

NAIOP Chicago 35th Annual Awards for Excellence Finalists Property Management Firm of the Year

1. The Habitat Company
 - a. This past year we have been focused on AI/technology that enhance the experience of our residents which is a consistent theme at Habitat; residents enjoy having everything they need at their fingertips. AI has changed the way we do business in the multi-family space. It has raised the service bar as residents really value the convenience of scheduling everything on their app; paying rent; request a taxi, package delivery and unlock your apt door! We now have the ability to provide real-time data that helps us engage in strategic decision-making, for both marketing & operations. Meet Elise is multi-family most advanced AI leasing assistant; answers emails, texts, phone and chats so we never miss a prospect or a resident. Resident retention is key to our business; in addition to extending our hours so that we're working when our residents are not, we partner with companies such as Elevated Living to bring the experiential component of our business front and center through hotel style housekeeping services to top rated personal trainers. We have also been hyper focused on working more efficiently; ensuring that everyone understands the end goal and the right people are doing the right job. Taking this same practice with new business. Making sure we're aligned with our potential partner as it relates to goals, expectations and outcome. New business is the end goal; however, not at the expense of the team members.