

MULTIFAMILY NEWSLETTER

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NOVEMBER 2025 NEWSLETTER

Save The Date

Apartment Innovation & Marketing Conference

Sponsored by a group of industry vendors, the AIM conference's sessions and exhibitions focus on marketing and leasing technology, automation and artificial intelligence, among others topics. Attendance is limited to owners and operators of multifamily communities and sponsors.
May 3-6, 2026 | Hyatt Regency Huntington Beach Resort & Spa | Huntington Beach, California

Apartmentalize

The National Apartment Association's annual education conference brings in professionals, supply partners and exhibitors from across the multifamily operations sector.
June 17-19, 2026 | Ernest N. Morial Convention Center, New Orleans

Useful Websites

www.servicemasterrestore.com

Specializing in property restoration after fire, weather, mold, and more.

www.WSJ.com

The Wall Street Journal, a trusted source for information regarding real estate, finance, business, and more..



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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.

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5 Powerful Ways to Use ChatGPT and AI to Elevate Your Real Estate Business

Newsletter of Iowa Realty Commercial

Dear Esteemed Clients,

It's almost impossible to go anywhere these days and not hear about Artificial Intelligence, ChatGPT, Large Language Models, Datacenters and how they are changing the world. How does this impact real estate owners and investors. We went straight to the source for answers. Here are the top 5 ways for real estate investors to use AI, according to..... AI!

How Smart Real Estate Investors Are Using AI to Boost Profit and Save Time

AI isn't replacing real estate investors — it's making the best ones unstoppable.

Artificial Intelligence, especially tools like ChatGPT, are transforming how owners and investors operate. From marketing and analysis to communication and decision-making, AI can help you make more money, faster. Here are **5 powerful ways to use ChatGPT and AI to elevate your real estate business.**

1. Streamline Marketing and Lead Generation

Use AI to:

- Write property listings, headlines, and social media ads automatically.
- Personalize outreach to potential buyers, tenants, or investors.
- Automate lead follow-ups through your CRM.

Example Prompt:

"Write 3 versions of a luxury apartment ad in downtown Des Moines emphasizing lifestyle, convenience, and amenities."

Result:

You get more leads with less time spent writing — and your messaging stays consistent across platforms.

2. Analyze Properties and Market Data Faster

Use AI to:

- Summarize rent rolls, expense reports, and T12 statements.
- Generate quick comps and performance snapshots.
- Highlight underperforming units or expenses that can be optimized.

Example:

Upload your property's T12 and rent roll — AI can instantly flag which units are below market rent, estimate the new NOI if rents are raised, and project the increased property value.

3. Automate Operations and Tenant Communication

Use AI to:

- Draft tenant notices, rent reminders, and maintenance updates.
- Automate responses to FAQs on your property website.
- Predict maintenance issues from historical work order data.

Example:

A chatbot can handle 80% of tenant inquiries instantly - freeing your team to focus on higher-level issues.

4. Create Investor Updates and Financial Reports Instantly

Use AI to:

- Turn performance data (NOI, occupancy, CapEx) into a clean investor report.
- Generate visually appealing summaries for investor newsletters or capital raises.
- Maintain consistent communication that builds trust.

Example Prompt:

"Write a professional investor update for a 48-unit apartment complex that improved NOI by 4% and occupancy to 92% this quarter."

5. Make Smarter, Faster Strategic Decisions

Use AI to:

- Model "what-if" scenarios for refinancing, rent growth, or selling.
- Summarize local economic trends that affect property values.
- Compare long-term outcomes based on changing assumptions.

Example Prompt:

"If interest rates drop 1%, how would that affect my refinance returns and DSCR?"

ChatGPT can deliver a clear financial summary — without building a full spreadsheet.

Bonus Tip: Integrate AI With Your Real Estate Tools

Combine ChatGPT with:

- **Google Sheets or Excel:** Rent roll analysis and performance summaries.
- **Canva:** Create branded marketing graphics from AI-generated copy.
- **CRM tools:** Auto-generate personalized responses and follow-ups.
- **Market data APIs:** Track comps, rent trends, and market shifts in real time.

AI is not a replacement for experience — it's an amplifier.

Real estate investors who adopt AI early will operate leaner, market faster, and make decisions with greater confidence.

If you're not already experimenting with ChatGPT, start with one task — maybe property marketing or investor reports — and scale from there. Your future competitors won't just be investors; they'll be investors using AI.

Thanks for reading — we hope you learned something useful to guide your next move in real estate.

Best wishes,
Joanne M. Stevens, Dan Dempsey and Ben Stevens