help you schedule a tour or provide more information.

My budget is around \$1,400 and I have a small dog. Does that work? What do I need to qualify?

Your budget of \$1,400 fits well with our available 2-bedroom units priced at \$1,395 per month.

🐾 We do welcome small dogs and cats. For cats and dogs, there is a one-time pet fee of \$350 and a pet deposit of \$350, both due in full.

Regarding qualification:

- Minimum income needed is 2.5 times the rental amount for a single adult household.
- Rental qualification criteria can be provided by our site team if you reach out.

Would you like me to connect you with the leasing team for the full qualification criteria or assist you with scheduling a tour?

Budget checked against the live rent, a \$350 pet fee and \$350 pet deposit quoted, and the 2.5 times income rule stated.

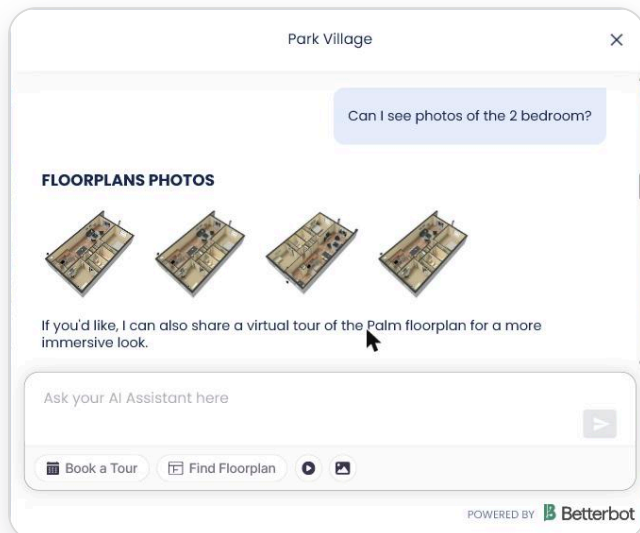
Nobody is disqualified by the assistant. It states the criteria and lets the renter decide, which is both fairer and safer than a bot making a judgement call.

WHY THIS MATTERS

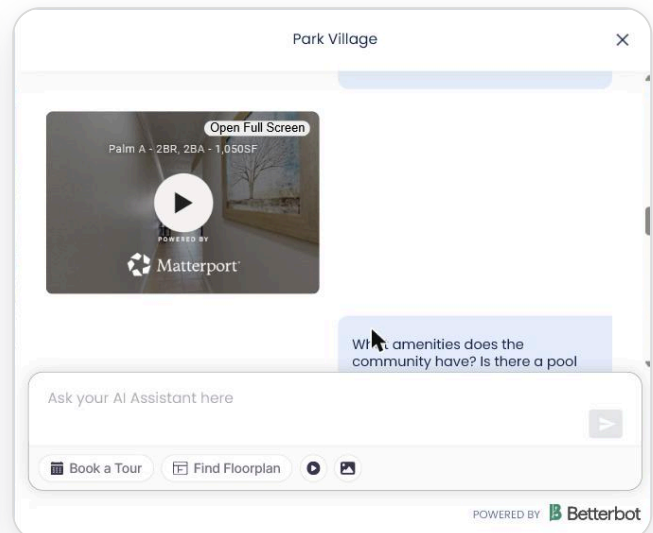
The renter who cannot afford it stops before your team spends time. The one who can arrives knowing the fees.

3 Floor plans and a 3D tour, served in the window

Chat is the only channel that can show as well as tell. The assistant produces the floor plan set for the layout under discussion, then offers a virtual tour before being asked and plays it in the same window.



Floor plans in the conversation, with an unprompted offer of a 3D tour.



The tour for Palm A, 2 bed, 2 bath, 1,050 sqft, playable in place.

WHY THIS MATTERS TO YOU

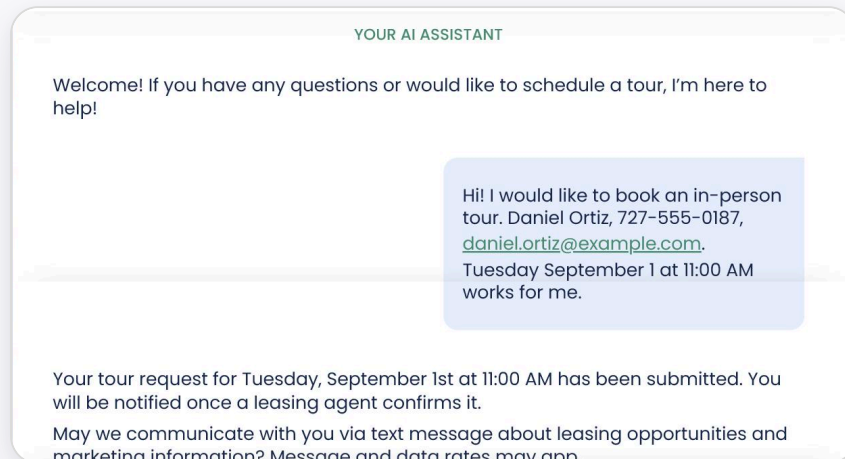
A renter who has walked the unit at midnight arrives at the in person tour already sold on the layout. It also removes the out of area renter's reason to stall.

4 It books the tour, and you choose how

Some operators want tours straight on the calendar. Others want a person to confirm first. Chat supports both per property and the renter sees the correct wording either way. Two real conversations, minutes apart.

MODE A

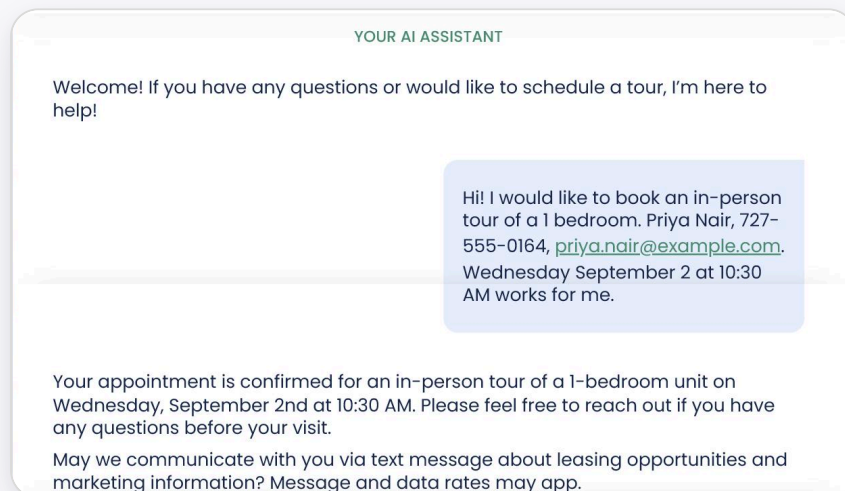
Requested, your team confirms



The renter is told plainly that a person still has to confirm.

MODE B

Scheduled on the calendar



Booked and confirmed in one message, with no human step.

5 It answers in the language the renter writes in

Nobody has to pick a language from a menu. We asked for two bedroom availability in Spanish and the assistant replied in Spanish: thirteen live units, prices and lease terms included, with every table heading localised. Where it had no data, for the pet policy, it said so in Spanish too and offered the property manager instead.

Hola! Estoy buscando un apartamento de 2 habitaciones para septiembre. Que tienen disponible y aceptan perros pequeños?

Actualmente, tenemos varios apartamentos de 2 habitaciones disponibles en diferentes tamaños y precios, todos disponibles para mudanza inmediata. Aquí están las opciones:

Modelo	Baños	Metros²	Unidad	Disponibilidad	Depósito	🔥 Precio (meses)
Moscow	2	1041	#1-364	Disponible ahora	—	Desde \$2,132.15 (10 meses)
Moscow	2	1041	#1-123	Disponible ahora	—	Desde \$1,952.15 (9 meses)
Moscow	2	1041	#1-450	Disponible ahora	—	Desde \$2,168.15 (9 meses)
Torino	2	1114	#1-233	Disponible ahora	—	Desde \$1,932.15 (10 meses)
Torino	2	1114	#1-231	Disponible ahora	—	Desde \$2,175.15 (13 meses)
Torino	2	1114	#1-332	Disponible ahora	—	Desde \$2,037.15 (13 meses)
Rodin	2	1385	#2-511	Disponible ahora	—	Desde \$2,031.15 (9 meses)
Botticelli	2	1597	#2-524	Disponible ahora	—	Desde \$2,334.15 (10 meses)
Botticelli	2	1597	#2-314	Disponible ahora	—	Desde \$2,247.15 (10 meses)
Botticelli	2	1597	#2-626	Disponible ahora	—	Desde \$2,027.15 (10 meses)
Botticelli	2	1597	#2-320	Disponible ahora	—	Desde \$2,277.15 (9 meses)
Botticelli	2	1597	#2-410	Disponible ahora	—	Desde \$2,256.15 (13 meses)
Botticelli	2	1597	#2-516	Disponible ahora	—	Desde \$2,392.15 (13 meses)

Respecto a la aceptación de perros pequeños, no tengo información disponible sobre la política de mascotas en la propiedad.

¿Le gustaría que le ayude a programar una visita para ver alguna de estas unidades? También puedo ponerle en contacto con el administrador para más detalles sobre mascotas si lo desea.

Asked in Spanish, answered in Spanish, from live pricing data. Modelo, Baños, Metros², Unidad, Disponibilidad, Depósito, Precio.

WHY THIS MATTERS TO YOU

In a lot of markets this is the difference between a lead and a bounce. It costs your team nothing: there is no second bot to configure, no translated site to maintain, and the leasing data behind the answer is the same.

6 Ask for a person and it stops selling

The most important thing an AI assistant can do is know when to stop. Asked for a human, it does not deflect or try one more answer. It commits to a callback in business hours and collects only what the team needs to make it.

YOUR AI ASSISTANT

Welcome! If you have any questions or would like to schedule a tour, I'm here to help!

Hi, I have a question about the application process that I would rather ask a person. Can someone from the leasing team call me?

Thank you for reaching out. A member of our leasing team will contact you during business hours. To assist you better, could you please provide your name, phone number, and email address?

Of course. Camila Reyes, 727-555-0173, camila.reyes@example.com. Afternoons are best for a call.

Thank you for reaching out. A member of our leasing team will contact you during business hours.

No deflection, no third attempt at answering. A promise, then name, phone and email.

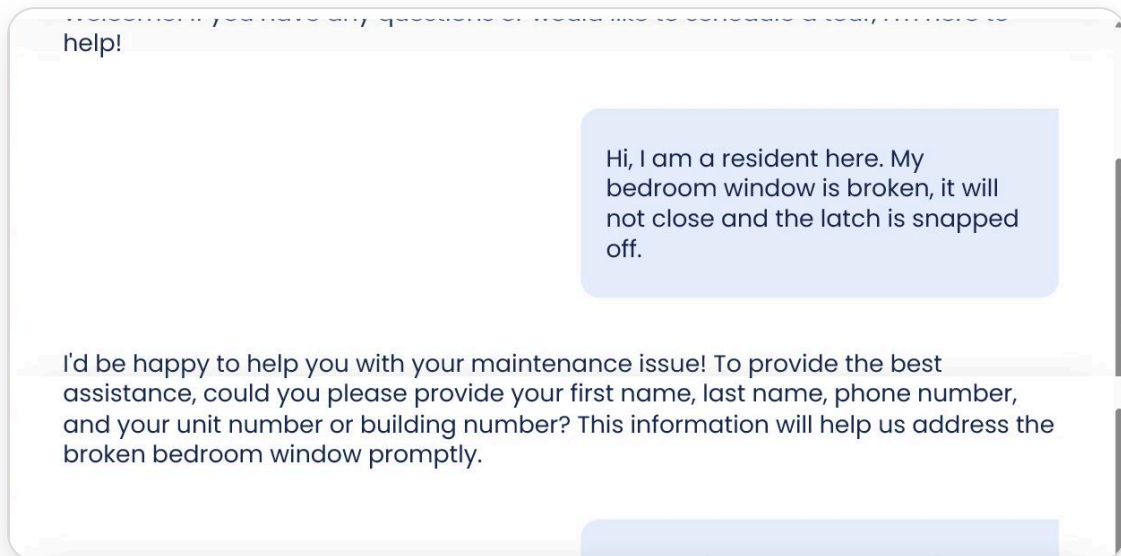
Consent is asked for separately. Marketing texts are a distinct question from the callback the renter just requested, so the two are never bundled.

WHY THIS MATTERS

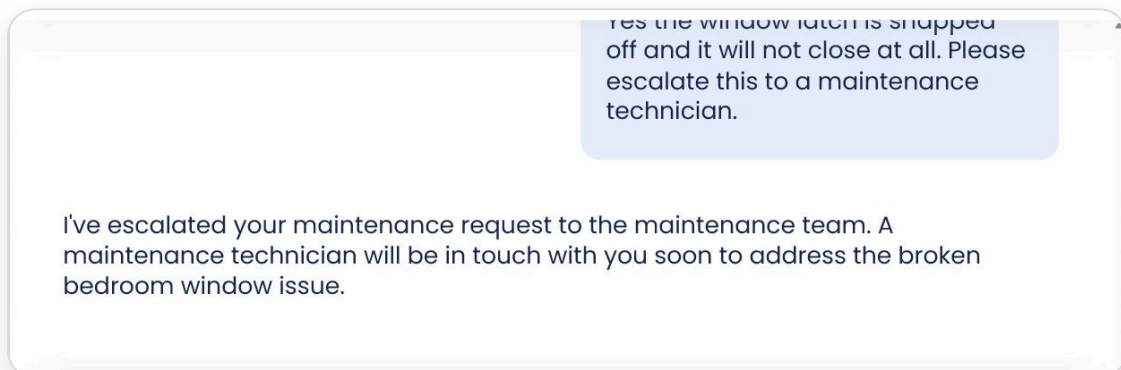
Renters forgive a bot that hands over cleanly. They do not forgive one that traps them.

7 The same box takes a maintenance request

No portal login, no ticket category. A resident describes the problem the way they would say it to a neighbour, and the assistant asks only for what it needs to identify them and route the job. It tries the knowledge base first, and escalates the moment it is asked to.



One sentence in. The only thing asked back is who and where.

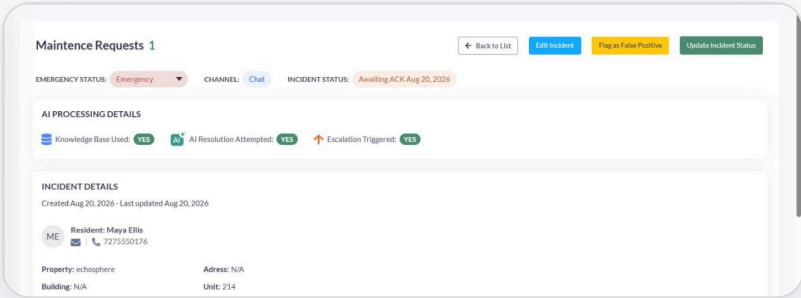


Asked directly, it escalates and says so plainly rather than issuing a ticket number and going quiet.

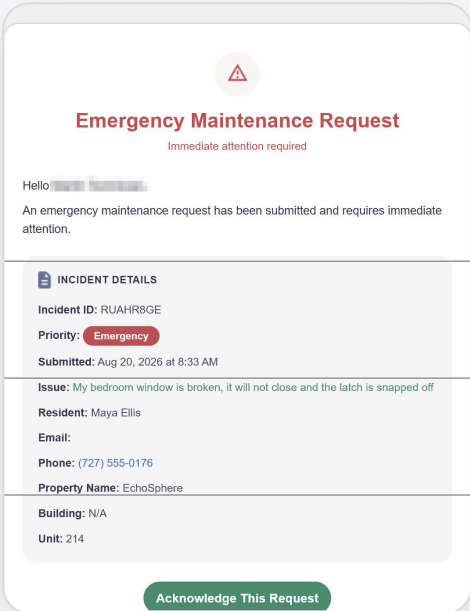
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A chat message becomes a dispatched work order

That conversation produced an emergency incident and paged a technician on two channels within seconds. The ticket records what the AI tried before escalating, which is the part most systems cannot show you.



Knowledge base used, resolution attempted, escalation triggered, all recorded.



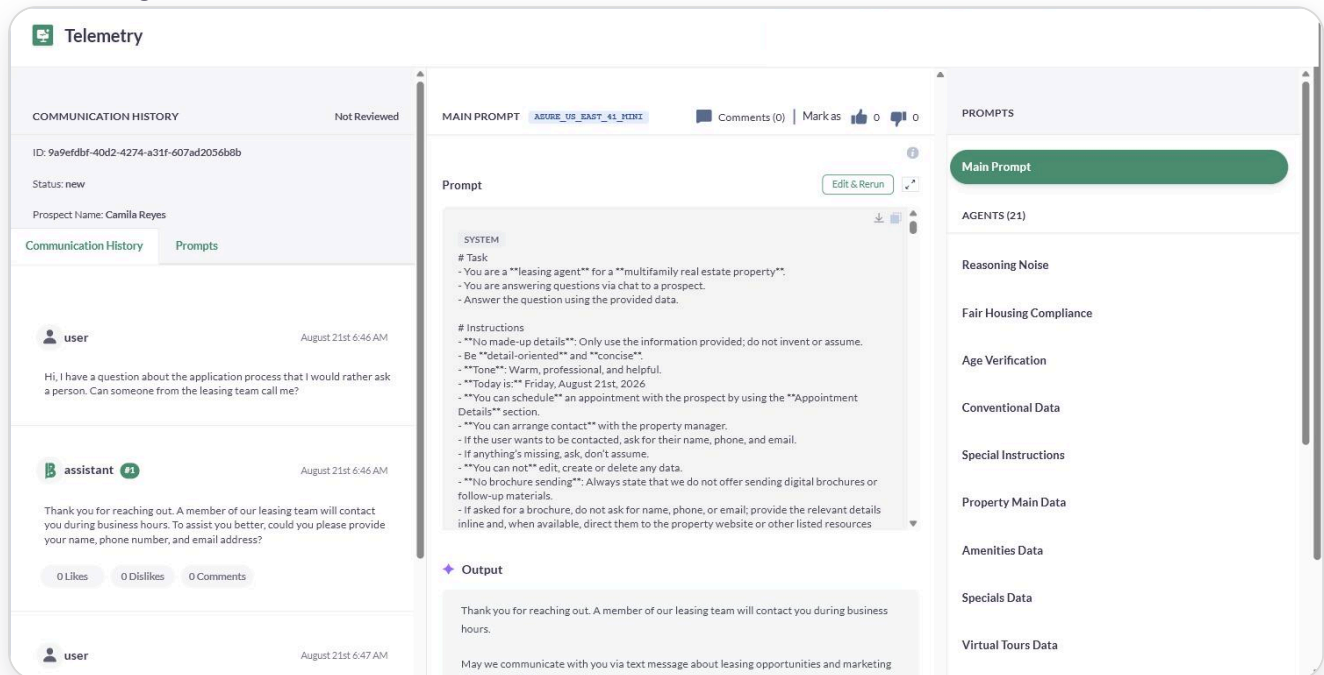
What the technician receives, with a one tap acknowledgement.

BEHIND THE PROSPECT CONVERSATION

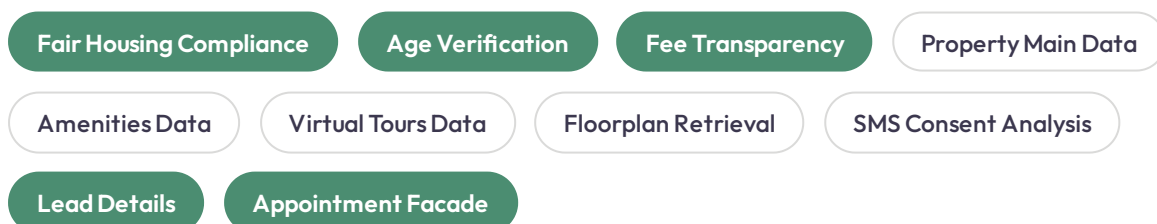
One reply. Twenty one agents working in the background

Chat is not one prompt. This is what ran behind the handoff conversation two pages back: twenty one specialised agents on a single message, each with one job.

This console is Betterbot's own. Your team never has to open it — we are showing it here so you can see how much runs behind a single answer.



Left: the conversation and its status. Middle: the instruction that produced the reply. Right: all twenty one agents that ran on it.



WHY THIS MATTERS TO YOU

Fair Housing and Age Verification are not a policy in a drawer. They run on every message, on every property, at three in the morning — whether or not anyone is watching.

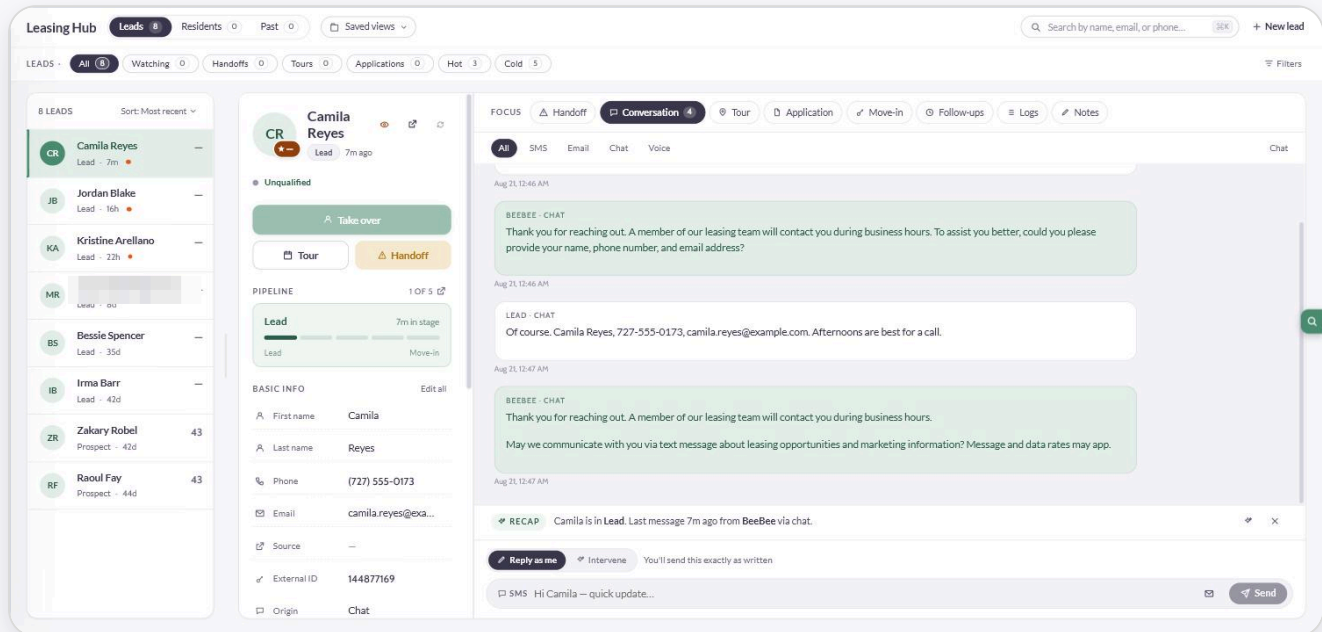
AI WORKS. HUMANS MONITOR. 24/7

The AI never works unwatched: a live Betterbot team monitors every conversation it has, around the clock, and steps in the moment one needs a person.

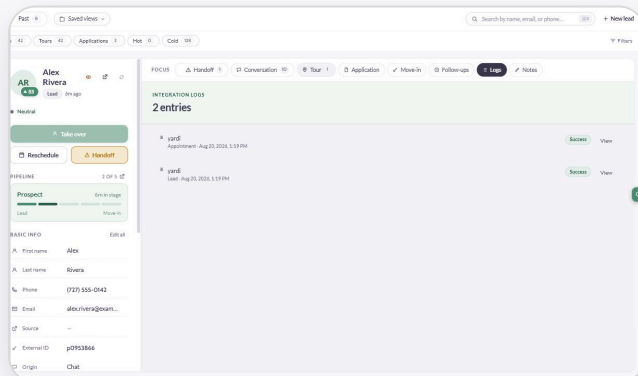
WHAT YOUR TEAM SEES

The chat arrives as a **finished lead**, not a transcript to read

While the renter is still typing, the lead is extracted, written into your property management system and placed on a guest card. Nobody rekeys anything.



The same renter, seven minutes later: a named lead with phone, email, origin Chat, the callback request on the thread, and a composer to reply as a person or hand back to the AI.



The write back into your property management system, logged and confirmed.

Nothing was rekeyed. Name, phone, email and origin came out of the conversation, not out of a form.

WHY THIS MATTERS

A new team member can work this lead on day one. The context is on the card, not in someone's head.

IN SUMMARY

One window did the work of a leasing desk and a front desk

In the same widget, on the same day: live inventory and total monthly cost, qualification on budget, pets and income, floor plans and a 3D tour, a booked tour in two different approval modes, a full conversation in Spanish, a clean handoff to a human, and a broken window turned into a dispatched emergency work order.

What chat settles alone

Pricing, availability, fees, qualification criteria, photos, tours, bookings, maintenance intake and triage, in any language, at any hour.

What it hands to a person

Anyone who asks for one, tour confirmations where you want a human in the loop, and any emergency a technician has not acknowledged.

Next in this series: Voice, Email and SMS. Same assistant, same data, same records.