

MULTIFAMILY NEWSLETTER

www.apartmentbrokersofiowa.com

JUNE 2025 NEWSLETTER

Save The Date

2026 NMHC Apartment Strategies Conference

An entire day of trends, statistics, and powerful insight into what lies ahead for our industry.
January 27, 2026 | Aria Resort and Casino | 3730 S. Las Vegas Blvd. Las Vegas, NV 89158

OPTECH 2025

Multifamily industry's premier conference on innovation, operations, and transformation.
November 17-19, 2025 | MGM Grand Hotel and Casino | 3799 S. Las Vegas Blvd. Las Vegas, NV 89109

Useful Websites

Rently.com

Serving the multifamily industry by providing self-guides apartment tours, leasing automation, and lead management.

AppFolio.com

property management software for all of your communication, accounting, marketing, and maintenance needs.



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WHAT IS YOUR MULTIFAMILY PROPERTY WORTH?

I am always happy to do a **FREE, NO OBLIGATION**, Real Estate Review for your multifamily property. You ought to know today's market value of your real estate investments.

If this is something you would like, simply give me a call at 319-378-6786, email me at joannestevens@iowarealty.com, or visit www.apartmentbrokersofiowa.com

Joanne Stevens is a specialist in listing and selling multifamily housing communities throughout the U.S. With her 20 plus years of experience in developing, zoning, owning, retailing, managing, turning around and brokering multifamily communities, she can maximize your sale price.

NAI Iowa Realty Commercial is proud to be part of the **Berkshire Hathaway** family of companies.

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HAVE APARTMENT BUYERS! NEED SELLERS!

Year over year, apartment prices have increased!

Interest rates: Many apartment investors have accepted their higher rates and want to buy now!

Lenders :

Banks again are opening their lending window (if they ever stopped) and are enthusiastic about making loans on apartment properties. Prices for apartments are strong!

Young professionals want to buy 8-40 units. Can be scattered and prefer the Des Moines metro. These two investors have day jobs and manage their apartments after 5 PM. They are experienced and serious. Please call.

Apartments with walkability to coffee, restaurants/ bars, gyms, groceries, and shopping. This investor has experience with apartment renters that rent studios to three bedrooms, and long as the tenants can walk to nearby restaurants and so on. Willing to pay up for apartments that fit this description.

Large apartment properties, 200-1000 units, in metro markets. National apartment investor, likes Iowa, and has raised capital to buy here. This investor is ready to buy now! Their bank is ready as well!



EFFECTIVE WAYS TO SAVE (AND MAKE) MONEY EMPLOYING AI IN YOUR MULTIFAMILY BUSINESS

AI, although a relatively new technology, is already being utilized in the day-to-day operations of the multifamily industry. While AI most likely will never entirely replace the sales and leasing team, here are some key areas it has already penetrated and is trending toward

1) Autonomous Property Management:

this is possibly the most common use of AI and a starting point for most. AI systems can easily handle routine tasks, such as rent collection, maintenance requests, leasing, and renewals. By having AI handle these tasks, it will free up your site team to perform higher - value activities and provide a more personalized experience for future and existing residents. Effective AI utilization and integration can significantly reduce a property owners operating budget (by as much as 25%) by automating many day-to-day functions. The result will be a much more fluid and efficient operating team.

2) AI - Powered Leasing and Virtual Assistants:

AI chatbots, and leasing assistants are already pre-qualifying applicants, handling inquiries, and scheduling tours on a 24/7 basis. These tools are only going to become more sophisticated, and in the process will improve conversion rates and resident satisfaction, thus reducing dependence on traditional office hours. Property owners and leasing managers utilizing this technology will save not only time, but also money, as property tours can be conducted virtually, and at any time, not limiting tours to a certain time of day. The perspective tenant's information is also captured, which will lead to more efficient follow-ups, which will then result in more lead conversions, reducing a unit's days on market numbers, and increasing a property owners NOI.

3) Predictive Maintenance and Smart Building Systems:

Much the same way a car uses hundreds of sensors to alert its owner of issues, AI will play a role in predictive and preventative maintenance, using data from sensors imbedded in devices (think HVAC appliances, points of entry, pools, etc.) to anticipate equipment failure or malfunctions before they occur. This proactive approach will minimize costly repairs, reduce disruptions for tenants, and extend the lifespan of assets. The end result will be a reduction in gross operating expenses, an increase in NOI, and potentially increasing the property's value.

Although AI is still in its infant stage, it is technology that is improving exponentially. In other words, what is "cutting edge" today, will be a "dinosaur" 12 months from now. Larger portfolios have already implemented AI as part of their SOP. These solutions do come with a hefty price tag, so they are not for everyone at this stage. However, smaller property owners need to be looking into AI and allocating operating dollars for at least some of the above-mentioned solutions. The upfront cost may be significant, but the results will be of far greater value.

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Email Newsletters

Sign up for free monthly newsletters. Send us an email at **benstevens@iowarealty.com**. Don't miss out on investor events and apartment market condition updates.

For past newsletters, visit our website at **apartmentbrokersofiowa.com**.

To sign up for our email newsletter or to receive the current rent surveys for Cedar Rapids and Des Moines, email Ben at **benstevens@iowarealty.com**.

If you are looking for a local lender for an acquisition or a refinance, contact **Dave Jontz of Farmers State Bank at 319-377-4891**.