
PRODUCT GUIDE

AI Websites

A property website where the assistant is not a widget in the corner — it is the site. Every page is an answer, generated from live inventory, at the moment a renter asks. This guide is a walkthrough of a real one.

[Live inventory](#)[Answers, not pages](#)[Mobile first](#)[Lead capture](#)

THE SHORT VERSION

The website **is** the assistant. Not a brochure with a bot bolted on

A conventional property site is a set of pages someone wrote months ago, plus a chat bubble that apologises for not knowing. Here the relationship is inverted. There is one input box, and everything a renter sees below it — floor plans, prices, photos, maps, policies — is produced on request from the data you already keep in your PMS.

STRUCTURE

Seven routes, no static pages

Each nav item is a question the assistant answers, at its own real URL.

DATA

Unit-level, live

Availability, base rent and lease terms read from the system of record.

COVERAGE

Anything else, too

If it is not on a page, the open box still answers it — in any language.

1 · THE RENTER TYPES

“What 2 bedrooms are available, and how much are they?”



2 · THE ASSISTANT READS

Live unit records — availability, base rent, lease terms, plan drawings.



3 · THE PAGE IS BUILT

Cards, a written summary and a follow-up, rendered on the spot.

WHAT THE RENTER GETS

A straight answer, first try

No hunting through tabs for a price. They type the thing they actually want to know, and get the units, the rent, the policy or the tour that answers it — with a follow-up already offered.

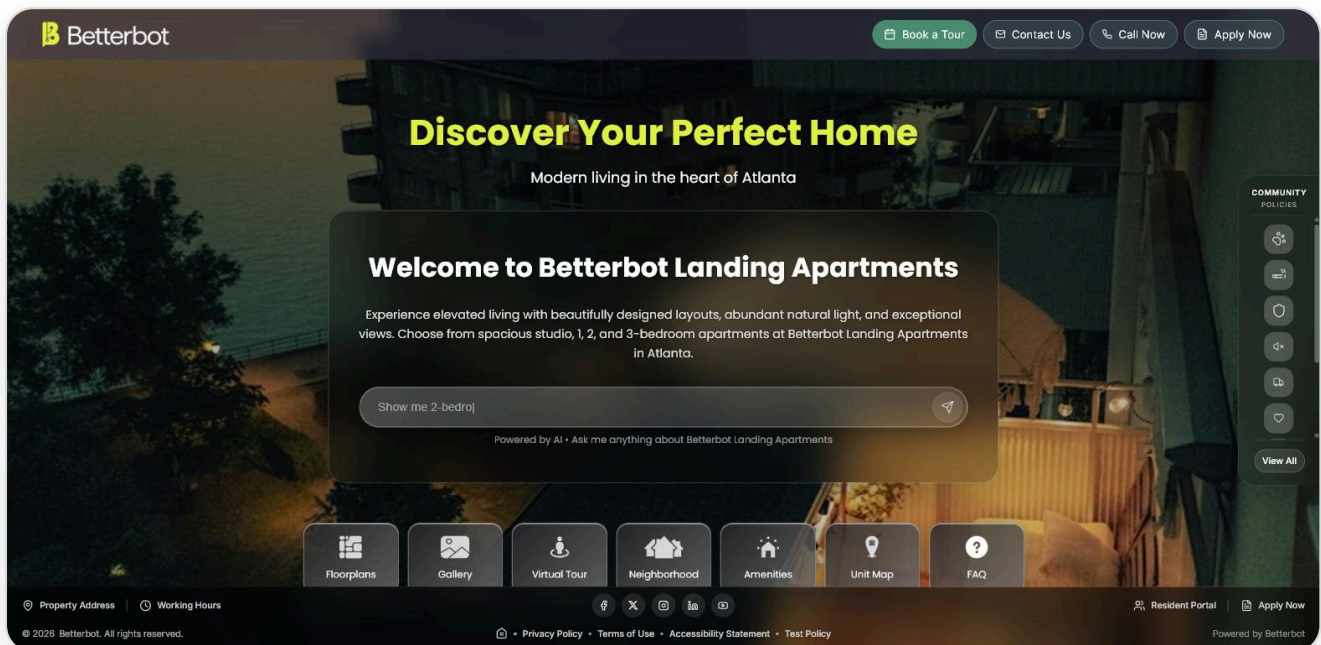
WHAT YOUR TEAM GETS

A site that never goes stale

Nobody updates a pricing page. Nobody rewrites the pet policy in three places. The content is the data, so the site is correct the moment the data is.

1 A question, not a menu

This is the whole home page. Your headline, your photography, your welcome copy — and one box. The nav underneath is there for renters who prefer to browse, but the box is the fast path, and most people take it.



The demonstration property at website.betterbot.net. Branding, hero imagery and welcome copy are configured per community.

The placeholder in the box cycles through real questions — **“Show me 2-bedrooms...”**, **“What apartments are available...”** — so a visitor who has never spoken to an AI leasing agent knows within a second what to do with it.

YOURS

Brand and imagery

Logo, palette, hero photography and the rotating headline set.

YOURS

Welcome copy

The property introduction, written in your voice, not generated.

YOURS

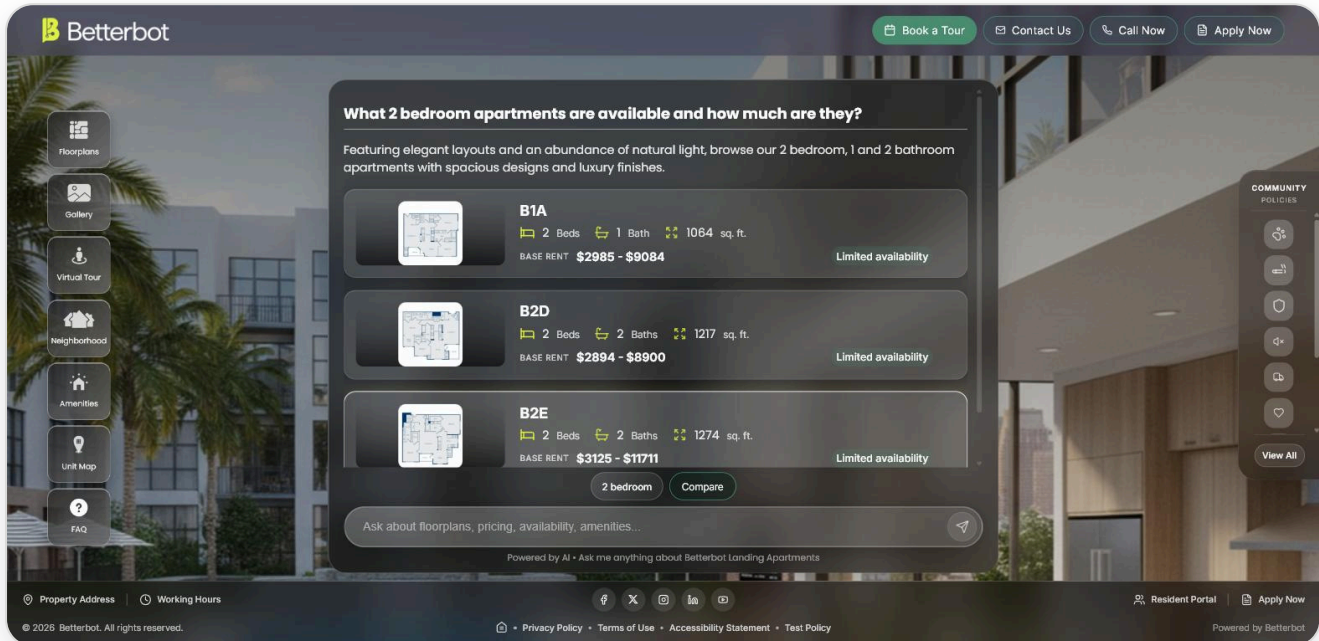
Calls to action

Tour, contact, call and apply, wired to whatever you already use.

2

The question that starts a lease

Typed in plain English, not picked from a filter. The answer comes back as a set of real floor plans with beds, baths, square footage, base rent and an availability status — then offers the next move.



Asked: “What 2 bedroom apartments are available and how much are they?” Three matching plans returned, each with a live availability status.

WHY THIS MATTERS

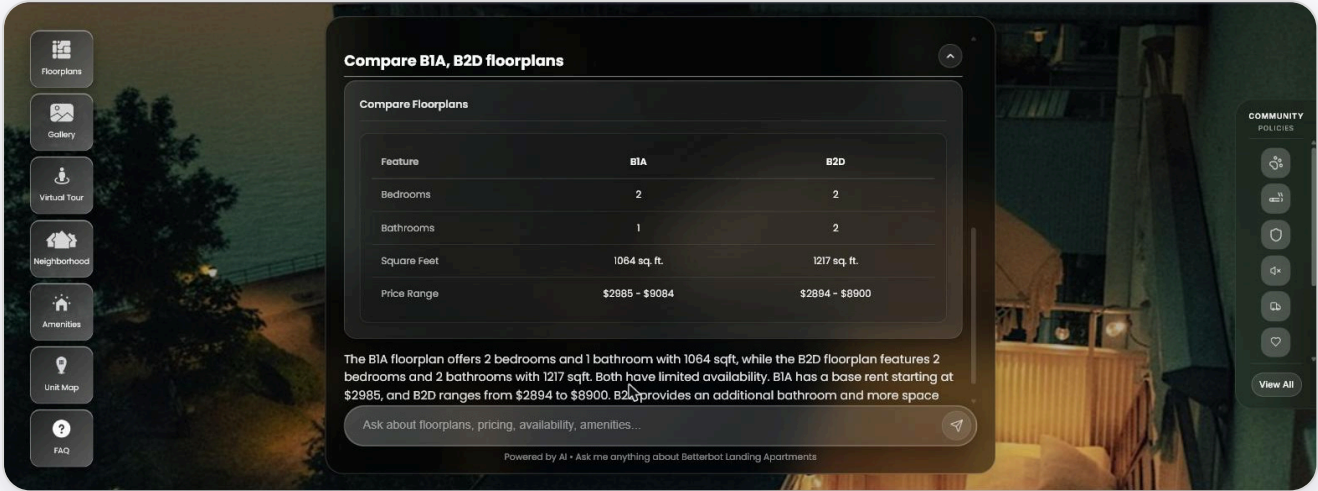
Price is the first question and the usual reason a renter leaves. Answering it in one exchange, with the plan drawing next to it, removes the step where they go and check a listing site instead.

On the numbers. Base rent shows as a range because it spans every lease term the community offers. What appears in the cards is exactly what the pricing system returns — nothing is rounded or invented.

- ✓ **Every card carries the plan drawing** alongside beds, baths and square footage, so the renter is comparing layouts and not just numbers
- ✓ **Availability is a live status** — limited, available now, or a dated move-in — read at the moment of the question
- ✓ **The follow-up is pre-loaded.** The chips underneath narrow to one bedroom, two bedroom, or open the comparison flow

3 Two plans, side by side, built on the spot

A renter narrowing down two options normally opens two tabs and squints. Here they tap **Compare**, tick the plans they are weighing, and the assistant assembles the table — then tells them, in a sentence, what the difference actually amounts to.



The table is generated per request from the same live records that produced the cards, not from a stored comparison page.

Below the table the assistant added its own read: *“B2D provides an additional bathroom and more space compared to B1A...”* — and closed by offering a tour. Every answer ends with a way forward.

STEP 1

Tap **Compare** under any set of results.

STEP 2

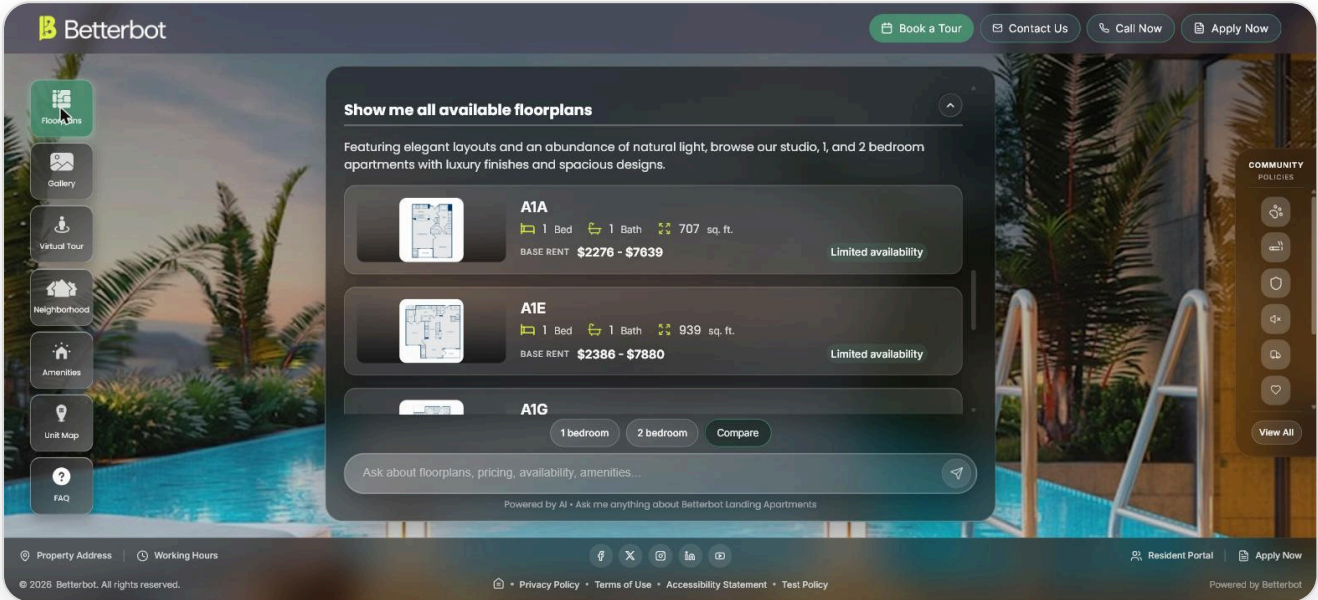
Tick two or three plans. The cards become selectable in place.

STEP 3

Get the table, the written difference, and an offer to tour.

4 Every nav item is a question

The seven nav cards look like a normal menu. They are prompts. Each one has its own indexable URL and page title, so search engines and paid traffic behave exactly as they would on a conventional site — but what loads is a live answer.



Tapping **Floorplans** sends “Show me all available floorplans” and lands on **/floorplans** — a real route with its own page title.

/floorplans	Available plans, live rent and status	/amenities	Apartment and community features
/gallery	Photography, grouped	/unit-map	Interactive site plan
/virtual-tour	Embedded 360° tours	/faq	Grouped, expandable questions
/neighborhood	Filterable map of what is nearby	Open box	Everything the seven do not cover

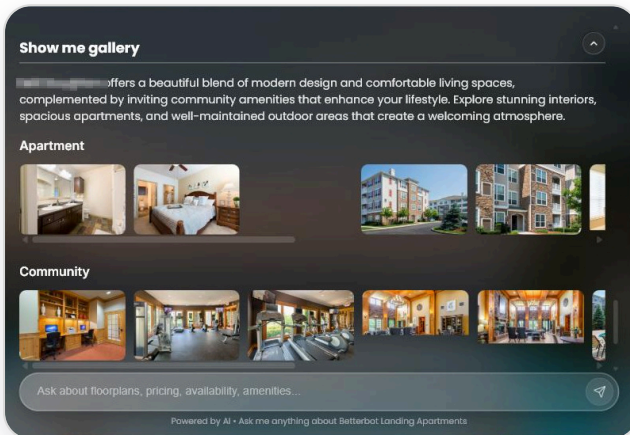
THE POINT

You do not choose between an SEO site and an AI site. The routes, titles and links are real; the content behind them is generated. Both audiences — the crawler and the renter — get what they came for.

Photography and 360° tours, inside the same answer

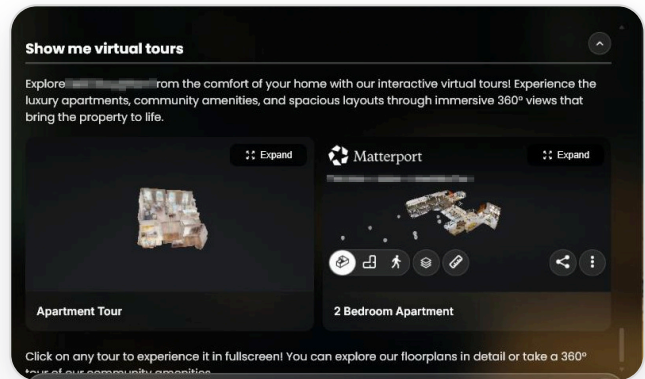
Media is not a separate destination a renter has to go and find. It arrives in the conversation, framed by a written description of what they are looking at.

Gallery



Grouped into **Apartment** and **Community**, each row scrollable, with a written summary above.

Virtual tour



Live 3D tours embedded and playable in place — apartment and amenity walkthroughs, expandable to full screen.

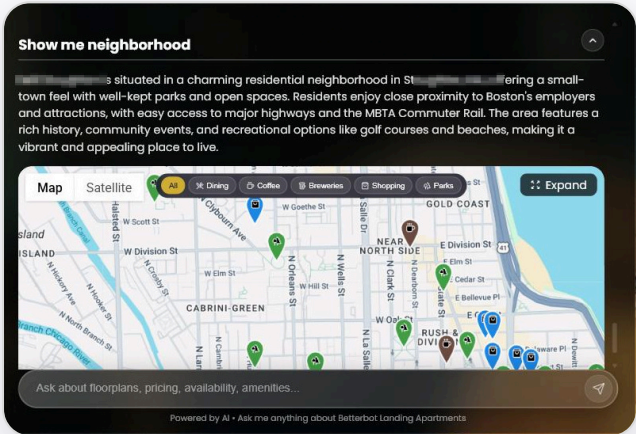
A renter who has walked a unit in 3D before contacting you arrives at the tour already qualified on layout. The tours are your existing Matterport scans; nothing needs re-shooting.

- ✓ **Your existing assets, reused.** Photography and 3D scans come from the library you already have — nothing is re-shot for the site
- ✓ **Described, not just displayed.** Each media answer opens with a written summary, which is what makes it useful to a renter skimming on a phone
- ✓ **Reachable both ways** — from the nav card, or by asking “can I see the gym?” in the box

Where it is, and exactly which unit

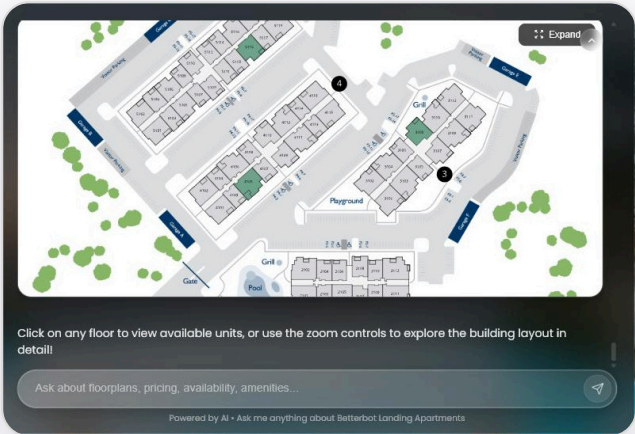
Two questions that decide a lease and that a static page answers badly: what is around me, and where in the community would I actually live.

Neighborhood



A live map with category filters — dining, coffee, breweries, shopping, parks — under a written summary of the area.

Unit map



The real site plan. Available units are highlighted, amenities are marked, and any floor can be opened.

WHY THIS MATTERS

“Which one is by the pool?” is a leasing-office phone call. On the unit map it is a glance — and the renter answers it themselves, at eleven at night.

NEIGHBORHOOD

Five POI categories

Dining, coffee, breweries, shopping and parks, each toggled on the map.

UNIT MAP

Available units highlighted

Straight from the same inventory feed that prices the floor plans.

BOTH

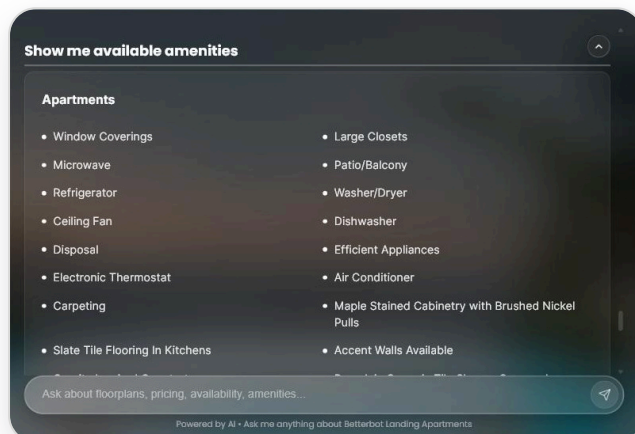
Expandable to full screen

Pan, zoom and open a floor without leaving the conversation.

The long lists, kept current without anyone editing them

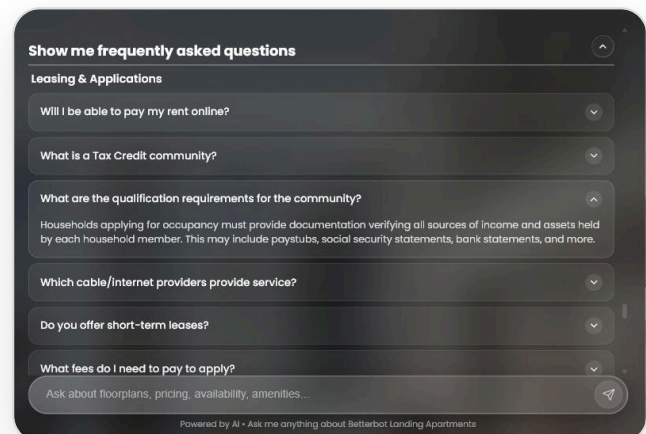
Amenities and FAQs are where property websites rot fastest, because they are long, dull to maintain, and quietly wrong within a quarter. These are rendered from your records every time.

Amenities



Apartment features and community features, split and complete — not a marketing shortlist.

FAQ



Grouped by category — leasing, applications and more — each one expanding in place.

And when a renter's question is not on either list, they do not hit a dead end. They type it into the same box and get an answer from the same knowledge base.

What changes when the data changes

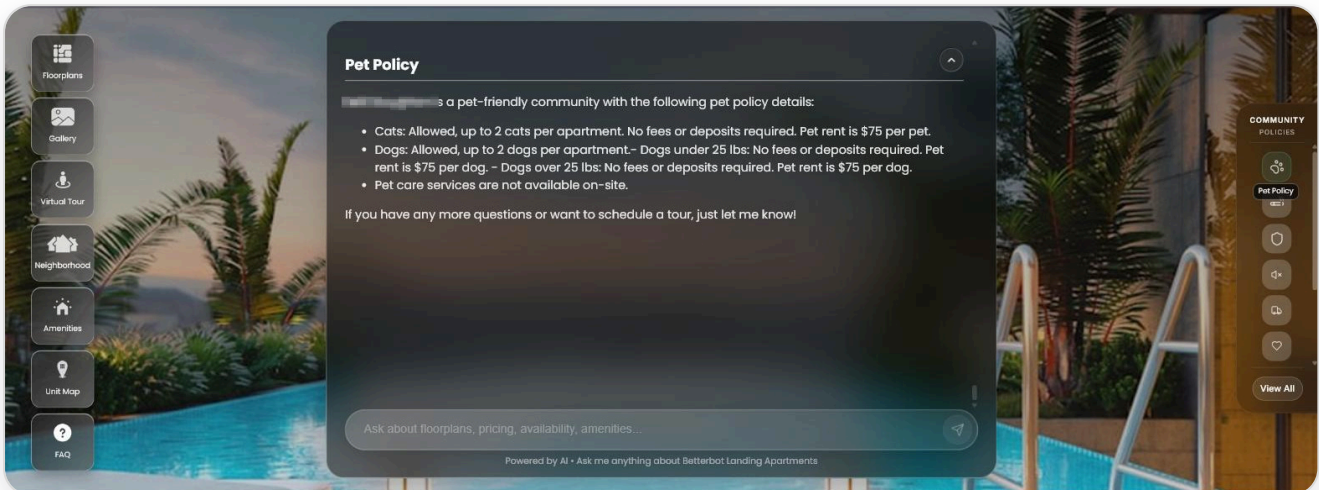
Add a feature, retire an amenity, revise an FAQ answer — it appears everywhere on the site at once, because there is only one copy of it.

What your team stops doing

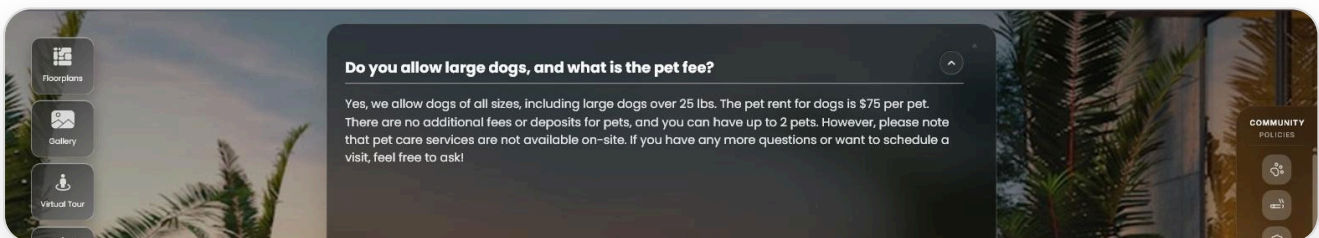
No page audits before a lease-up push. No stale copy discovered by a prospect. No “can someone update the website” in the group chat.

5 The questions your team answers forty times a week

Pets, smoking, noise, move-in, parking, accessibility. Every community policy sits in a rail down the side of the site, one tap from anywhere, and comes back as structured detail rather than a PDF.



The policy rail, and the pet policy opened: limits, fees, deposits and exclusions, itemised.



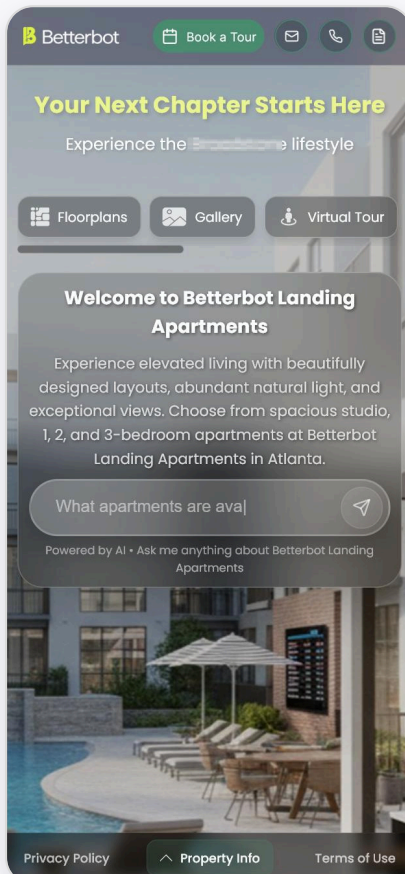
The same facts, reached the other way — asked as a sentence: “Do you allow large dogs, and what is the pet fee?”

WHY THIS MATTERS

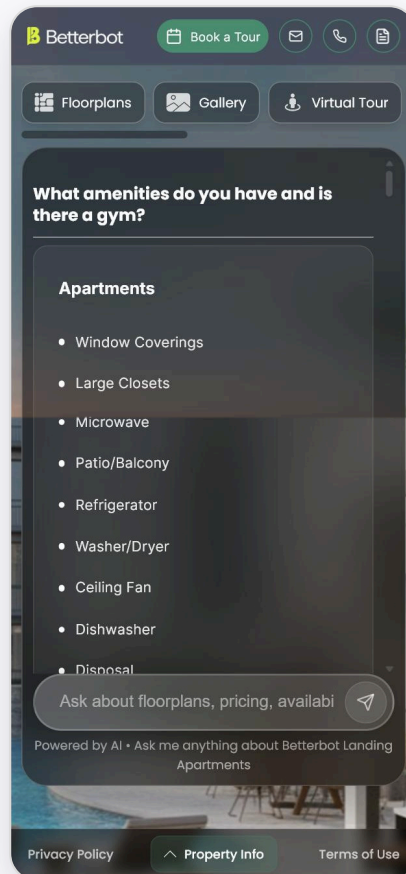
Policy questions are the highest-volume, lowest-value calls a leasing office takes. They are also the ones most likely to be answered slightly differently by two people. One source, answered identically every time, is both a time saving and a compliance improvement.

Most of your traffic is a thumb on a phone, in the evening

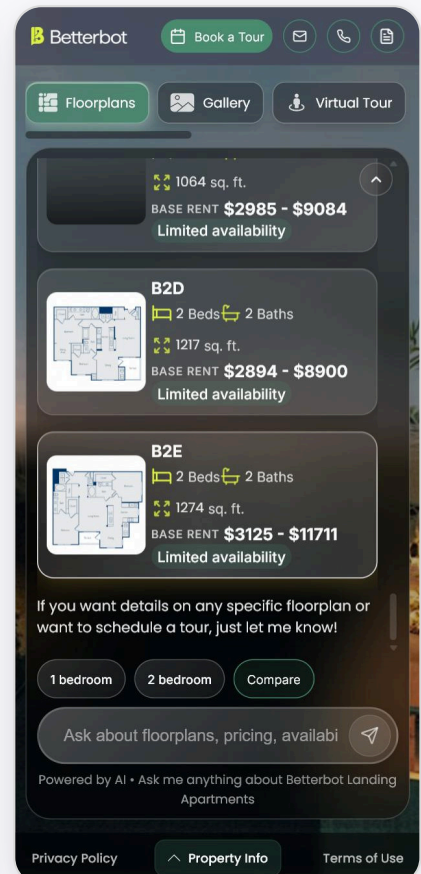
The same site, the same assistant, the same live data — laid out for one hand. The nav becomes a scrollable strip, the header collapses to icons, and the answer panel takes the screen.



Home — one box, thumb height.



A typed question, answered in place.



Plans, prices and follow-ups.

These are captures at phone width, not a desktop page shrunk down. The floor plan card, the compare flow and the contact form are all built for the smaller screen first.

HEADER

Collapses to icons

Tour stays a labelled button; contact, call and apply become taps.

NAVIGATION

One scrollable strip

All seven routes reachable with a thumb, none buried in a hamburger.

ANSWERS

Scroll inside the panel

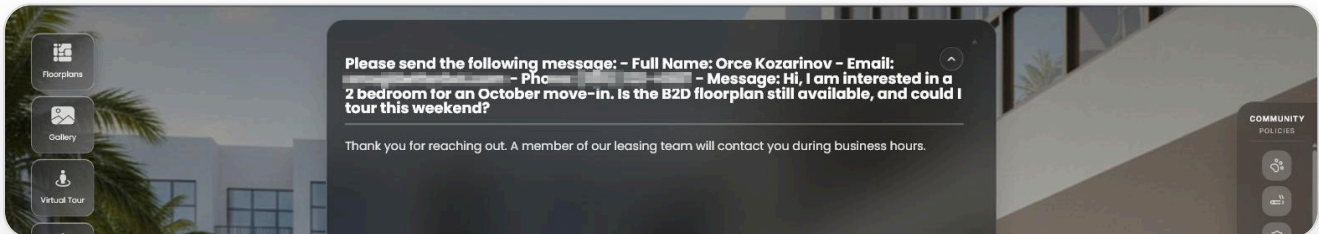
The input stays pinned, so the next question is always one tap away.

6 When they are ready, it takes four fields

Contact, call and apply sit in the header on every route. The contact form is deliberately short, and what a renter writes in it goes to the assistant as context rather than into an inbox nobody reads.

Name, email, phone, message.

A real enquiry, submitted during this walkthrough.



Submitted, acknowledged, and attached to the conversation the renter was already having — so the leasing team picks it up with the whole thread, not a bare form.

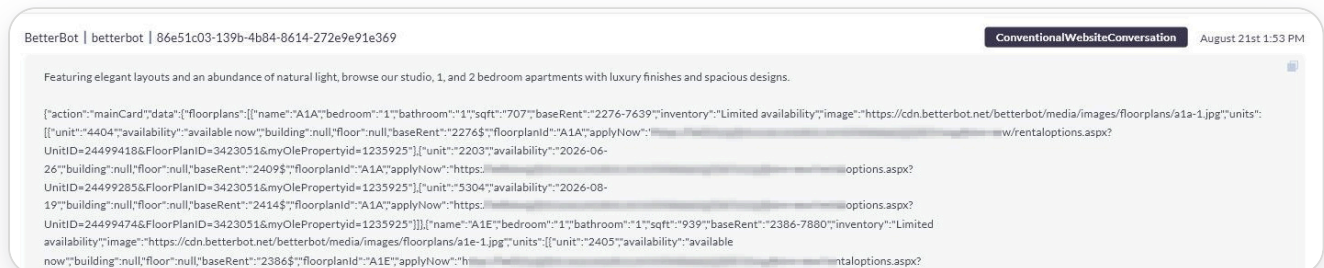
- ✓ **The enquiry keeps its context.** Whatever the renter looked at before submitting travels with the lead, so nobody has to ask them to repeat it
- ✓ **Consent is captured at the door,** on the disclosure a visitor accepts before the first message — not buried in the form
- ✓ **Tour, call and apply run in parallel,** wired to your scheduler, your leasing line and your application flow

INTERNAL VIEW

What was actually behind every answer in this guide

Each conversation the website has is recorded with the data the assistant used to answer it — the units, the rents, the availability dates, the source records. Nothing is generated from thin air, and every claim on the site can be traced back to a row.

This console is Betterbot's own. Your team never has to open it — we are showing it here so you can see what runs behind the scenes.



The floor plan answer from page 4, as recorded: unit numbers, base rents and availability dates, timestamped to the minute.

WHY THIS MATTERS

“Where did that price come from?” has an answer. Every claim on the site traces back to a source record, which is what makes an AI site safe to point paid traffic at.

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.

IN SUMMARY

A site that answers, sells and never goes out of date

- ✓ **One box instead of a menu.** Renters ask for what they want and get it in a single exchange, with the next step already offered.
- ✓ **Live inventory, unit by unit.** Availability, base rent and lease terms come from your system of record, so the site is never quoting last quarter.
- ✓ **Real routes, real SEO.** Seven indexable URLs with proper titles — generated content behind conventional structure.
- ✓ **Photography, 3D tours, maps and site plans** delivered inside the answer, not parked on pages nobody clicks.
- ✓ **Policies answered once and correctly** — the calls your leasing team stops taking.
- ✓ **Built for the phone first**, because that is where the evening traffic is.
- ✓ **Leads captured in context**, handed to your team with the whole conversation attached.

Everything in this guide was captured in one sitting on a live property. If you would like the same walkthrough run on your own inventory, we will build it and show you.

betterbot.com