



# 2025

**Customer Experience (CX)  
Technology Report**

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TABLE OF CONTENTS

Acknowledgements..... 3

Survey Overview..... 4

Respondent Overview..... 6

Multifamily CX Tech Landscape..... 8

Success Factors and Barriers to Progress..... 16

CX Tech Utilization & Satisfaction..... 26

CX Tech AI Drilldown..... 34

Multifamily CX Tech Trends..... 42

Conclusion..... 47

Disclaimer: Information contained herein is a direct reflection of the survey responses provided and in no way reflect RETTC or Newmark RF's opinion or expressed recommendations of any technology referenced.

## Acknowledgements



The Real Estate Technology & Transformation Center (RETTTC) and Newmark RF would like to acknowledge the invaluable contributions of NMHC’s research team to the development of this year’s CX Technology Survey Report. Their expertise was instrumental in shaping the survey questionnaire, managing and analyzing the data, and overseeing survey distribution to ensure robust and representative responses. The team’s thoughtful guidance and dedication to accuracy and insight have been critical in translating the results into meaningful, actionable findings for the multifamily industry.



Similarly, RETTTC and Newmark RF would like to recognize the significant contributions of RCKRBX in the development of this year’s survey questionnaire. Their collaboration was instrumental in designing and refining the initial focus group protocols, co-facilitating the focus groups that informed the survey, and shaping the survey questionnaire. In addition, RCKRBX’s expertise and thoughtful analysis were critical in interpreting the survey results and surfacing actionable insights. Their commitment to advancing the industry’s understanding of customer experience technology has greatly enriched this project.

## Survey Overview

The 2025 Customer Experience (CX) Technology Survey, conducted by RETTC and Newmark RF in collaboration with NMHC and RCKRBX, offers a comprehensive benchmark of how multifamily owners and operators are evolving their technology strategies to meet the shifting expectations of renters and the operational realities of today's market. Building on the inaugural 2023 survey, this year's edition broadens its focus to capture not only the accelerating pace of digital transformation but also the strategic recalibration underway as organizations move from rapid app adoption toward thoughtful platform consolidation, deeper integration, and the growing influence of artificial intelligence (AI).

This report provides an in-depth look at the tools, decisions, and cultural shifts shaping the future of customer experience in the rental housing sector. By highlighting both the optimism around innovation and the practical challenges of implementation, the survey surfaces persistent obstacles and benchmarks industry progress. Special attention is given to the rise of data-driven decision-making and AI, with an emphasis on using these tools to enhance the customer experience, equipping leaders with practical insights for the next phase of digital maturity.

## Respondent Profile

In 2025, 61 organizations participated, representing a diverse mix of company sizes (from under 5,000 to more 60,000 units in their portfolios) and company types (owner/operators, third-party managers, and vertically integrated firms). Survey respondents included C-suite executives, as well as IT, operations, and marketing leaders. This is a notable increase from the 2023 survey, which had 40 participating firms.

## Survey Design and Methodology

The 2025 survey was collaboratively designed by RETTC, Newmark RF, NMHC, and RCKRBX, with a deliberate focus on capturing the real-world priorities and challenges of the industry. To ensure the survey questions reflected the lived experiences of multifamily professionals, the research team convened a series of focus groups with operators and managers from a variety of company types and portfolio sizes. These sessions surfaced emerging challenges, validated areas of interest, and helped refine the language and structure of the survey questions. The final survey combined both quantitative and qualitative items and was distributed electronically to a broad cross-section of multifamily owners, operators, and technology leaders, including targeted outreach to RETTC's member base, select NMHC members, and Newmark RF clients.

All responses were anonymized and aggregated to ensure confidentiality and unbiased analysis. The methodology prioritized inclusivity, drawing on the expertise of both executives and leaders to ensure the findings would be relevant and actionable for organizations of all sizes and structures. Key focus areas included technology utilization across customer-facing and internal functions, goal setting and success measurement for technology adoption, ROI satisfaction for both customer- and employee-facing tools, barriers to and enablers of implementation success, and the deployment and impact of AI across the customer journey. The 2025 edition notably expanded its scope with a deeper dive into AI enthusiasm, implementation, and anticipated transformation, reflecting the increasing maturity of digital ecosystems in multifamily operations.

## Summary Observations

The 2025 results reveal a sector at a pivotal moment. Organizations are moving away from the rapid accumulation of disparate technology solutions and are instead prioritizing integration, simplification, and measurable outcomes. Compared to 2023, there is a marked increase in the number of firms consolidating their technology stacks, with half now managing fewer than ten applications, a significant shift from the previous landscape, where only 22% reported such lean stacks.

This trend toward consolidation is driven by a desire for operational efficiency, improved resident experience, and attention to emerging resident priorities such as fee transparency, screening, and fraud prevention. But it is not without its challenges. Many organizations continue to operate within complex, multi-platform environments, and the process of consolidation is often slowed by data silos, integration limitations, and organizational resistance.

Decision-making around CX technology remains highly collaborative, with cross-functional teams guiding technology selection and implementation. Marketing, IT, and operations all play significant roles, reflecting the reality that customer experience technology is no longer a siloed initiative but a shared strategic function. The vast majority of organizations continue to set explicit goals for new technology implementations, and there is growing sophistication in how success is measured. Nearly all respondents agree that there is still room to grow, underscoring a collective recognition that digital transformation is an ongoing journey rather than a one-time project.

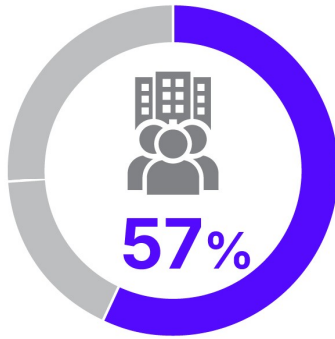
While resident satisfaction and operational efficiency remain the primary goals, the industry is also grappling with persistent barriers such as resource constraints, onboarding challenges, and technology fatigue. Notably, the adoption of AI has moved from concept to practice, with a majority of respondents expecting transformative impacts within the next two years. Early use cases, such as virtual leasing assistants, predictive maintenance, and automated renewals are gaining traction, and organizations are beginning to address new challenges around AI governance and talent retention.

## Findings

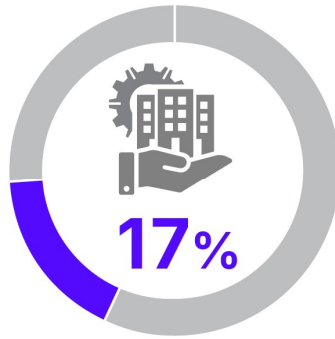
The 2025 survey paints a picture of an industry that is maturing in its approach to customer experience technology. Companies are increasingly focused on aligning technology investments with business objectives, and there is growing sophistication in how organizations measure success. Progress is most evident in areas like lead nurturing, leasing, and payments, where technology is delivering tangible improvements in both operational efficiency and resident satisfaction. However, significant gaps remain—particularly in move-in, move-out, and day-to-day resident engagement, highlighting ongoing opportunities for innovation and investment.

The findings also point to a future where artificial intelligence, data integration, and cross-departmental collaboration will be essential for delivering seamless, high-value experiences to both residents and teams. Organizations are not only piloting new technologies but also building the internal capabilities and partnerships needed to sustain long-term change. The challenges of limited resources, complex onboarding, and technology fatigue persist, but there is a clear commitment to continuous improvement and strategic adoption. As the industry shifts from exploration to execution, the focus is less on having the most tools and more on creating integrated, intelligent systems that deliver real value for all stakeholders.

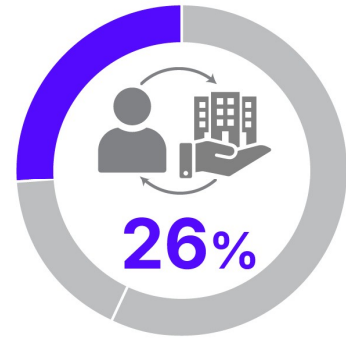
## Respondent Overview



Owner and Operator

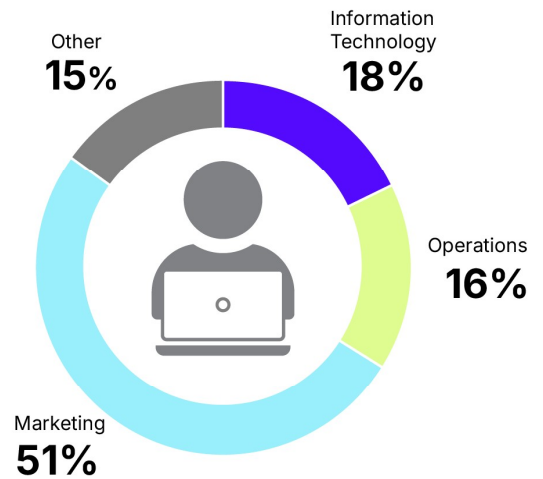
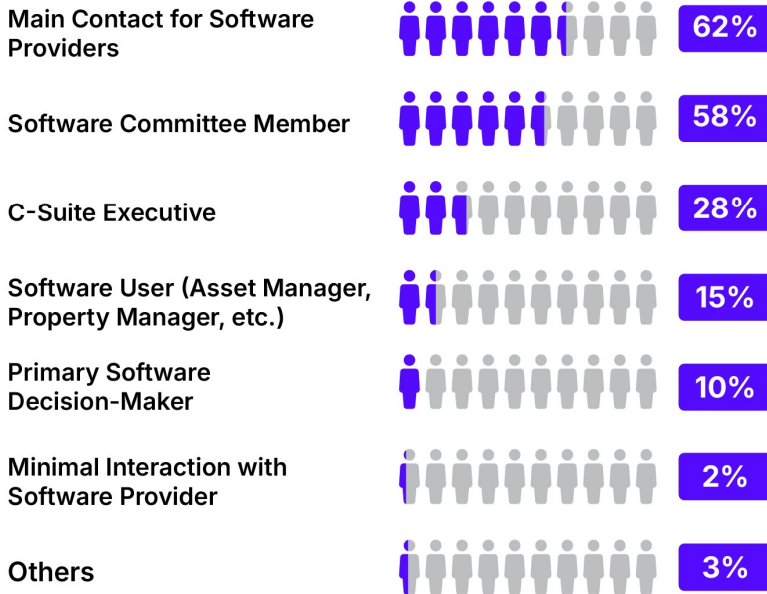


3<sup>rd</sup> Party Manager

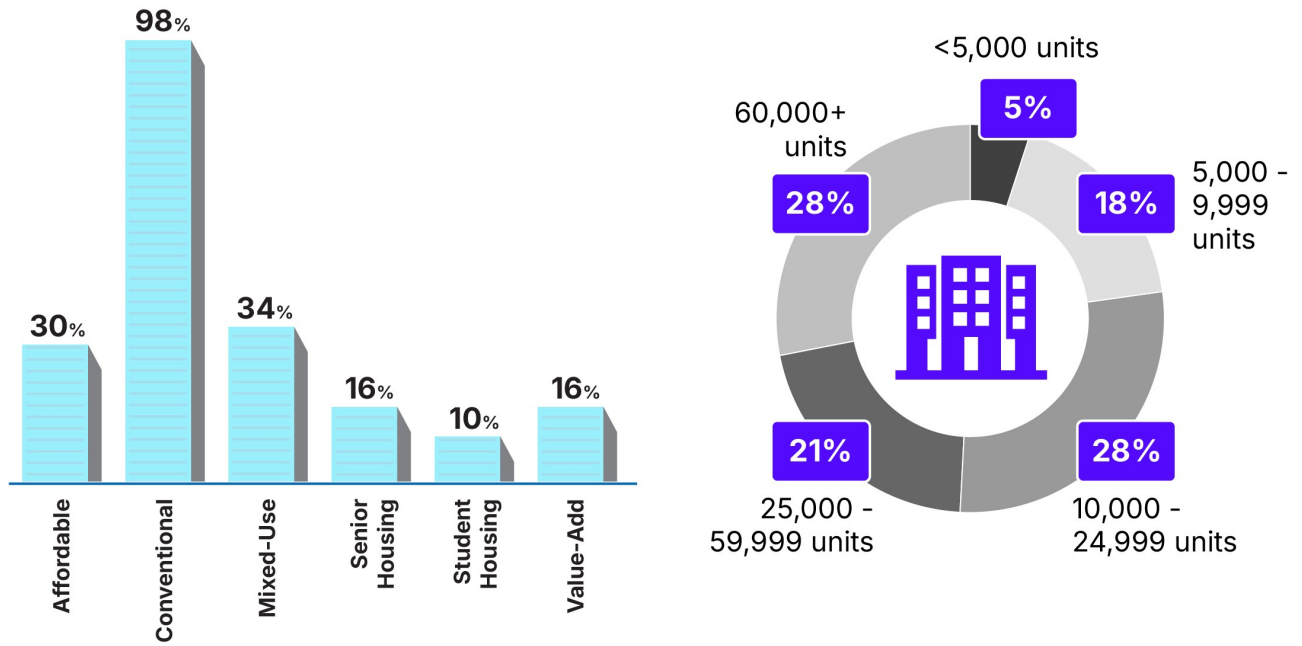


Owner and 3<sup>rd</sup> Party Manager

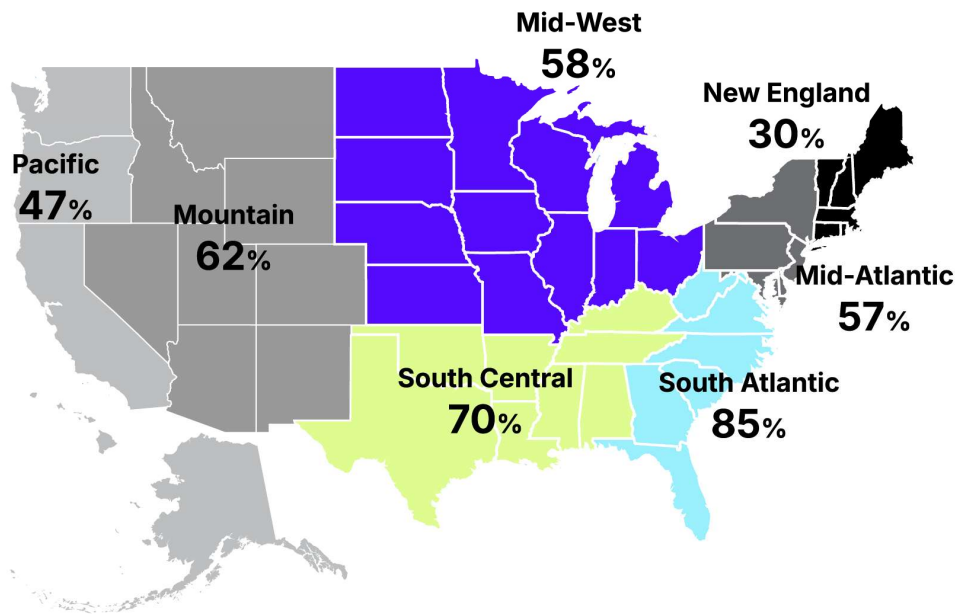
## Respondent Roles and Job Focus Area



### Respondent Portfolio Characteristics



### Portfolio Locations

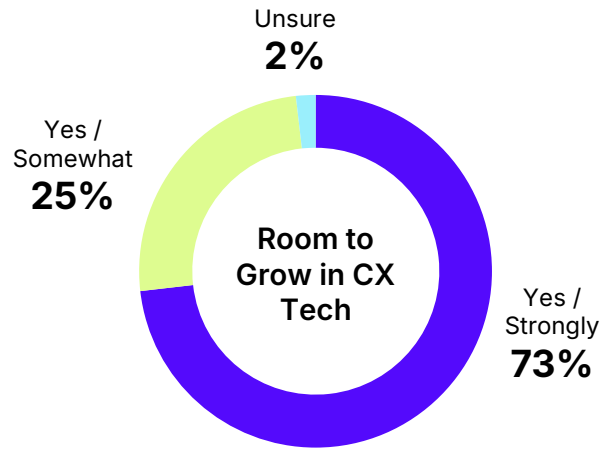
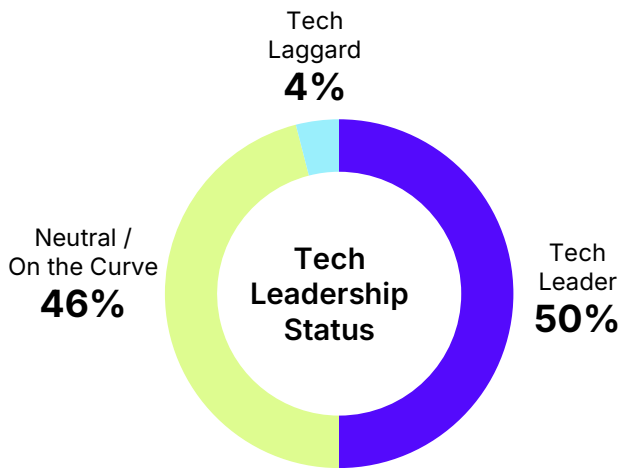


# Multifamily CX Tech Landscape



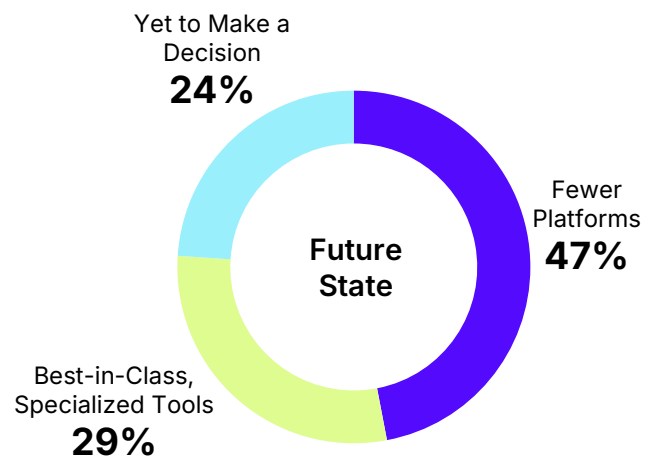
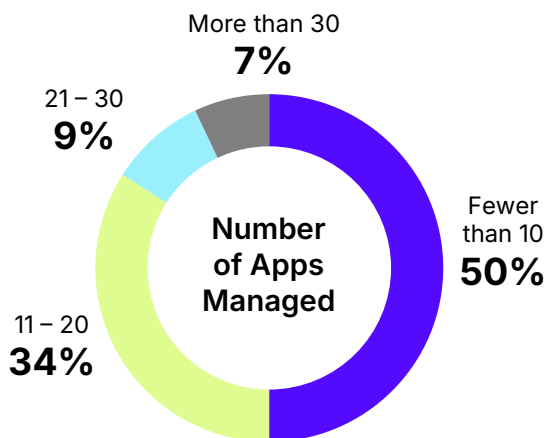
## Tech Leadership and Growth

Respondents were asked to describe their organization's approach to adopting and scaling customer experience technology, highlighting where they see themselves as leaders and where there is still room for growth. They increasingly see themselves as more tech-forward and savvy, yet many still feel they're only beginning to tap the potential of what's possible.



## Supported Technology Applications

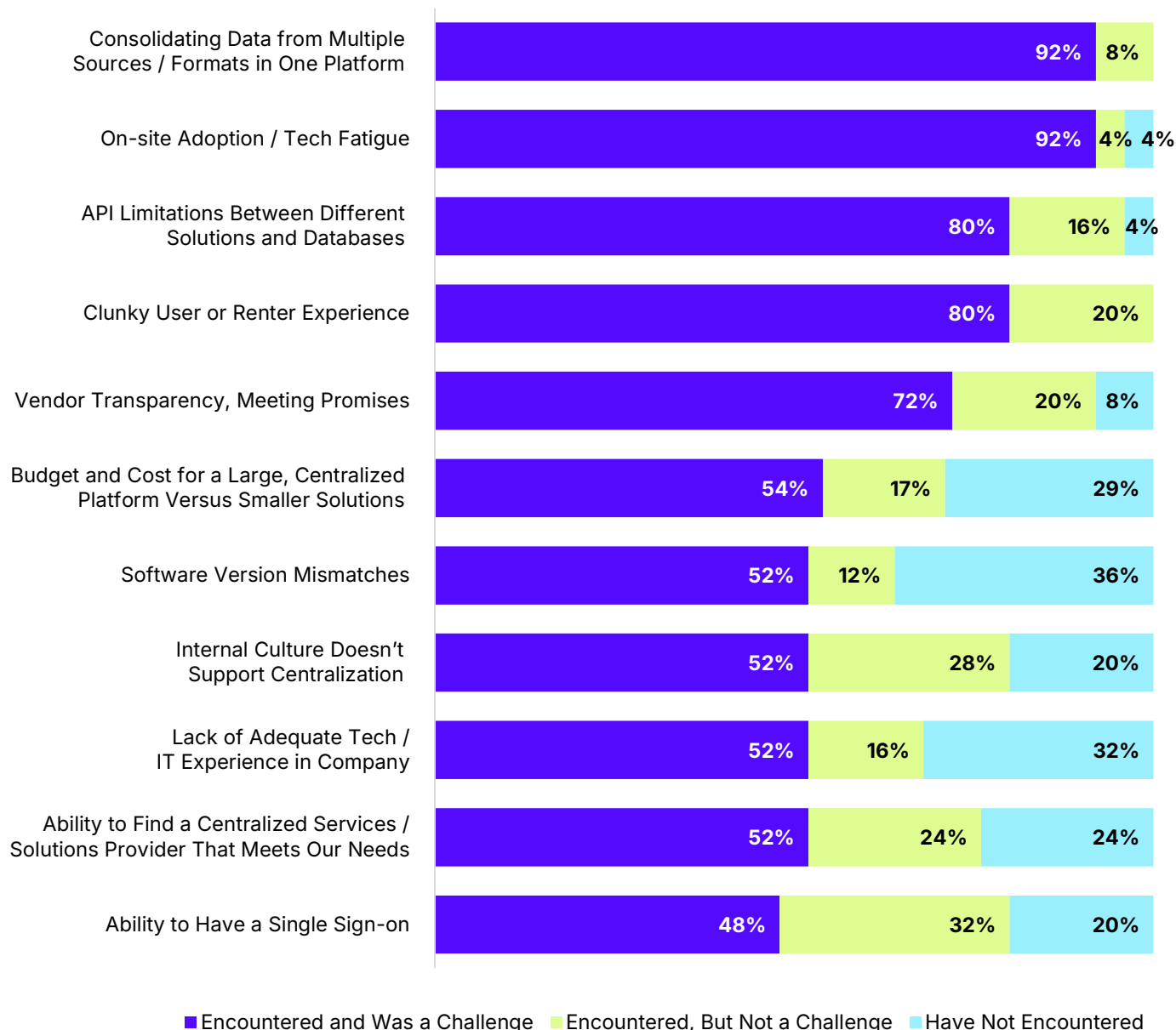
After years of tech sprawl, respondents now manage noticeably fewer tools—and many are looking for ways to slim their stacks even further. Only 16% of respondents say they manage 21 or more apps today, down sharply from 43% in 2023—while half now operate with fewer than 10 platforms, more than doubling the share from two years prior.



## Potential Challenges to Consolidation

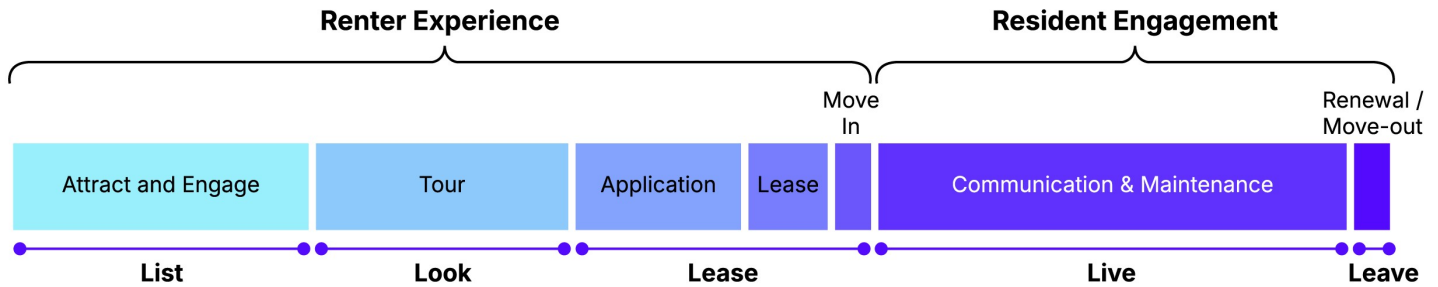
As housing providers pursue a more streamlined technology stack, they encounter both expected and unexpected obstacles. The following explores the challenges firms face when consolidating platforms, from integration issues to adoption hurdles.

**What have you encountered as you have taken a more consolidated approach to your tech stack?**  
*(Asked among those aspiring to "fewer" platforms)*

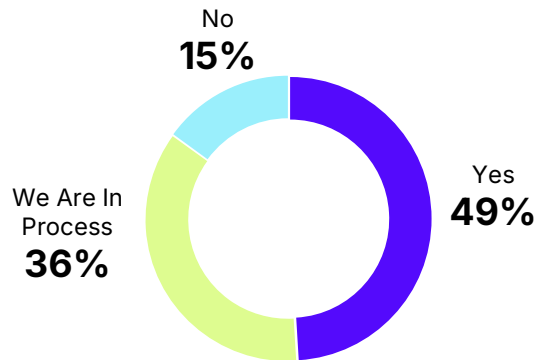


## Customer Journey Mapping

Customer journey mapping has evolved from a talking point to a tangible practice across the industry. Compared with 2023, when many organizations spoke about the concept in broad terms, operators are now digging into the details—charting each step of the renter experience. This deeper focus on mapping signals growing operational maturity, as firms move beyond broad goals to define, measure, and optimize each stage of the resident experience in more intentional, data-driven ways.

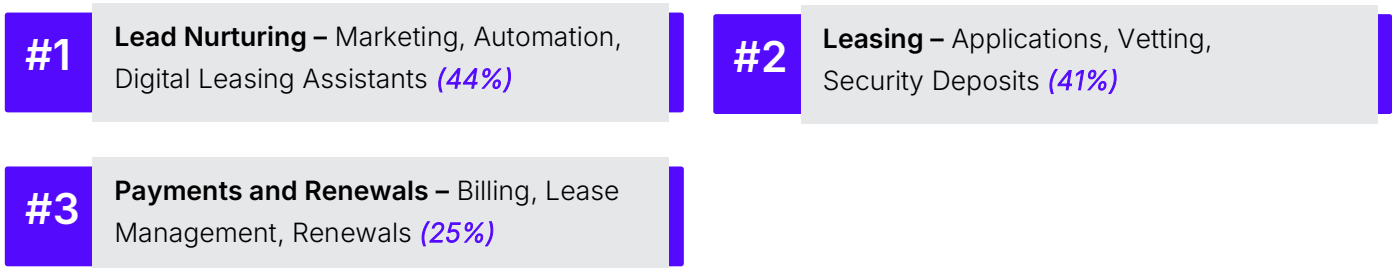


### Have you developed a customer journey or experience map?



### Where CX tech is driving the most progress

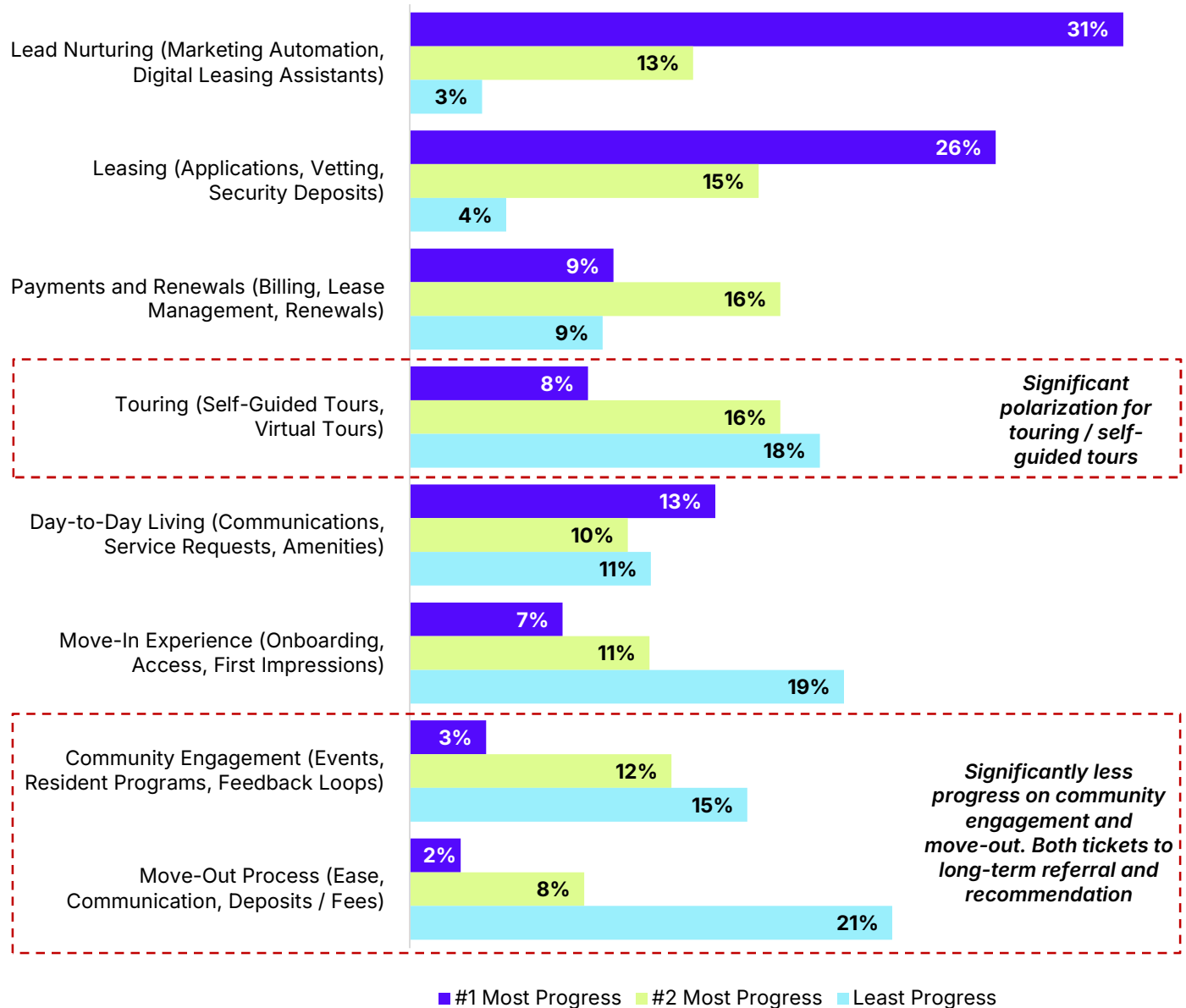
Respondents identified the customer journey stages showing the greatest CX tech gains over the past 1-2 years, combining first and second most progress responses.



## MULTIFAMILY CX TECH LANDSCAPE

Survey results show that technology has driven the most progress at the beginning of the renter journey, where digital tools have streamlined processes and improved conversion. However, gains taper off in the later stages of the journey. This uneven progress highlights a missed opportunity: The moments after move-in are where loyalty is earned, renewals are secured, and lasting relationships with residents are built.

### Where has your organization made the most progress? (Sorted by Sum of 1st + 2nd Most Progress)

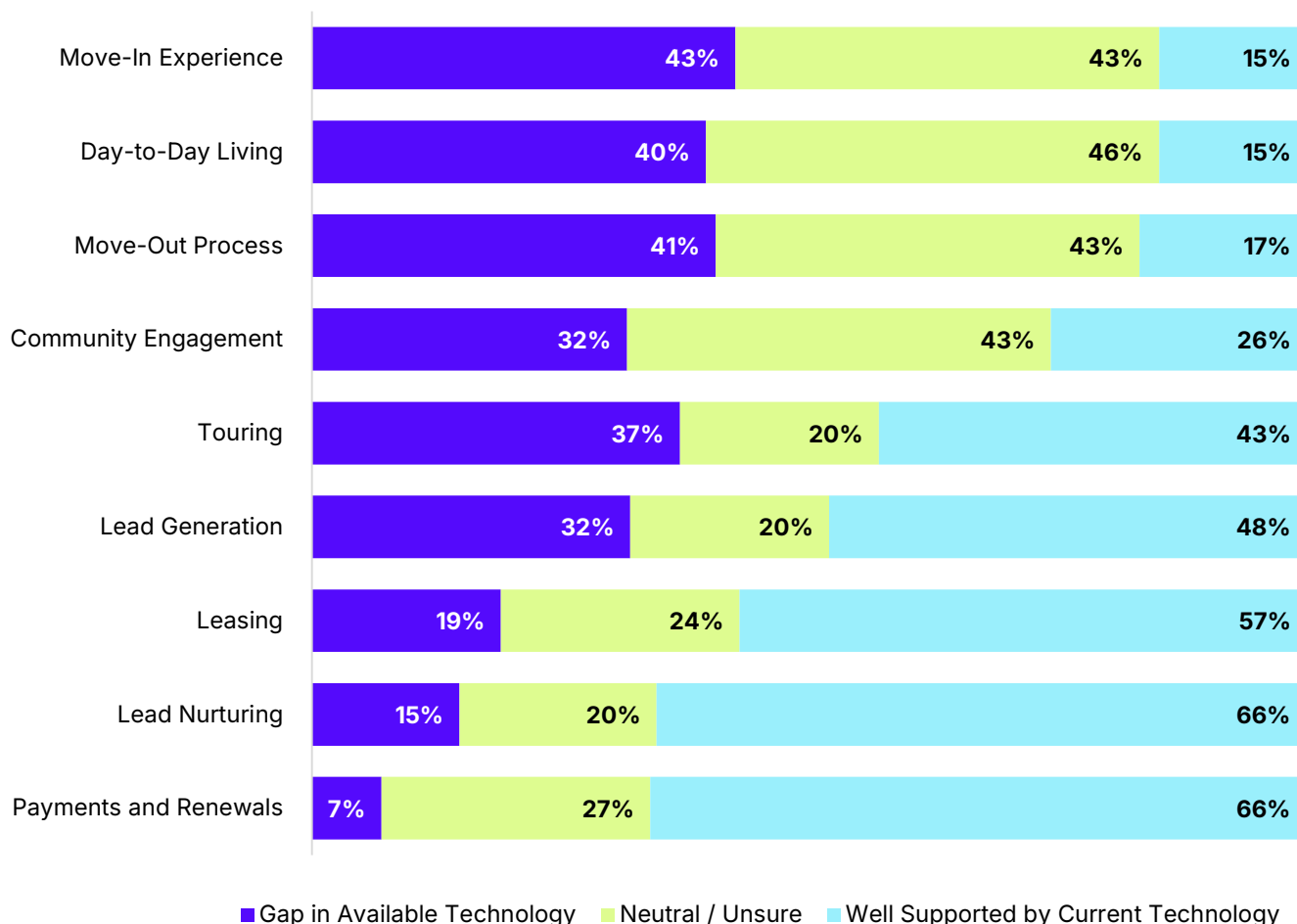


## CX Technology Coverage and Gaps

The data reveal that while many organizations have made meaningful progress in digitizing parts of the renter journey, significant gaps remain in areas that are either operationally complex or require a more personal touch. Steps like move-ins and move-outs—where friction is high—and community engagement—where authenticity and connection matter most—continue to challenge even the most tech-forward firms.

Interestingly, industry-wide results often mirror what individual companies experience, suggesting that these pain points stem from common process and platform dynamics shared across multifamily portfolios.

**Which areas are currently well-supported by technology (whether utilized by your organization or not), and in which areas do you see gaps the industry needs to fill?**



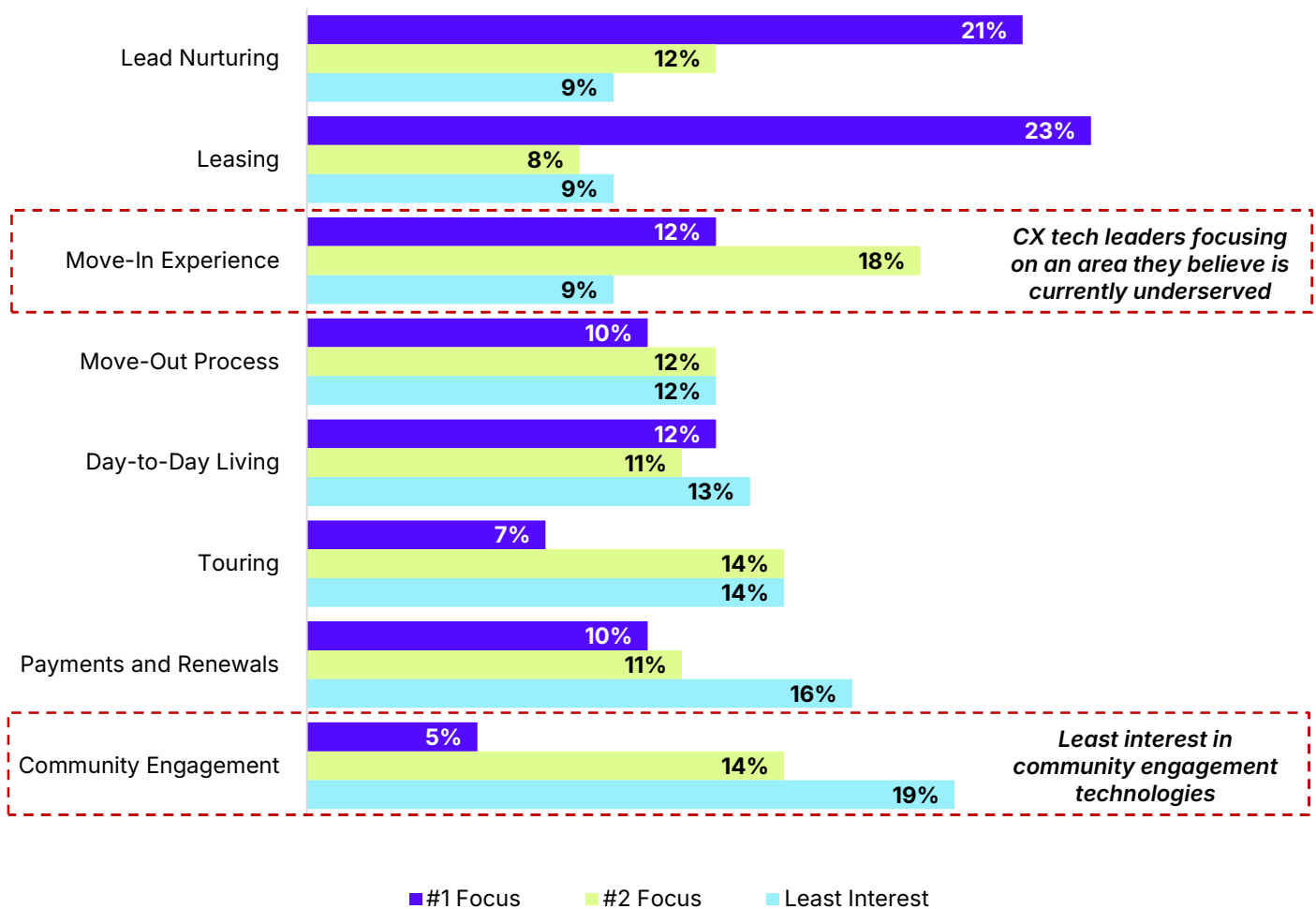
## What's Next for CX Technology

As the industry looks ahead, the focus of CX technology investment is shifting further down the renter journey—from attracting and converting prospects to improving the living experience itself.

Yet, the data points to some lingering disconnects. While respondents recognize community engagement as one of the least successful and most underserved areas, few plan to prioritize it in the near term.

This gap between awareness and action underscores a key challenge for what's next in CX technology: balancing operational efficiency with the emotional and experiential elements that truly build connection and loyalty.

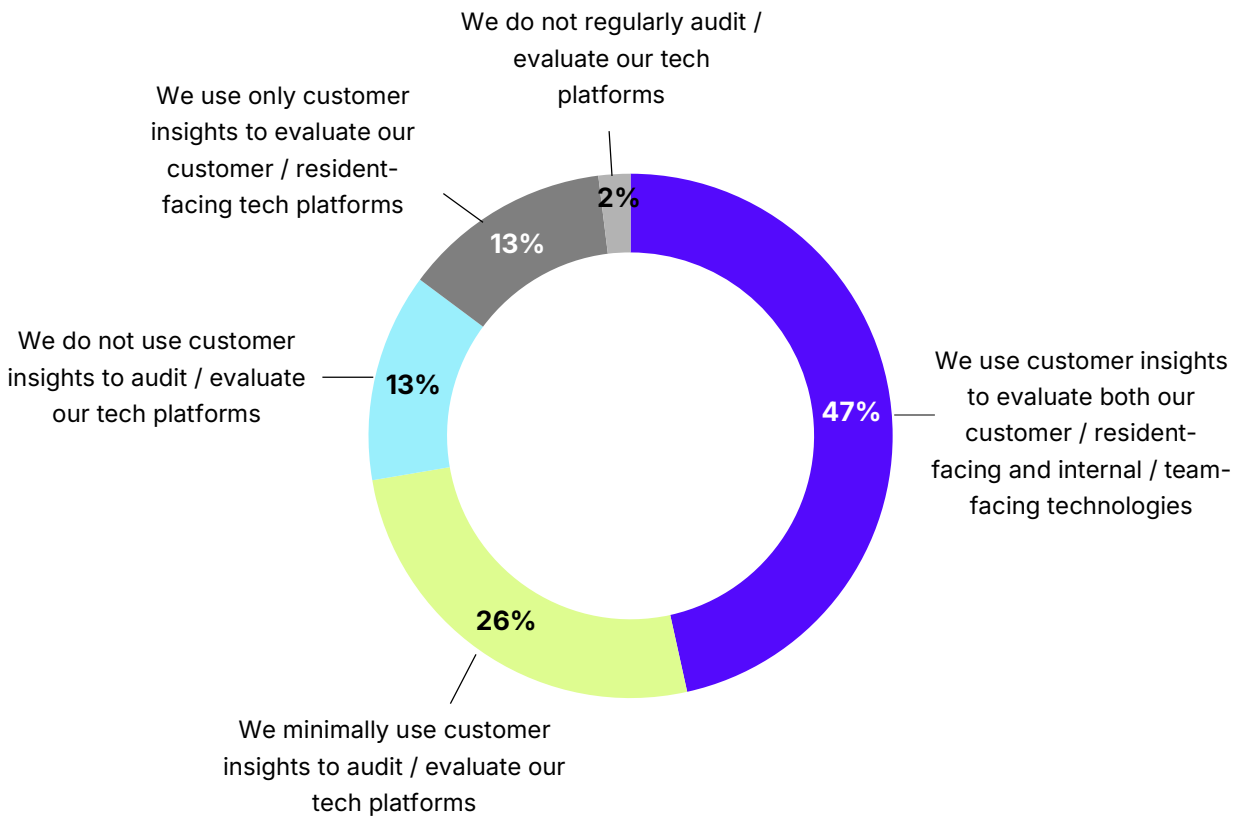
### Which of these areas are you focused on finding new technology solutions for in the next 12-18 months? (Sorted by #1 + #2 Interest)



## Renter Role in CX Tech Evaluation

Renters are increasingly at the center of CX technology strategies. Survey results show that many organizations are taking a more holistic approach—evaluating not just resident-facing tools, but also how internal systems shape the renter experience. This focus signals a maturing mindset: one where technology decisions are measured by their real-world impact on residents' satisfaction and engagement.

**To what extent today do customer insights (e.g., renter satisfaction studies, comment box feedback, individual surveys or feedback on tech platforms) factor into your audits / evaluations of your existing technology platforms?**



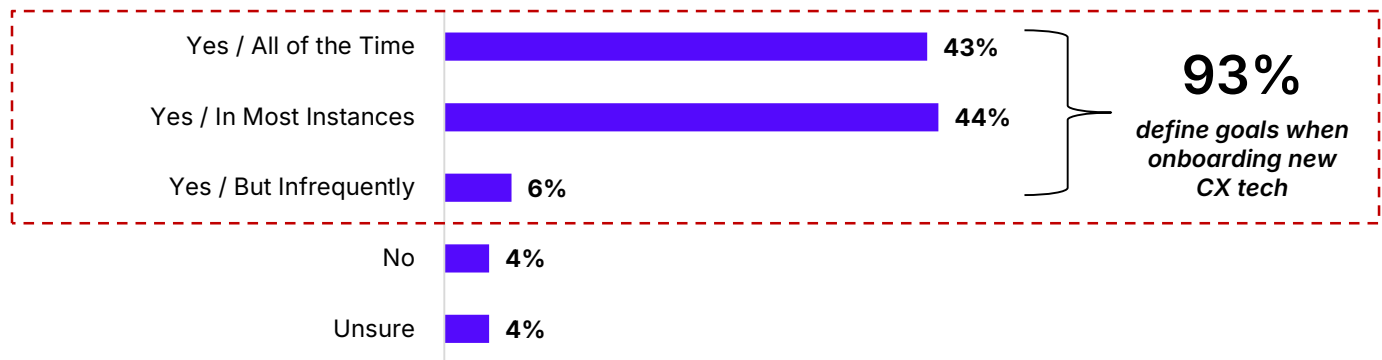
# Success Factors and Barriers to Progress



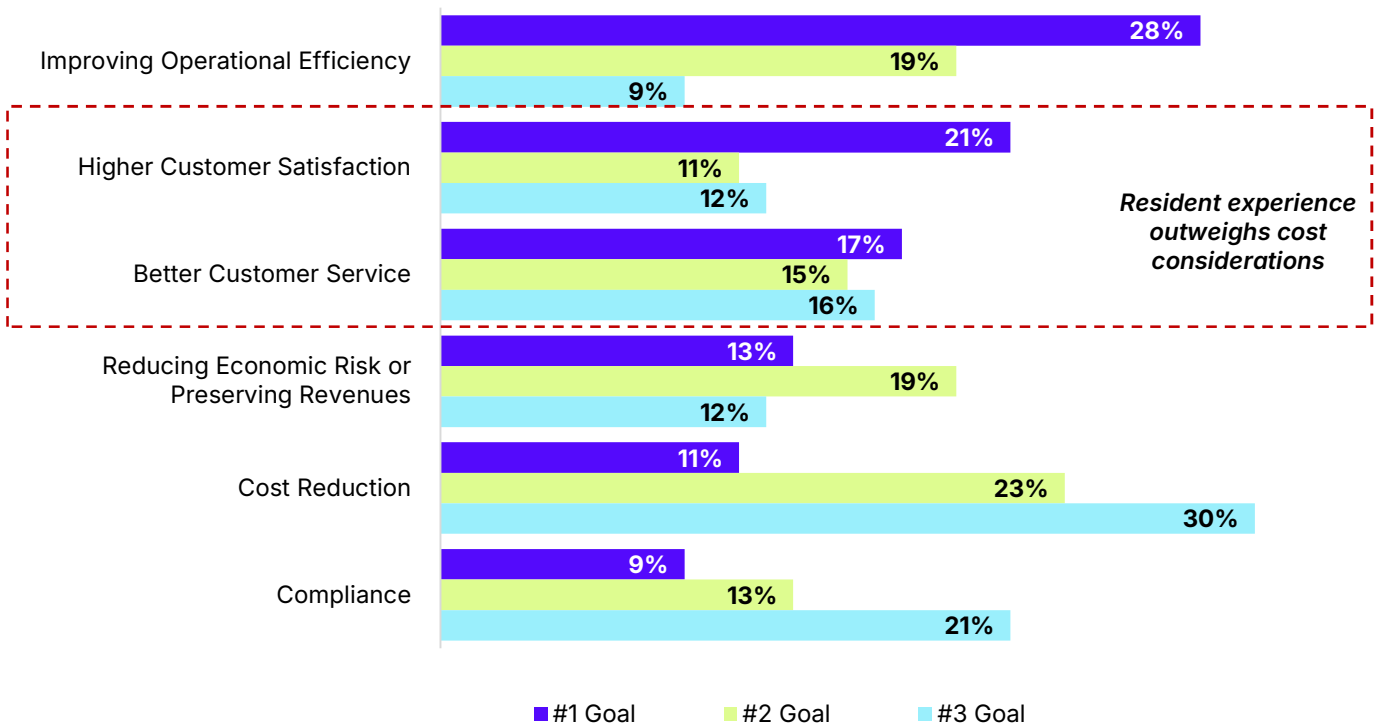
## CX Technology Goals and Priorities

Survey results show that rental housing providers are becoming more intentional about their CX technology investments—focused on purpose, not just presence. Rather than adopting tools for technology’s sake or chasing short-term returns, respondents are prioritizing solutions that enhance the resident experience and strengthen relationships. Notably, housing providers say they are less focused on cost in lieu of more renter-centric goals, underscoring a growing belief that better experiences ultimately drive better performance.

### Do you explicitly define goals for new technologies?



### How important are the following goals? (Sorted by #1 + #2 Goal)

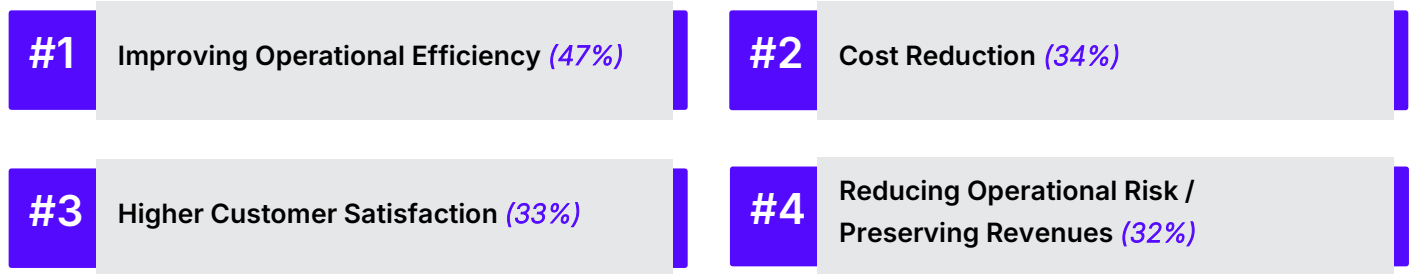


## Measuring Success in CX Tech Implementation

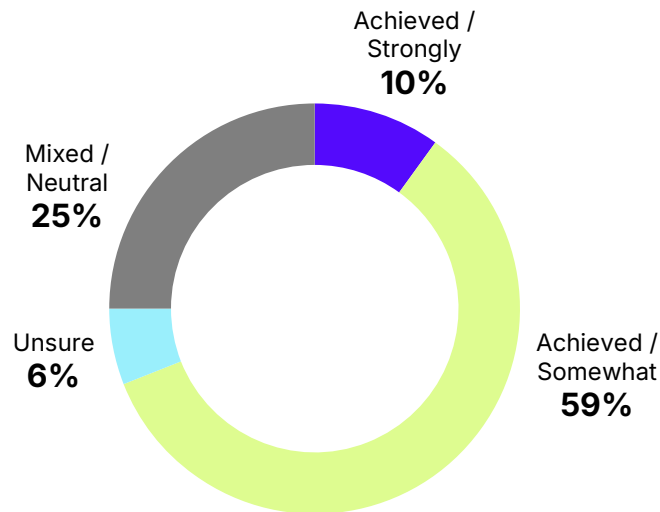
Most multifamily organizations define and measure success with their CX technology initiatives. The data highlight the business objectives driving technology adoption to provide a clear picture of organizational priorities.

### Top goals driving CX tech investment

Respondents ranked their business objectives for implementing CX technology, with results reflecting a combination of each respondent's first and second most important goals.



### To what extent have your goals been achieved?







69% Say Their Goals Have Been Achieved  
0% Say Their Goals Have Not Been Achieved

## SUCCESS FACTORS AND BARRIERS TO PROGRESS

### In their words: Considerations when creating goals

When it comes to setting technology goals, respondents emphasize balance—between innovation and practicality, efficiency and experience, speed and scalability. Several key themes emerge from open-ended responses.

 <p><b>Solve, Don't Stack</b></p> <p>Many operators say they focus on <b>identifying a clear problem before adding new tools</b> to their tech stack, ensuring each implementation delivers measurable value.</p>	 <p><b>Prioritize User Experience</b></p> <p>Respondents stress the <b>importance of ease of use, supportability, and buy-in</b> from both property teams and residents.</p>	 <p><b>Build Scalable, Compliant Systems</b></p> <p>As portfolios grow and regulations evolve, respondents highlighted the need for <b>flexible, compliant systems that can scale without adding risk</b> or complexity.</p>	 <p><b>Ensure Efficiency and Accountability</b></p> <p>Leaders align innovation with measurable outcomes—<b>improving operations and resident experience without losing sight of compliance</b> and cost control.</p>
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#### Sample Responses

- ▶ "We want to make certain we are solving for something, not just adding on new tech into the current stack."
- ▶ "It really depends on the specific product and function... the product must perform equal to or better than the current solution."
- ▶ "Our guiding principles in innovation are to improve efficiency, sustainability, and customer experience—but compliance has become our number one goal."
- ▶ "Finding a true partnership that will continue to innovate and receive our feedback openly."

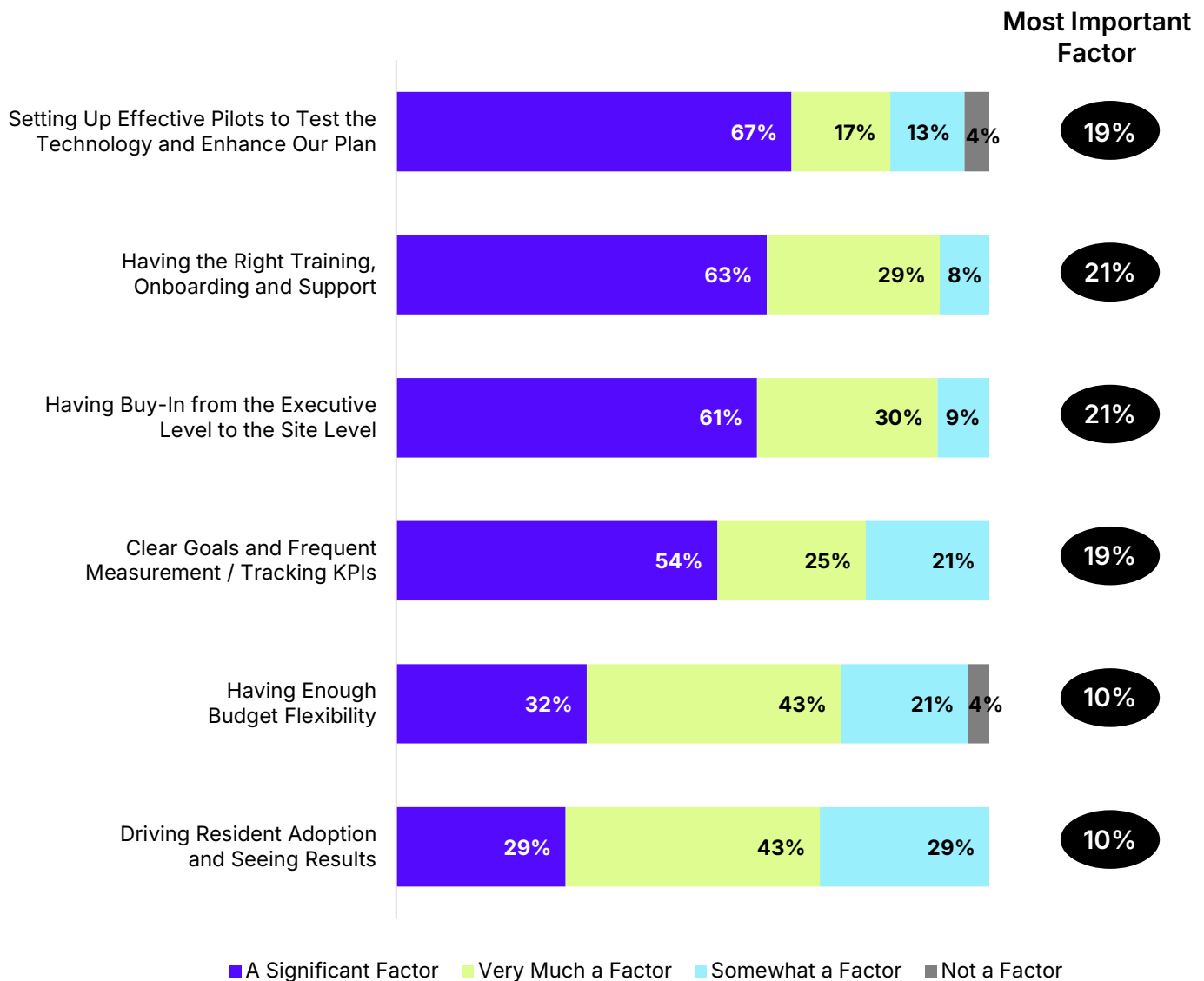
**SUCCESS FACTORS AND BARRIERS TO PROGRESS**

**Drivers of CX Tech Success**

A clear theme emerges when it comes to identifying the keys to success: CX tech succeeds when organizations create the conditions for a thoughtful, well-supported rollout. Effective pilots, strong training and onboarding, and visible executive buy-in emerge as the top enablers—underscoring that success depends as much on preparation and alignment as it does on the technology itself.

**Please rate each as enabling factors for your team’s success in CX tech implementation or ongoing utilization. Then select one as your most important enabling factor.**

*(Asked only among those having achieved goals)*



## SUCCESS FACTORS AND BARRIERS TO PROGRESS

### In their words: Enabling factors for achieving goals

When asked what helped their teams succeed with new technology, respondents point to one consistent truth: Success doesn't happen by accident. It's built on intentional planning, collaboration, and a strong culture of follow-through. Several themes stand out.



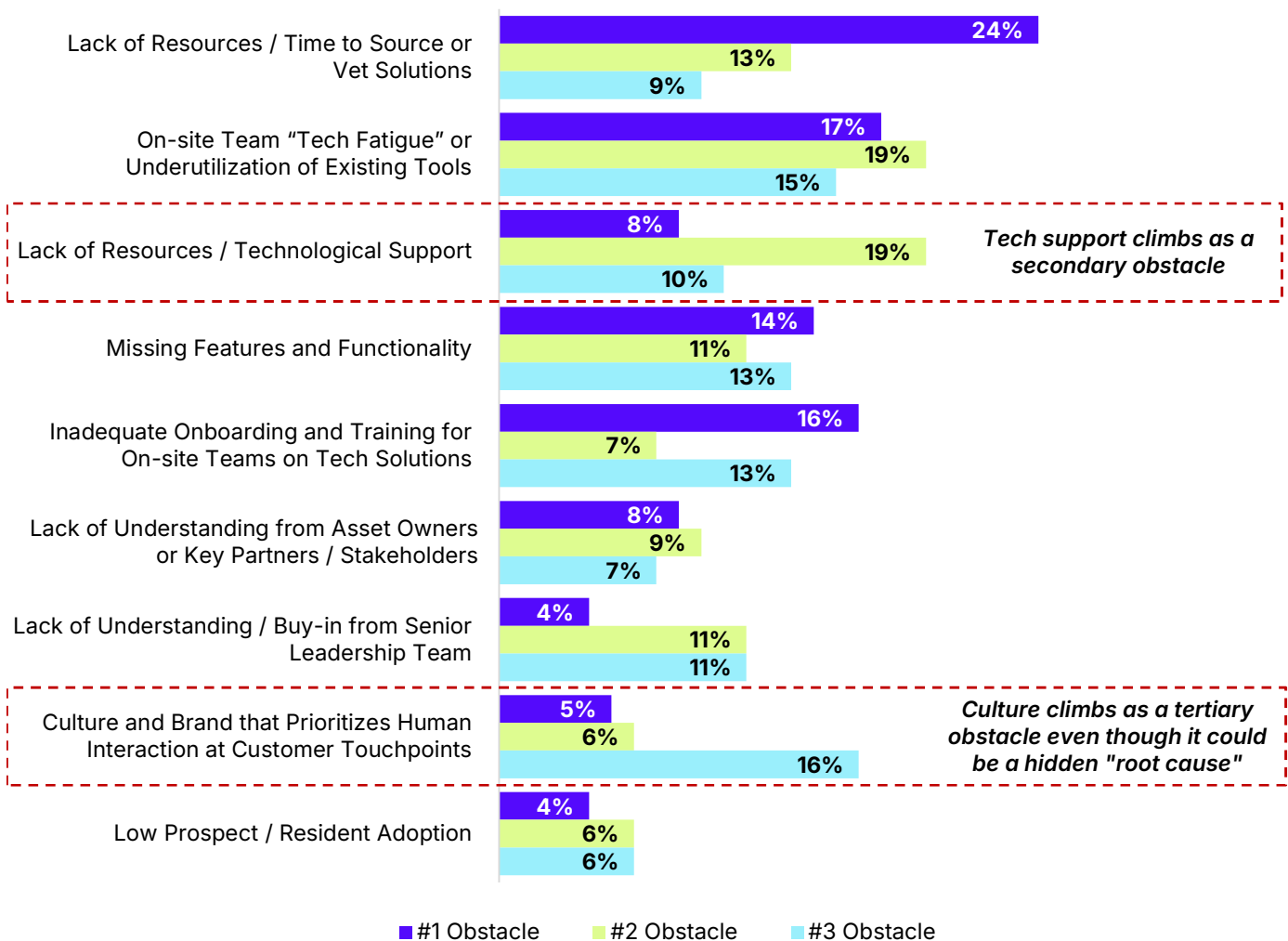
#### Sample Responses:

- ▶ "We test with a small group, make tweaks, and have those sites become our ambassadors. We train every month and do one-on-one trainings if needed – we don't set and forget."
- ▶ "Strong partnerships with providers, pilots with a clear goal, and cross-functional support teams make all the difference."
- ▶ "Success comes from identifying the value of new technology and aligning it to outcomes-not just chasing new tools."
- ▶ "Passion to do the right thing has been a leading reason we've been so successful-culture matters."

## Barriers to Successful CX Tech Adoption

Despite the clear benefits of CX technology, housing providers face persistent challenges that slow adoption and limit impact. Resource constraints, including limited staffing and competing priorities, often hamper rollout and long-term utilization. Implementation hurdles can also strain teams. Disconnected systems, particularly gaps between Property Management System and Customer Relationship Management tools, create friction for staff and residents, while cumbersome interfaces and insufficient vendor support can undermine both user experience and, ultimately, ROI.

### Whether your goals have been achieved or not, what have been your most significant obstacles in implementing and scaling CX tech platforms? (Sorted by #1 + #2 Obstacle)

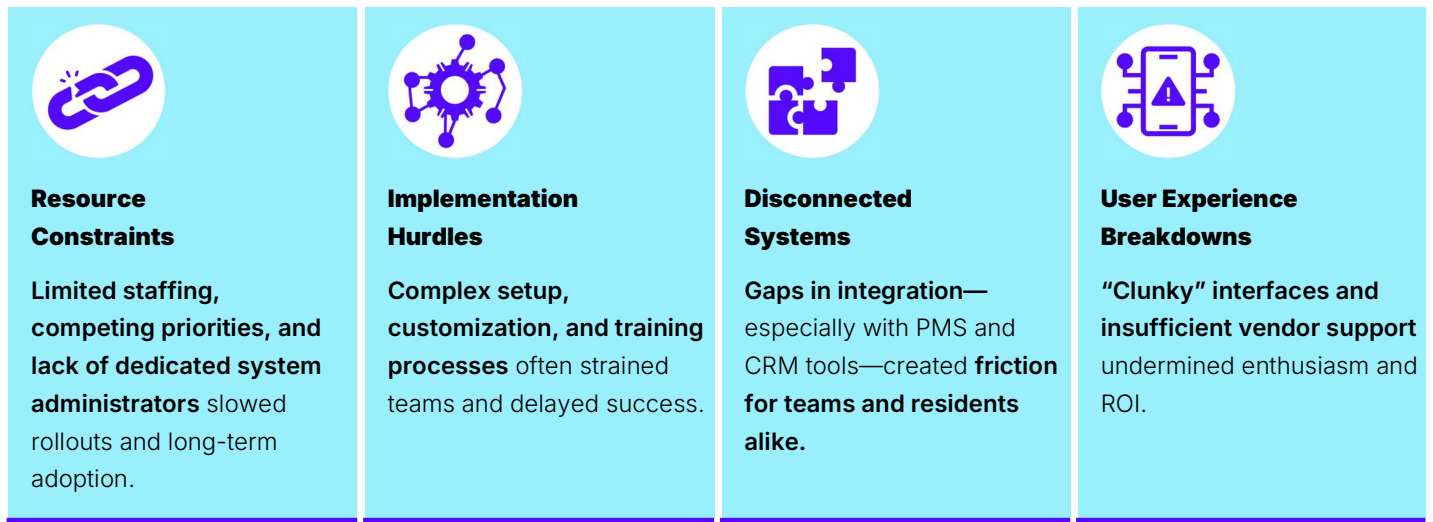


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## SUCCESS FACTORS AND BARRIERS TO PROGRESS

### In their words: Challenges preventing achievement of goals

Even the best tools can falter without the right support systems behind them. Respondents who say they struggle to achieve their tech goals pointed to a familiar set of challenges—less about the technology itself and more about the realities of implementation and adoption.



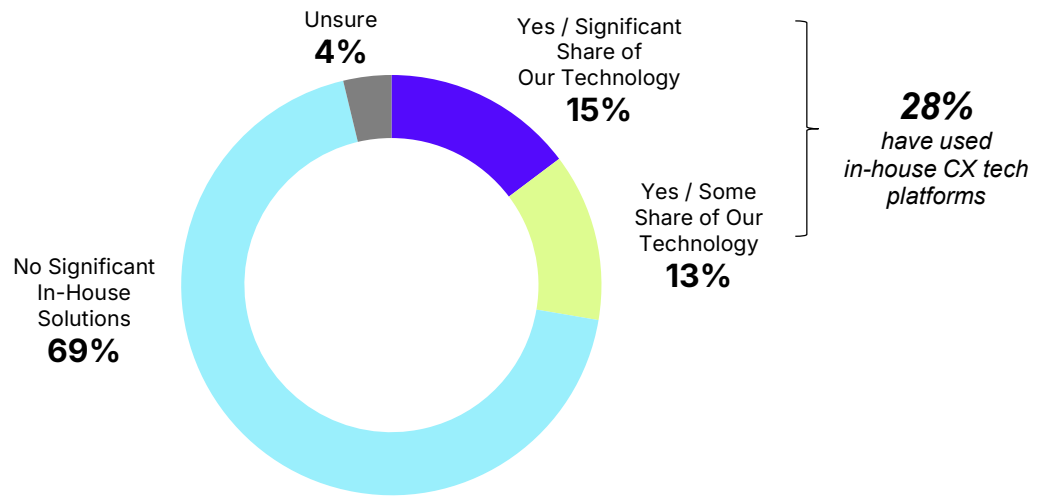
#### Sample Responses:

- ▶ "Our biggest obstacles are internal-where we don't have enough staffing to implement a product properly."
- ▶ "Lack of systems admin position slows things down or impedes forward movement."
- ▶ "Set up, implementation, customization, and training for users remain the hardest parts."
- ▶ "Touring and CRM solutions still don't integrate well enough to deliver a seamless experience."

## Adoption of In-House CX Technology

While some organizations are investing in proprietary CX tools to gain greater control, enhance integration, and deliver a more tailored resident experience, the majority—over two-thirds of respondents—still rely on off-the-shelf solutions, highlighting the challenges and resource commitments associated with building and maintaining custom platforms.

### Has your organization used in-house CX tech platforms?



### What drives proprietary platform development?

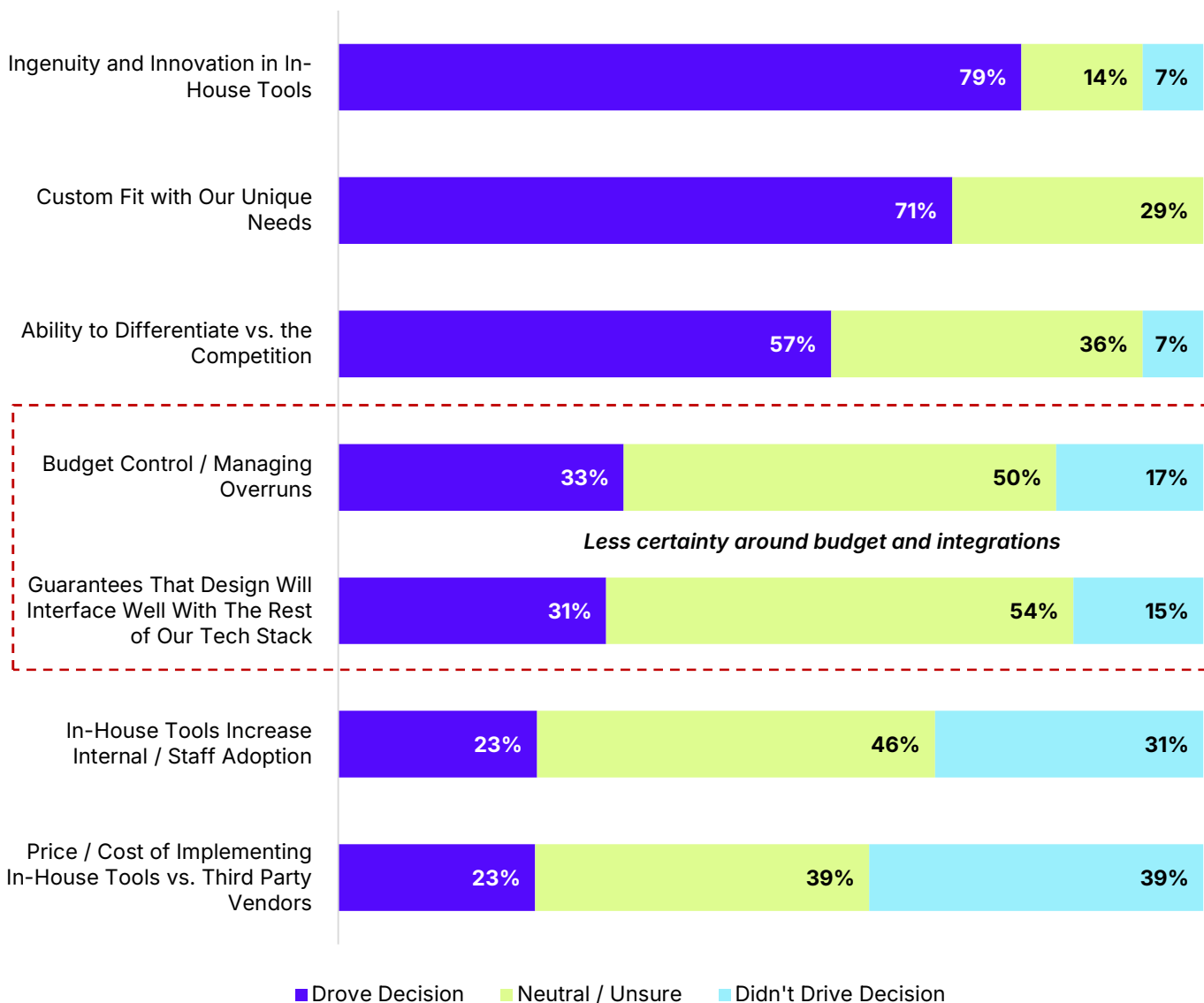
Respondents cite key reasons for developing in-house CX technology rather than purchasing off-the-shelf solutions.

- #1** Ingenuity and Innovation in In-House Tools (79%)
- #2** Custom Fit w/ Our Unique Needs (71%)
- #3** Ability to Differentiate Against Competition (57%)
- #4** Budget Control / Managing Cost Overruns (33%)

## Why Organizations Build Their Own CX Tech

When multifamily firms choose to develop proprietary CX solutions, it's less about cost savings and more about creating something uniquely theirs. Instead, the primary motivators are a desire for unique, tailored experiences that reflect the organization's brand, processes, and resident expectations—creating differentiation that off-the-shelf tools can't always deliver.

### What prompted your decision to develop (or attempt to develop) in-house or proprietary platforms supporting the customer experience?



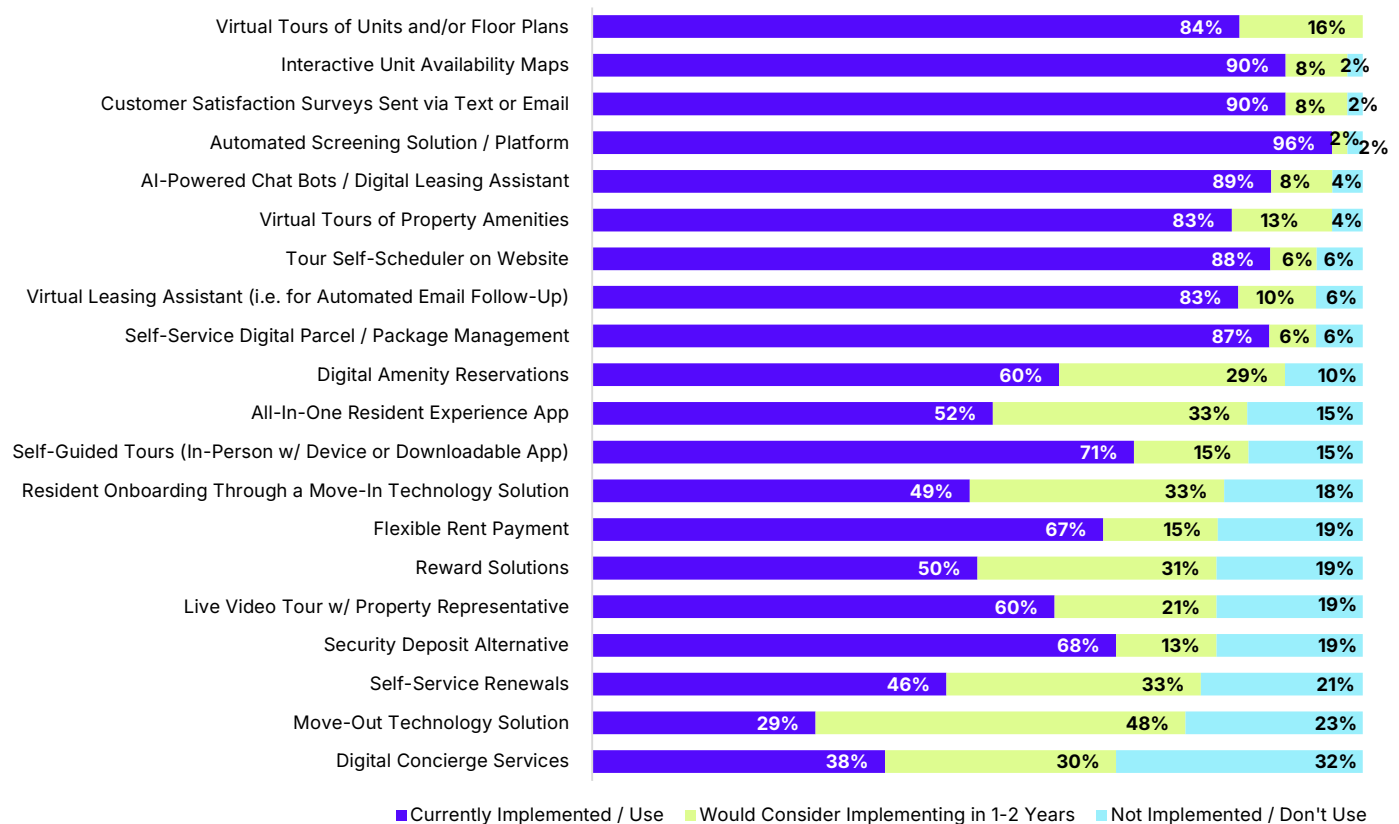
# CX Tech Utilization & Satisfaction



## Renter-Facing Technology Tools Powering Today's Experience

Operators expand their use of renter-facing technology to simplify transactions, strengthen engagement, streamline processes, and deliver a more seamless renter experience.

Indicate if you do or do not currently employ these customer-facing (i.e., existing or potential resident) technology solutions.



From 2023 to 2025, property management technology adoption has shifted strongly toward operational efficiency and a better customer experience at the start of the leasing journey. Virtual tours of property amenities gained traction, rising from 78% to 83%, while interactive unit availability tools surged from 70% to 90%, underscoring their growing importance. Screening technology saw the most dramatic increase, jumping from 78% to 96% as automated solutions beyond credit screening became standard.

Tour schedulers held steady as a key feature, maintaining high adoption at 88% across both years. Rewards programs, though secondary, grew from 40% to 50%, signaling a push toward resident engagement. Concierge services remain niche, climbing from 18% to 38% but still far from mainstream.

Despite these advancements, move-in and move-out processes continue to lag, highlighting persistent pain points. Overall, the 2025 landscape reflects a strong emphasis on immersive, self-service, and automated solutions, with incremental gains in resident experience but ongoing gaps in transition processes.

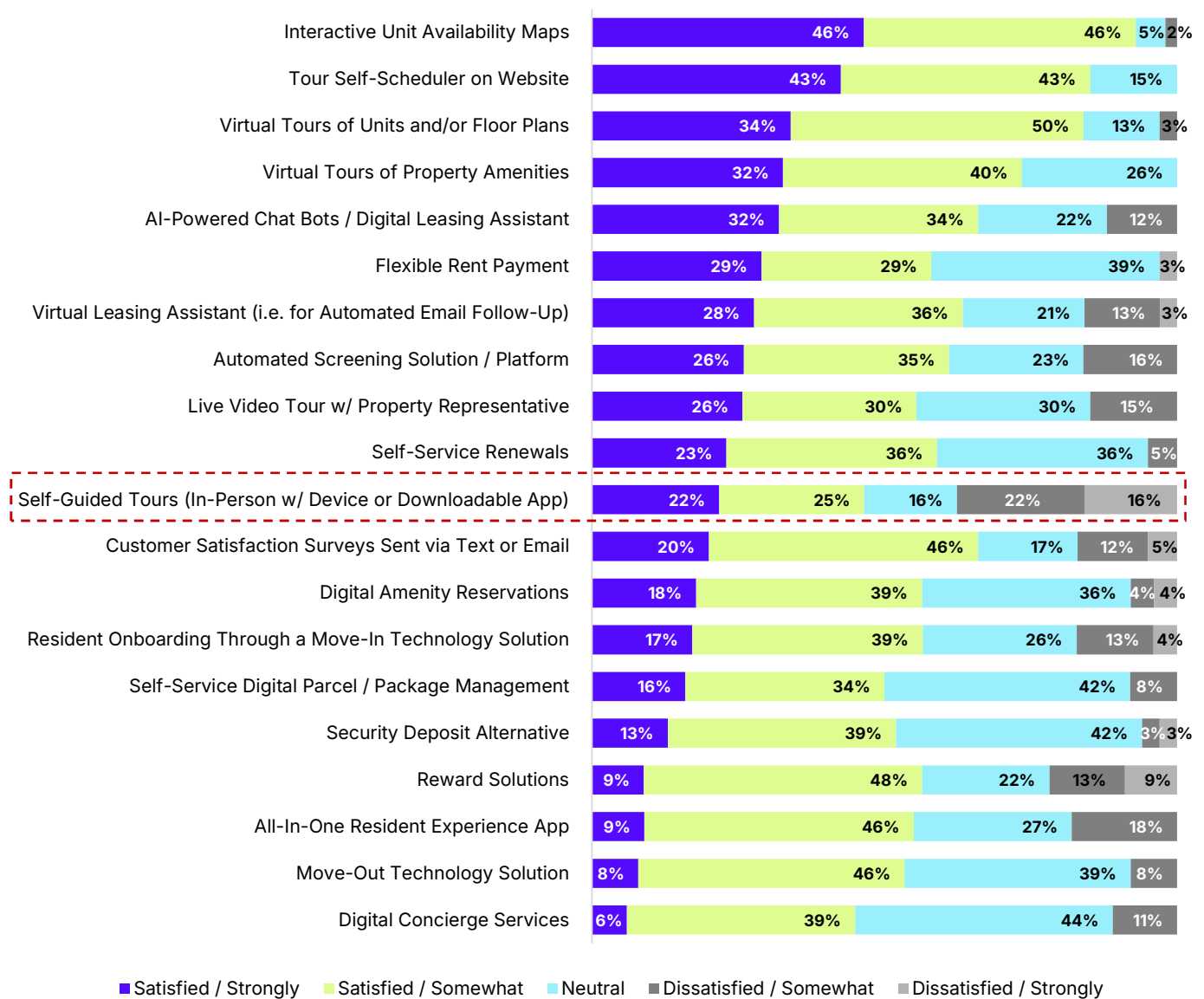
## Measuring Satisfaction with CX Tech

Overall, respondents report high satisfaction with their customer-facing technologies, with few tools generating notable dissatisfaction—except for self-guided tours, which continue to challenge both prospects and staff.

Interest has shifted beyond static amenity photos: The most valued technologies now center on interactive unit availability, tour self-scheduling, and virtual tours, reflecting a growing focus on convenience and autonomy in the leasing experience.

### Please indicate your satisfaction with the ROI (return on investment) you are seeing from that platform (i.e., resident engagement, experience you are able to provide to residents, etc.)

(Asked only of those using a platform today)



## Evolving from Experience to Engagement

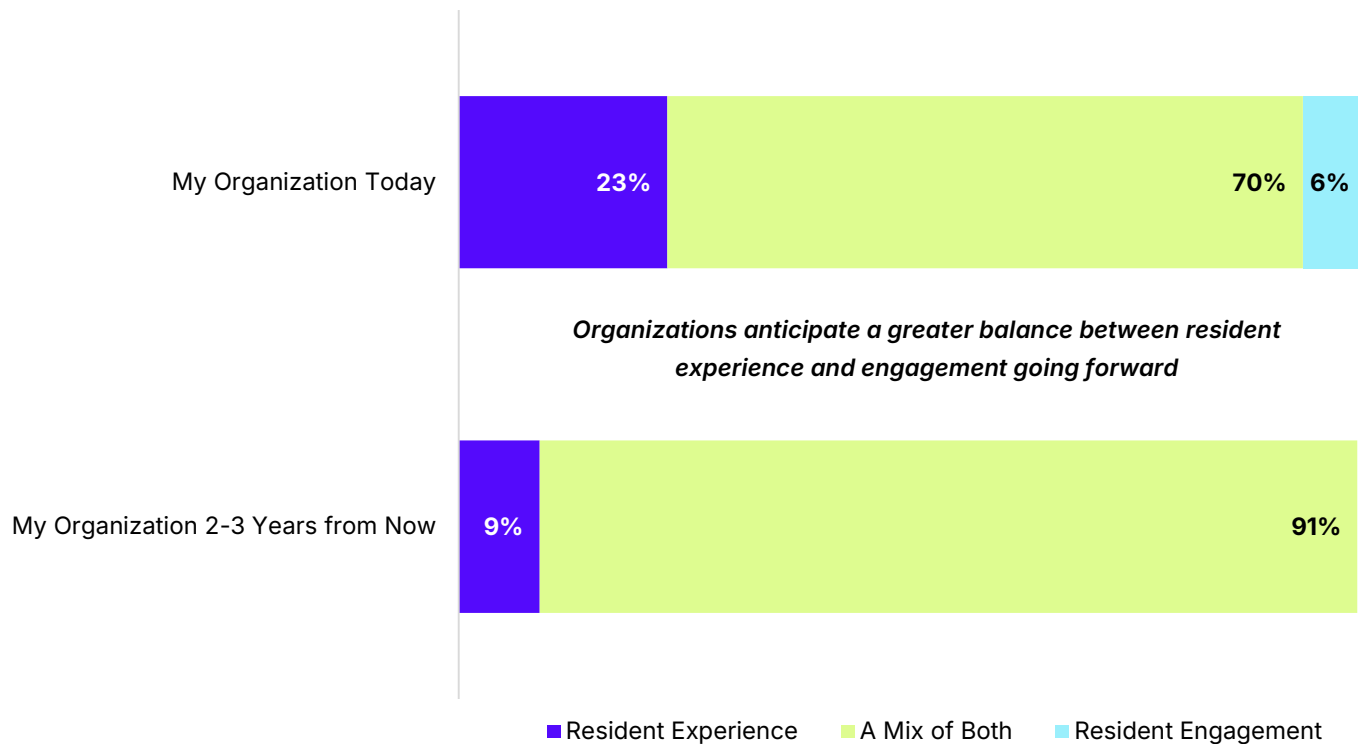
Operators are moving beyond optimizing individual touchpoints at the top of the sales funnel to build engagement, trust, and loyalty throughout the customer journey. This shift reflects a growing recognition that lasting value comes from sustained interaction, not just isolated moments of satisfaction.

### Defining Resident Experience vs. Resident Engagement

As the multifamily industry matures in its use of CX technology, leaders are drawing clearer distinctions between **resident experience**—focused on satisfaction, retention, and referral—and **resident engagement**—focused on building ongoing, two-way interactions that drive loyalty and deeper involvement.

With these distinctions in mind, the survey asked respondents to assess their organization’s current approach and share where they hope to be in the next 2–3 years.

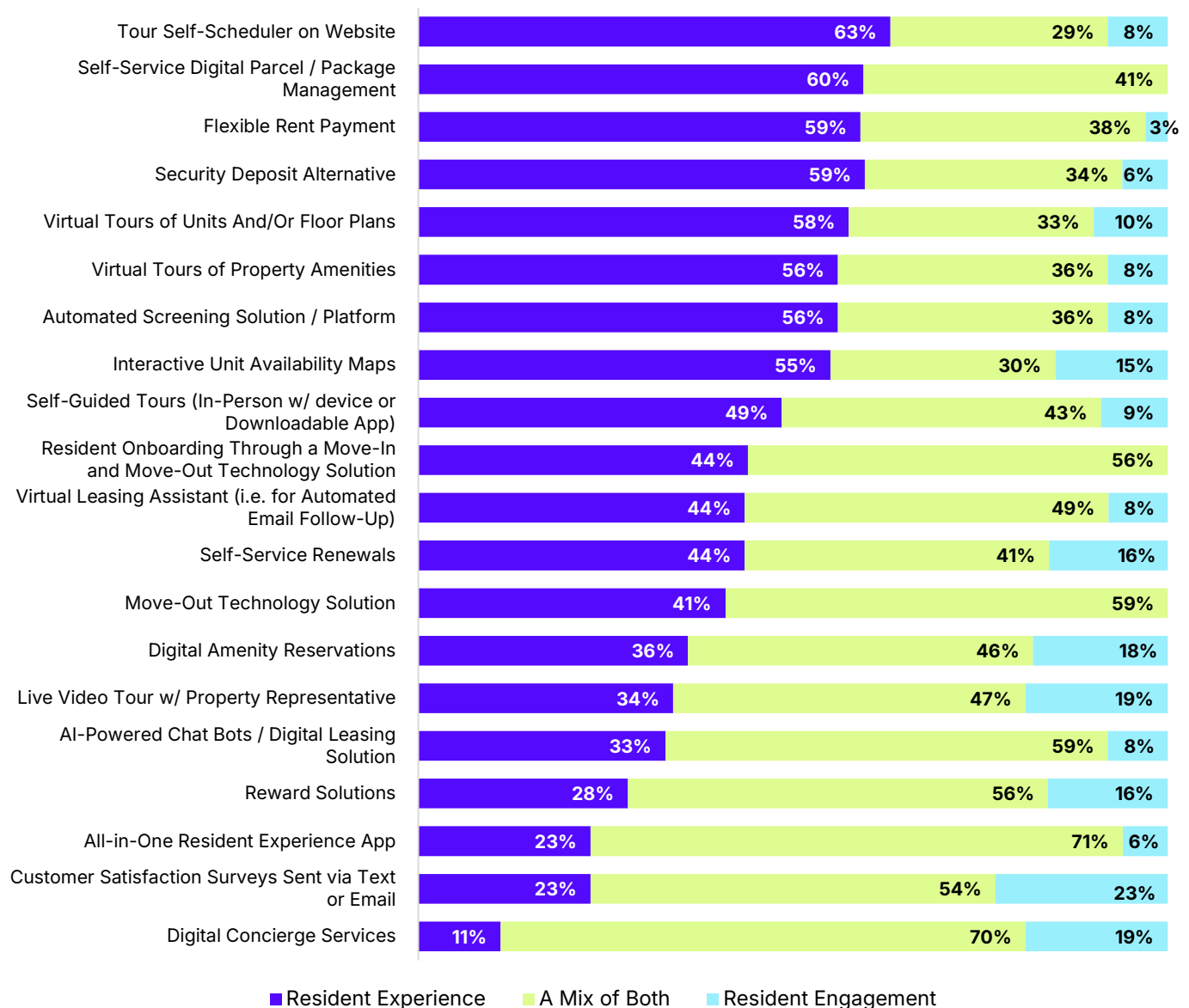
**Thinking about your organization’s current posture and capabilities across your technology stack, which best reflects your organization today. Looking ahead 2-3 years from now, which would you prefer?**



## Experience vs. Engagement Tools

Housing providers are increasingly thinking about how technology supports two related but distinct goals: ensuring a positive resident experience and fostering ongoing engagement. The survey explores how respondents view the tools they currently use—or would consider using—in terms of their impact on each of these objectives.

**For the technology solutions you mentioned you employed (or would consider implementing), do you believe those tools allow you to drive resident experience or intend that they enhance resident engagement?**

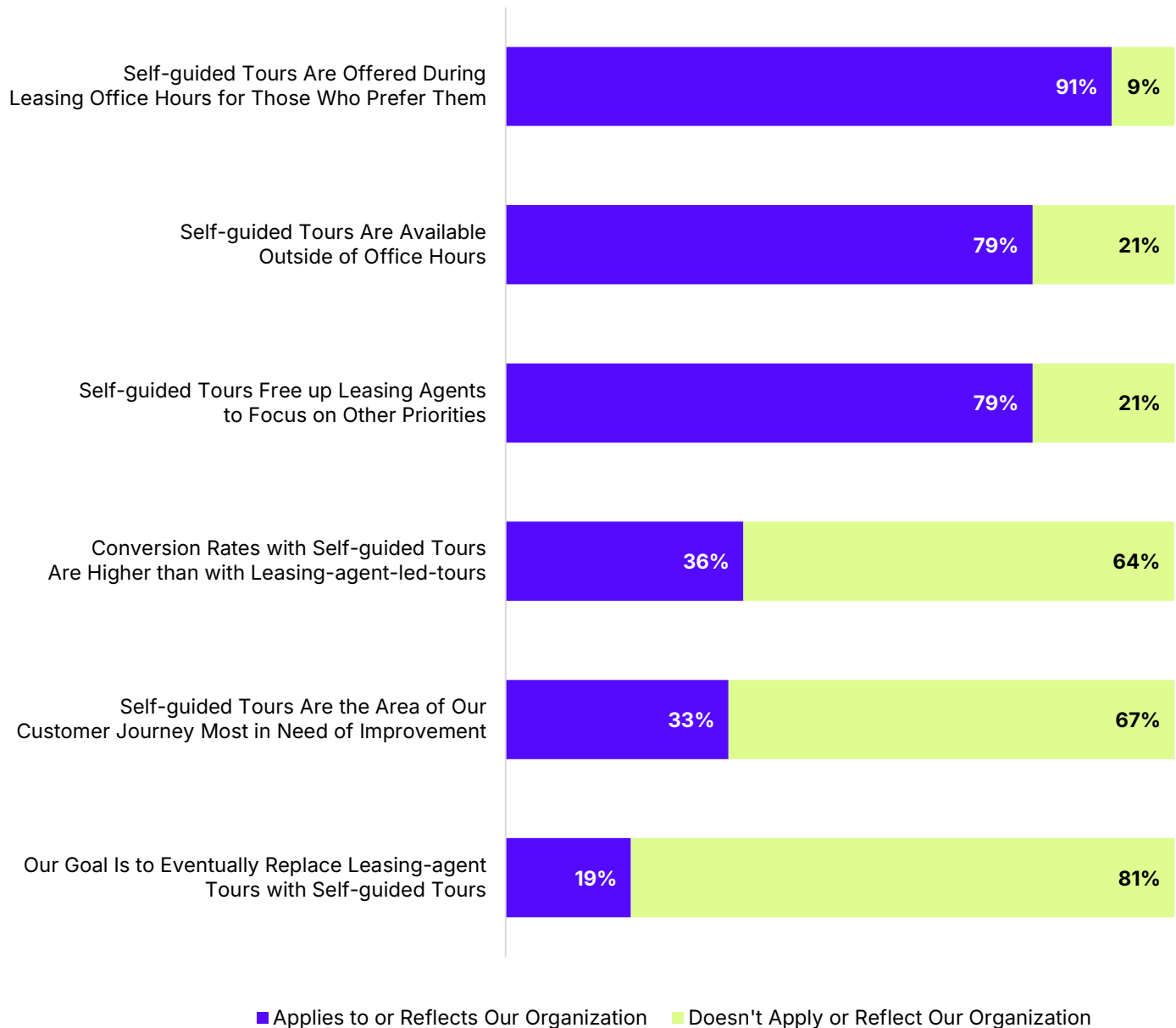


## Views on Self-Guided Tours

When it comes to self-guided tours, survey results show they're still a work in progress. Adoption and ROI vary widely across teams and respondents express higher levels of dissatisfaction with the technology compared with other types of CX tech like digital leasing assistants or virtual touring platforms.

### How do you currently use self-guided tours and what has your ROI been?

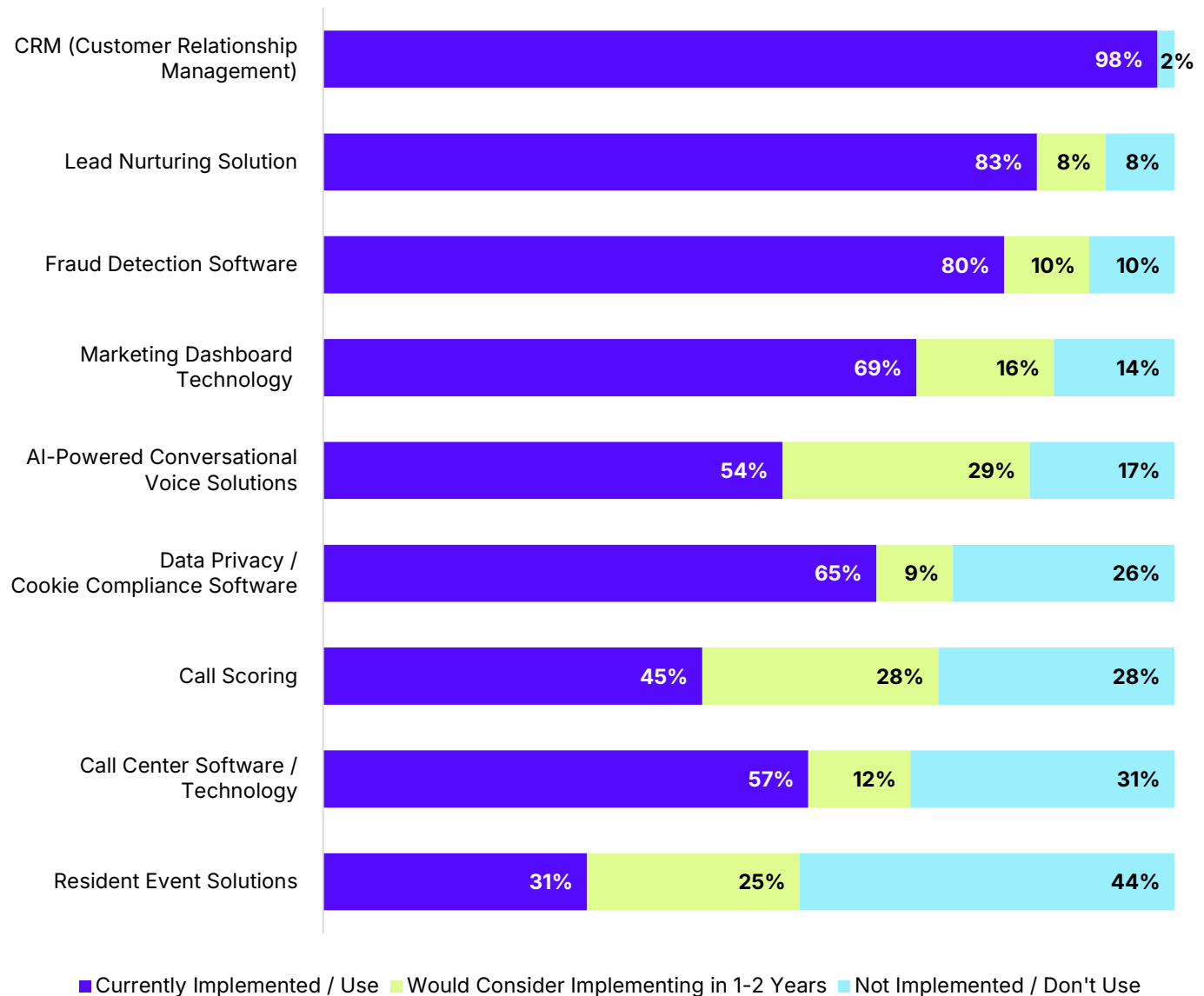
*(Please select all that apply from the statements below)*



## Internal CX Technology in Use Today

Teams are using internal, employee-facing technologies not just to streamline operations but also to enhance the renter experience, boosting satisfaction, engagement, and loyalty. Here is a look at the variety of employee-facing CX solutions currently in use across multifamily organizations.

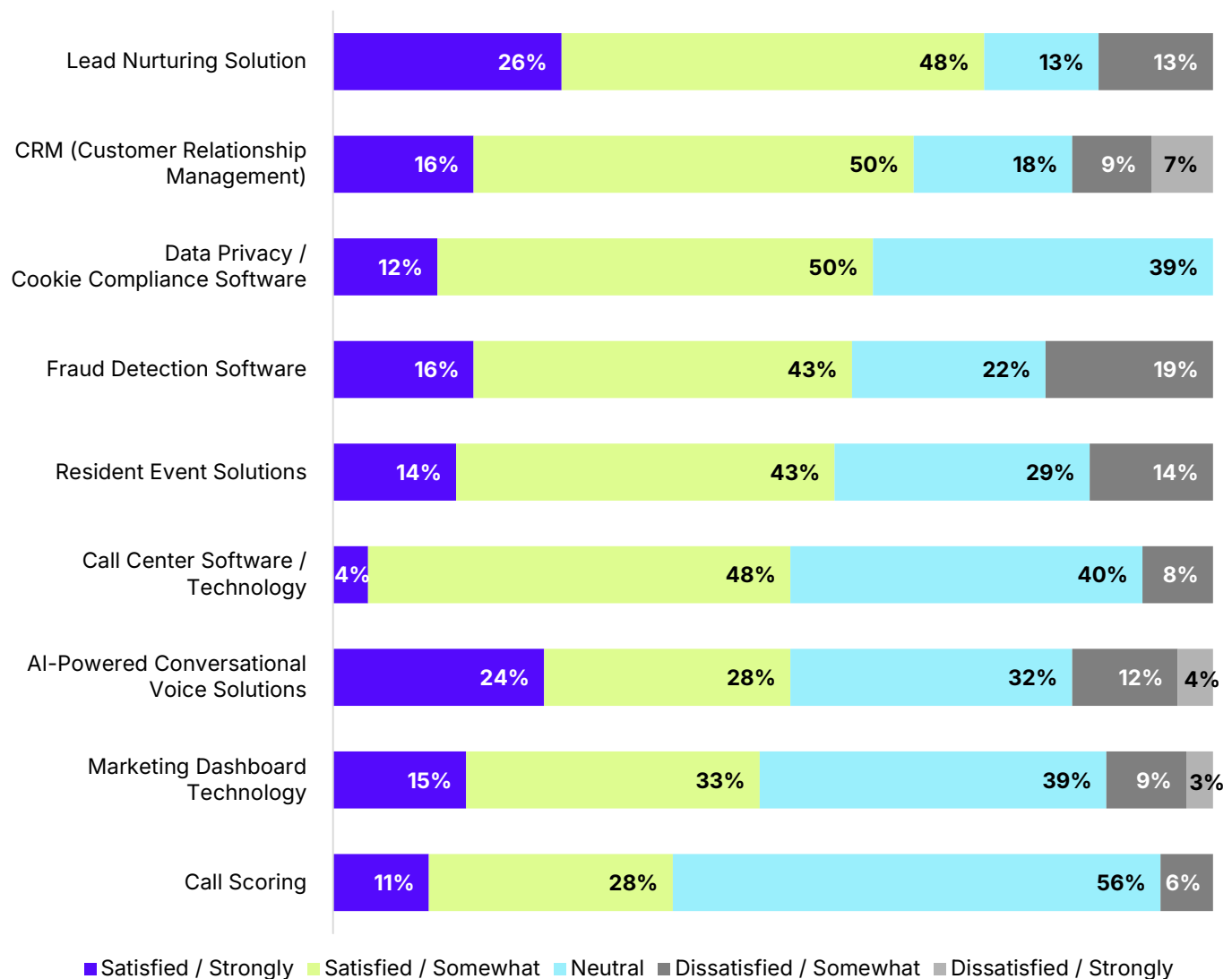
Indicate if you do or do not currently employ these internal, employee-facing (i.e., productivity, tracking, etc.) technology solutions



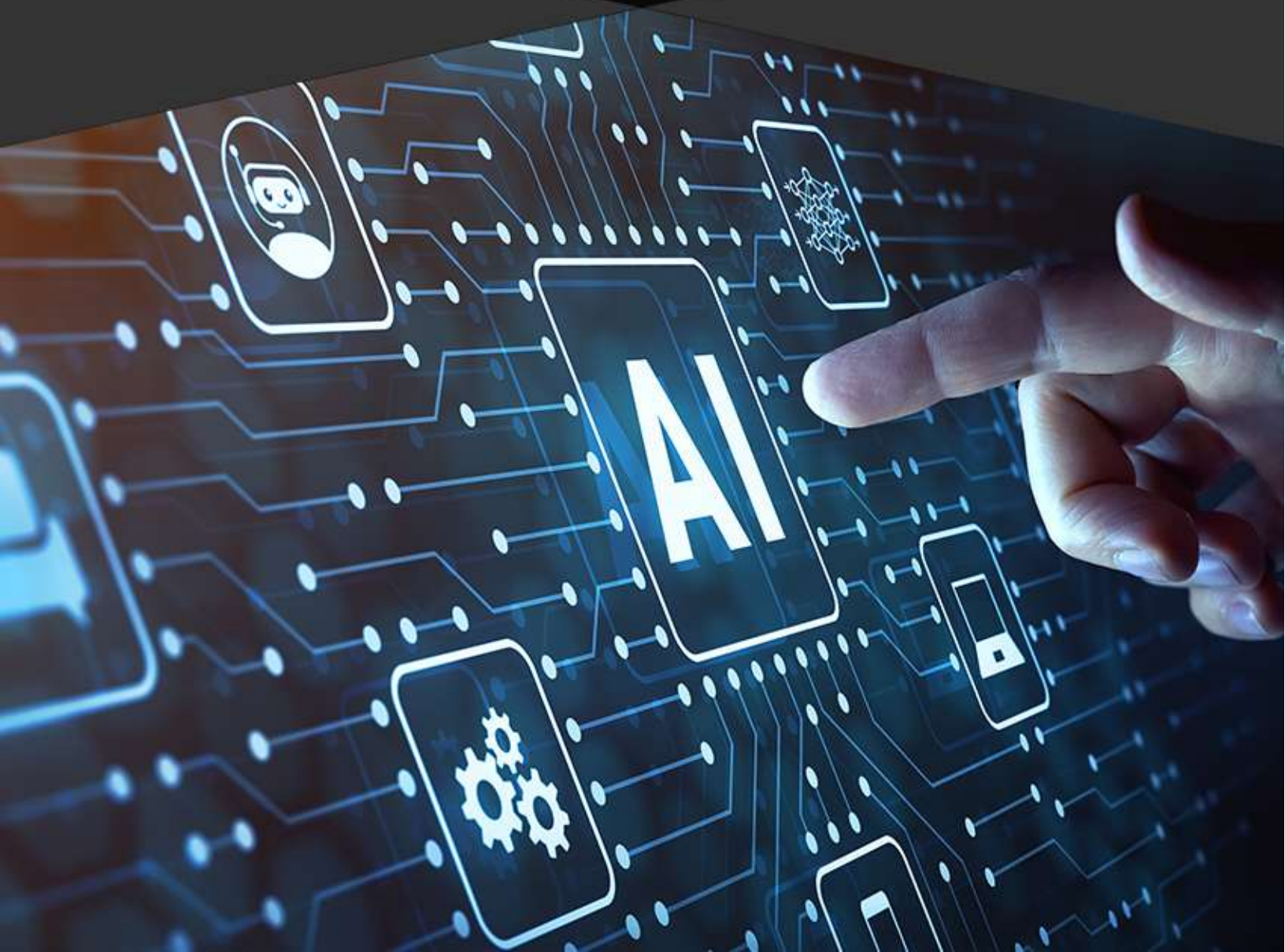
## Satisfaction with Internal CX Tech Tools

While customer-facing tools often get the spotlight, internal, employee-facing technologies play a critical role in enabling a smooth renter/resident experience. Respondents were asked to indicate which internal solutions they currently use, revealing areas of adoption as well as points of dissatisfaction.

**Please indicate your satisfaction with the ROI (Return on Investment) you are seeing from that platform (i.e., employee engagement, extent to which it enables your team to deliver better resident experience, etc.)** (Asked only of those using a platform today)



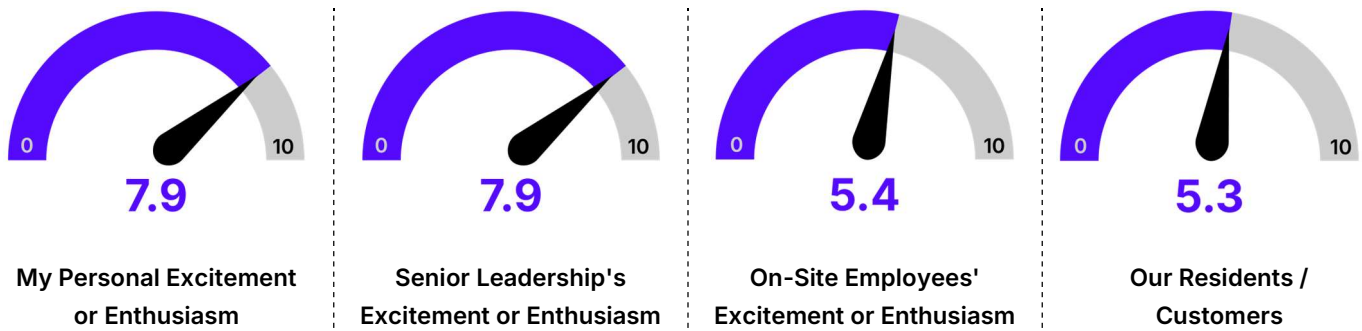
# CX Tech AI Drilldown



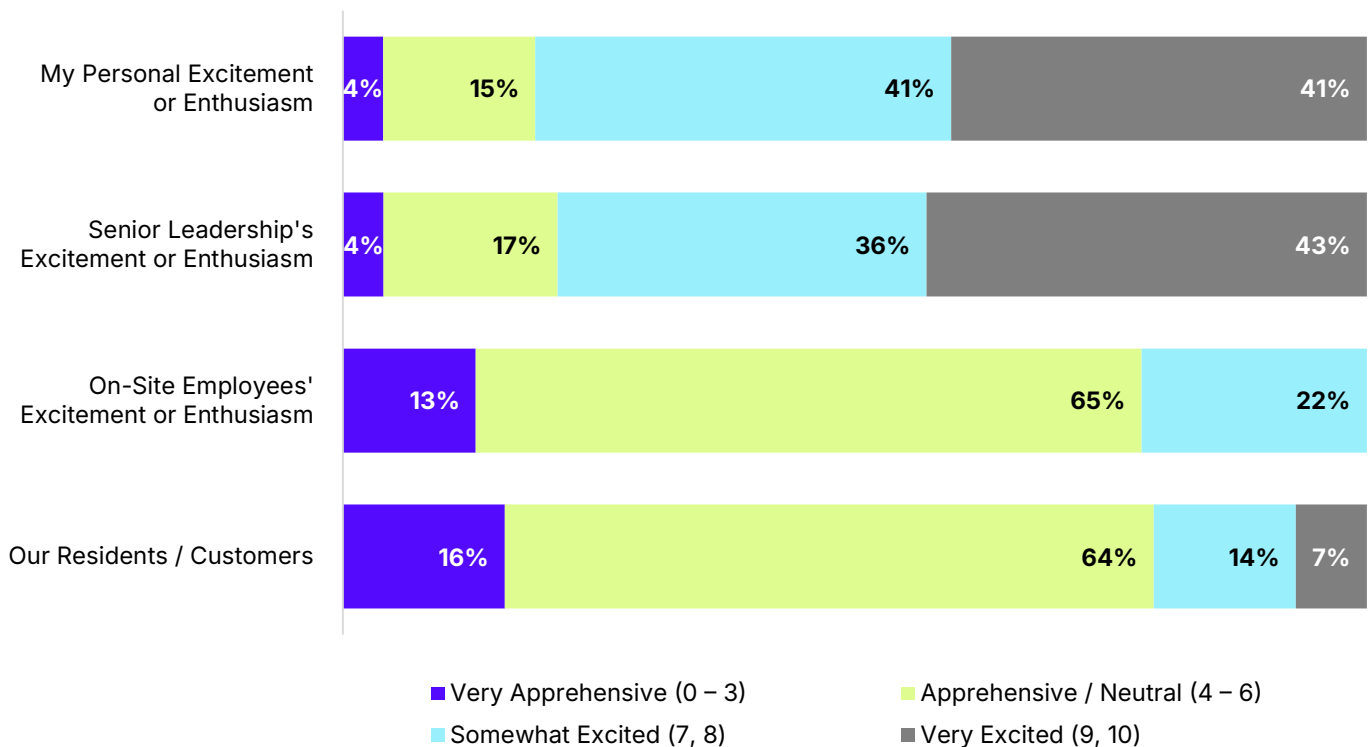
## AI Enthusiasm Around CX Tech

Organizations are increasingly exploring AI across operations and CX technology, but excitement and adoption vary by role. While senior leadership generally reflects high enthusiasm, on-site employees and residents are less likely to share the same level of optimism—highlighting a gap in perceived value and buy-in across the organization.

### Excitement / enthusiasm about AI in operations and CX tech by organizational role



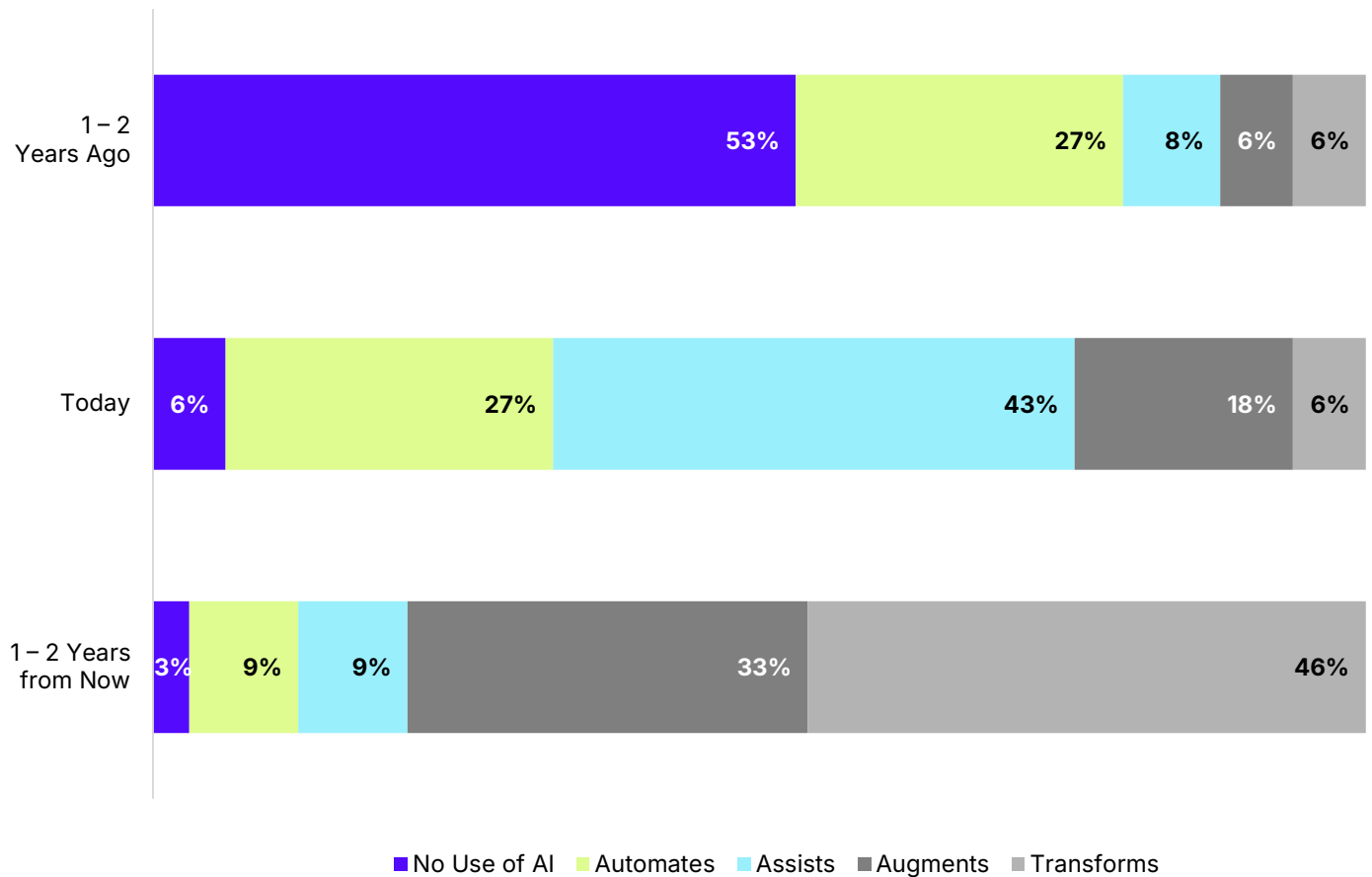
### Detailed distribution of response ratings on a scale where 0 = "Very Apprehensive" and 10 = "Very Excited"



## AI's Role in the Customer Journey

AI is increasingly shaping how housing providers manage the renter experience, from marketing and leasing to maintenance and renewals. Respondents describe how their organizations are applying—or expect to apply—AI across the customer journey, from automating simple tasks and assisting human decision-making to augmenting workflows or fully transforming processes and experiences end-to-end. AI can serve multiple roles throughout the customer journey, ranging from no use at all to fully transforming processes and experiences end-to-end.

**Respondents were asked to characterize their organization's current and anticipated use of AI, selecting the option that best reflects how AI is applied today, how it is used in specific areas, and how they expect it to be used 1–2 years from now.**



## In Their Words: AI Implementations Today

Survey respondents share real-world examples of AI technologies currently in use, highlighting how these tools are augmenting or transforming the customer journey and operational workflows across marketing, leasing, maintenance, and resident engagement.

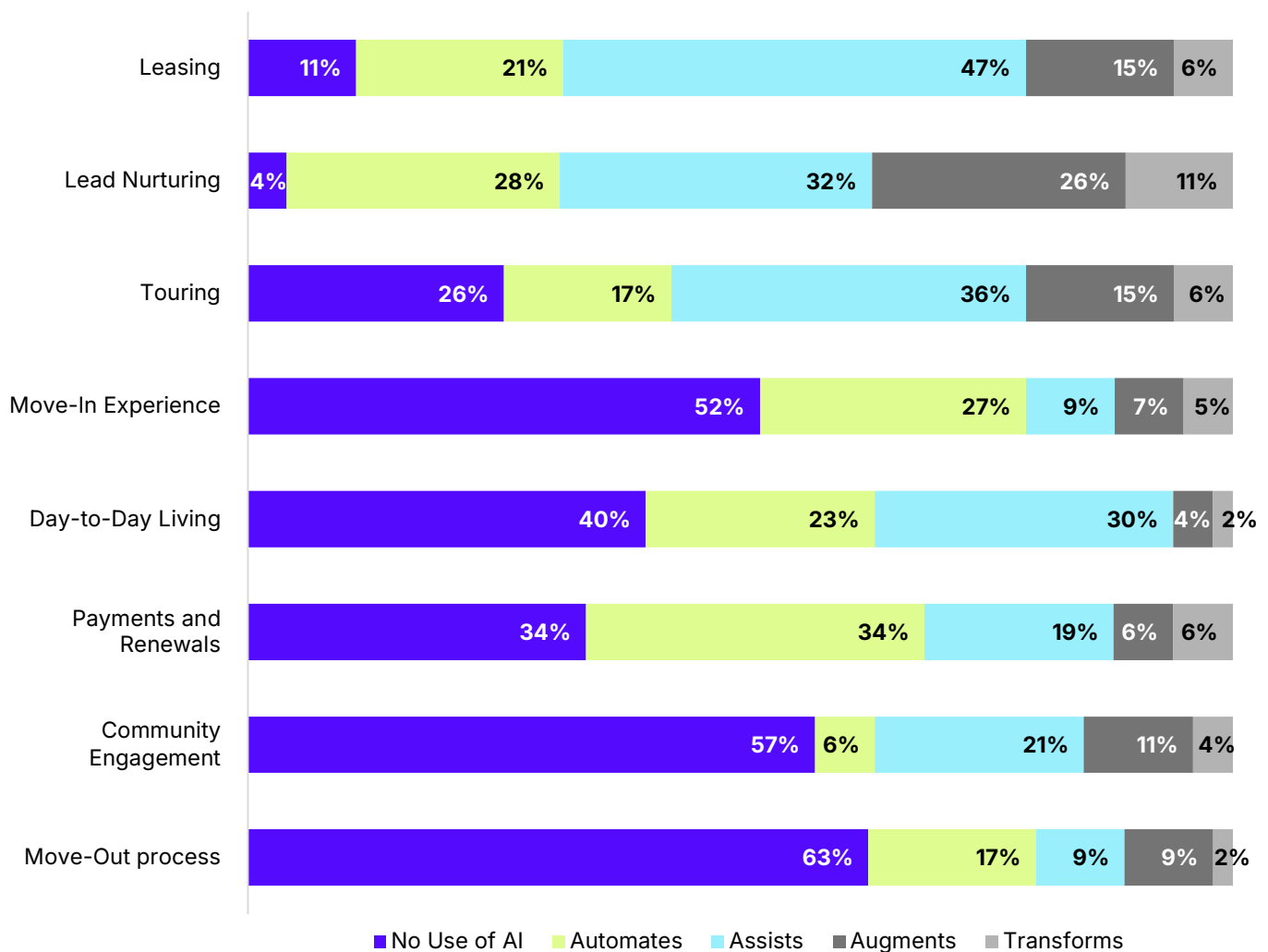
### **What is an example of an AI-powered CX tech that you have implemented that augments or transforms your customer journey or operations today? *(Open-ended responses)***

- ▶ AI Concierge and AI Voice.
- ▶ [Tech Provider] is the prospect and resident journey; it works sometimes but is not consistent.
- ▶ Marketing automation, virtual leasing agent, virtual maintenance agent, personalized website experience.
- ▶ We leverage AI for 100% of our initial lead generation including voice - this is available today. New customers can engage with us 24-7, 365 days/week.
- ▶ Move-in experience supported by ai.
- ▶ Voice chat bots.
- ▶ Lead nurturing and responses inside of the lead funnel. Being able to adjust based on where they are in the funnel.
- ▶ Chat bots.
- ▶ [Tech Provider] has augmented collections as we have seen a lift in amounts collected and timeliness of these collections (especially small balances).
- ▶ Use of virtual leasing agent for responding to prospect emails and texts.

## AI at Work in the Customer Journey

Respondents describe how AI is being applied across the customer journey to improve efficiency and enhance resident interactions. From lead generation and virtual leasing to maintenance, move-in support, and collections, these examples illustrate where AI is actively augmenting or transforming multifamily operations. Interestingly, the areas viewed as having achieved the most AI-driven transformation—lead nurturing and leasing—are the same places where respondents report having seen the greatest improvement in experience for the customer.

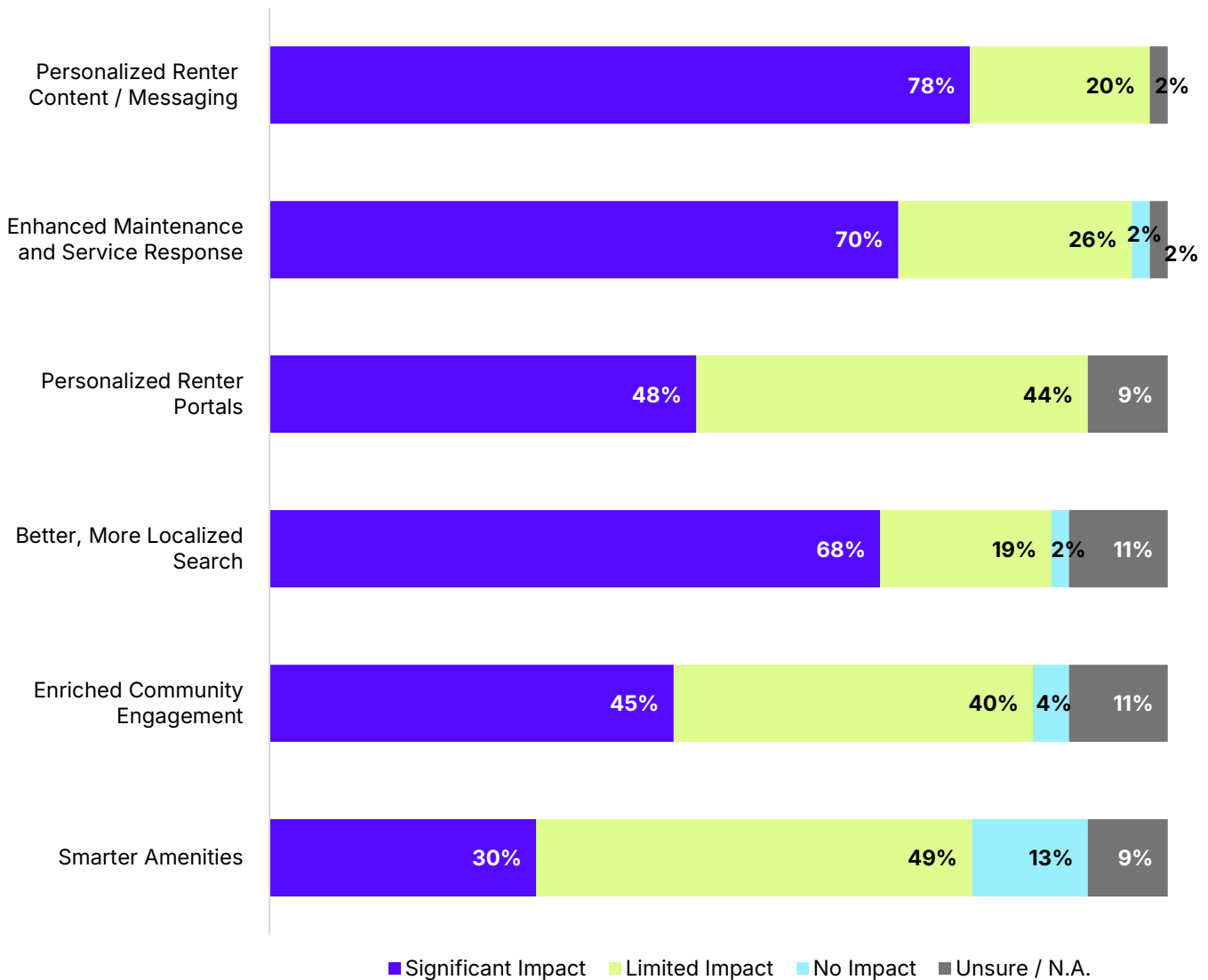
**For each of the points on the customer journey below, indicate the extent to which you have achieved one or more of those functions/objectives:**



## AI Impacts on Renter Experience

As the discussion moves from broader perspectives to concrete applications, respondents were asked to share specific examples of how new technologies are being implemented in their organizations. The following section highlights these real-world deployments, showing where AI and other CX tools are actively shaping workflows and the customer journey.

**When it comes to AI integrating with or transforming the prospect or resident experience, which of the below do you believe will be most impacted? (Please rate each in terms of level of impact)**



## In Their Words: AI Implementations for Tomorrow

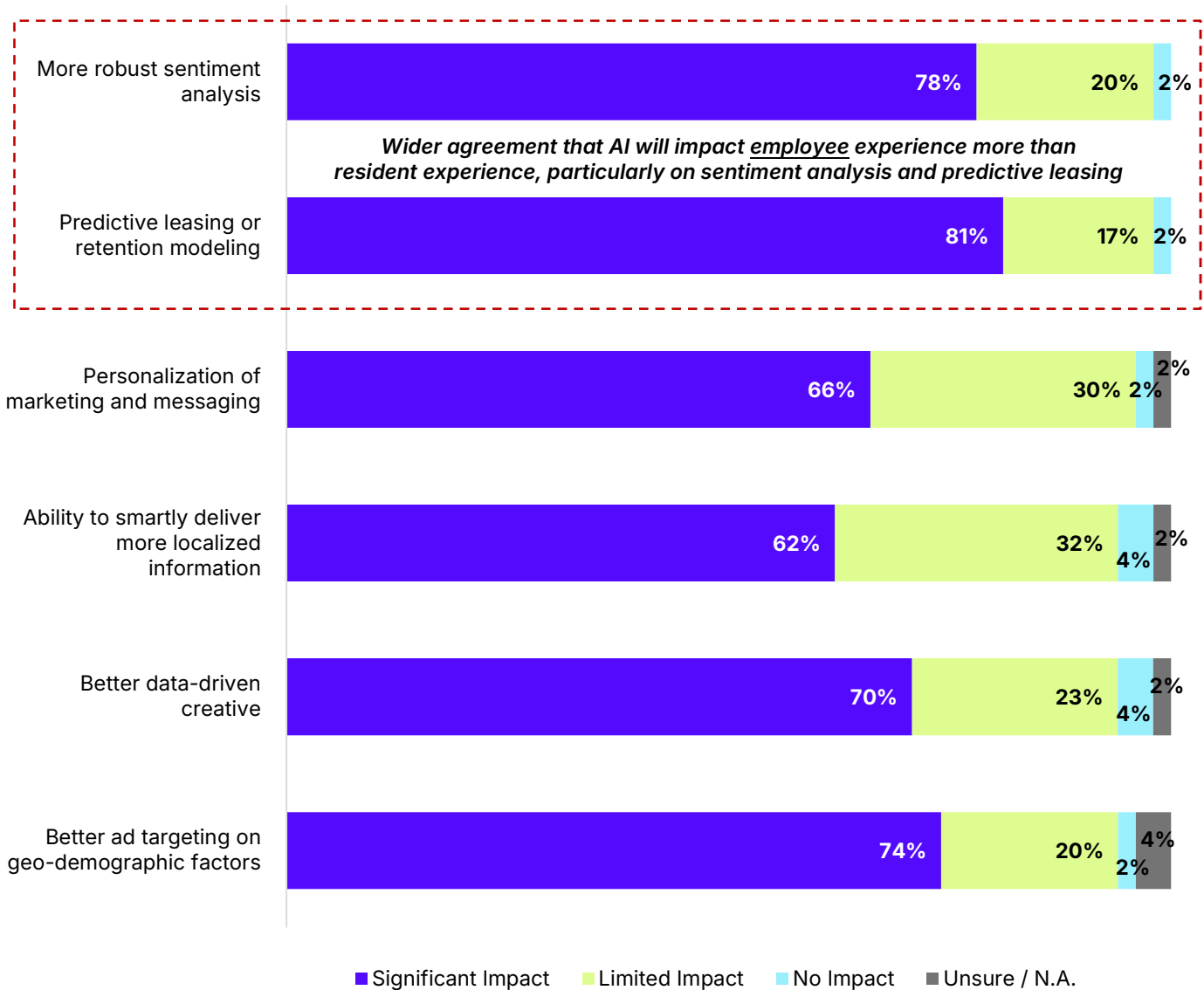
### What is an example of an AI-powered CX Tech that you aspire to implement over the next 1-2 years that could augment or transform your customer journey or operations? *(Open-ended responses)*

- ▶ AI-Driven Lead Scoring for Leasing, AI-Powered Renewal Offer Optimization, AI-Enhanced Maintenance Work Order Triage.
- ▶ AI-powered leasing agent to replace human call center. Must be advanced enough that the interaction is as smooth as if you were speaking to a human.
- ▶ Automated Maintenance Work Orders.
- ▶ Agentic workflows - where one bot can have a conversation with a customer and kick off multiple workflows as necessary (i.e. a resident ai agent could be negotiating a renewal while simultaneously submitting a work order for a complaint heard during the course of the conversation.
- ▶ Currently focused on building out AI use in the renewal, maintenance, voice across multiple journeys, and lease audits.
- ▶ A Digital Organization Twin.
- ▶ Not sure we have found a comprehensive solution / many competing to win this leg of the race, but aren't there yet - we want an intelligent resident engagement platform/solution that personalizes the living experience from top of the marketing funnel through alum residents. This solution would integrate conversational AI with property and resident data to deliver always-on, personalized support across voice, text, chat, and app, and, proactively craft experiences, services, preventative services, communication, local partnerships that motivate advocacy and support SEO, GEO, and SXO.
- ▶ AI replace Google searches and then they are taking our data and pushing into our CRM where other agents then work the queue. It can move it along throughout the process until a human touch is needed for closing.
- ▶ Renewal offer letters and follow-up reminders. Social media automation. Rent payment letters, calls, texts.
- ▶ Personalization through the journey.
- ▶ Move voice AI. We've done a couple of pilots but haven't yet scaled a voice AI solution as part of the prospect experience or for maintenance serve requests.
- ▶ AI to help through the Affordable Certification and Recertification process for Affordable residents. Seeing it being developed to process applications across the board much more effectively and efficiently. Getting to that true "Amazon" experience when it comes to renting a home.
- ▶ We are hoping to incorporate AI to augment the maintenance work order intake, maintenance work scheduling, renewal, screening, lead nurturing more than we have today in the next few years. Not fully using transform on the option above because we will continue to keep a close eye on governance, control and crafting a better experience - we do not think AI is set it and forget it technology.

## AI Effects on Employee Experience

AI and CX technology are affecting the day-to-day experience of on-site teams without doubt. Participants were asked to rate which aspects of employee workflows, engagement, and support are most influenced by AI, revealing emerging trends, adoption challenges, and opportunities to enhance operational efficiency and staff satisfaction.

**When it comes to AI integrating with or transforming your organization’s employee experience, which of the below do you believe will be most impacted? (Please rate each in terms of level of impact)**



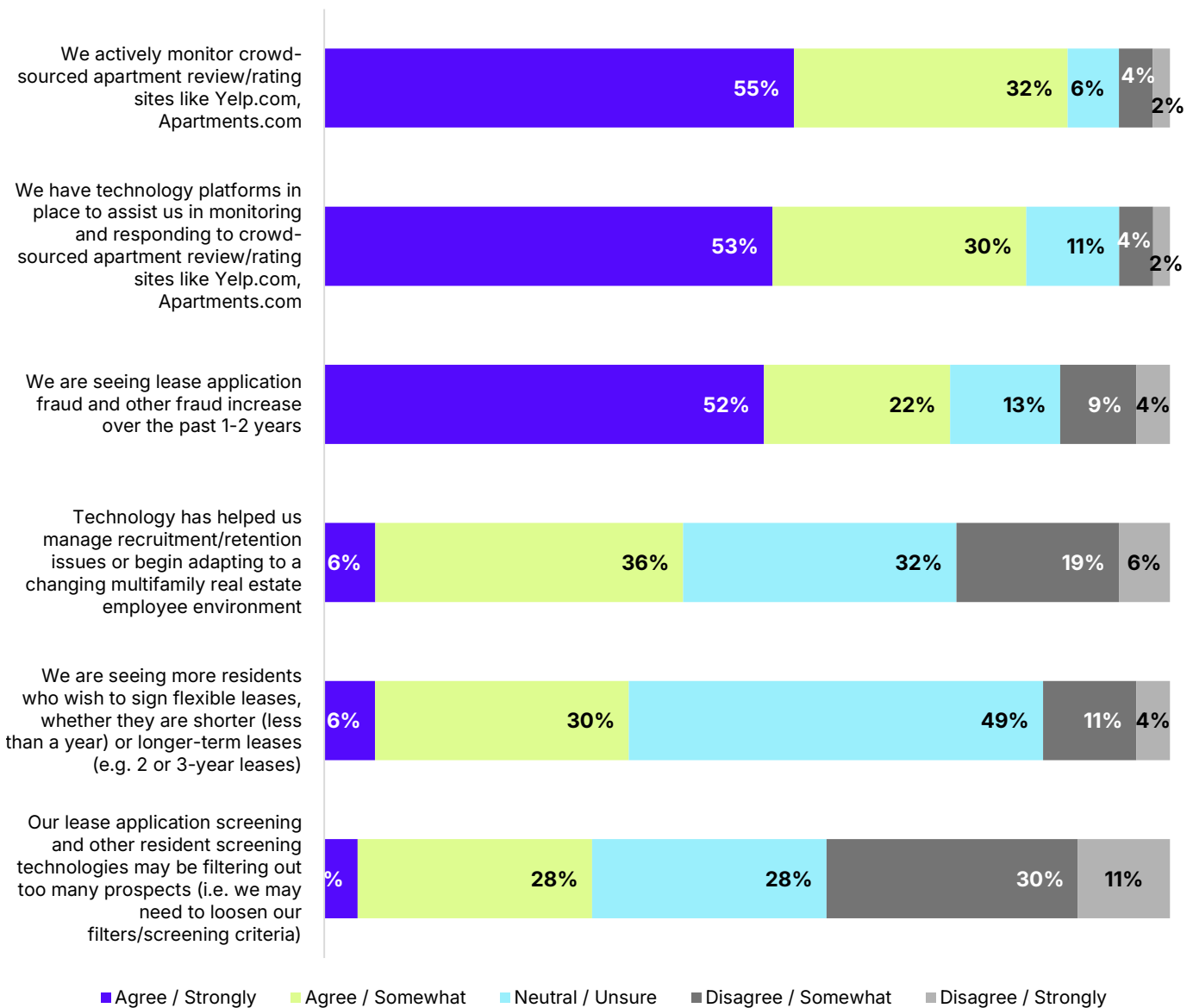
# Multifamily CX Tech Trends



## Industry Perspectives on Emerging CX Trends

As new pressures and possibilities reshape customer experience, housing providers are reassessing where to focus next. This section gauges their sentiment on rising themes like reviews, fraud, and flexible leasing—and compares those views against the real-world tech they’re deploying to improve transparency, strengthen security, and support residents’ financial and personal well-being.

**Drilling down into some customer-journey-specific questions, please indicate if you agree or disagree with each of the below**

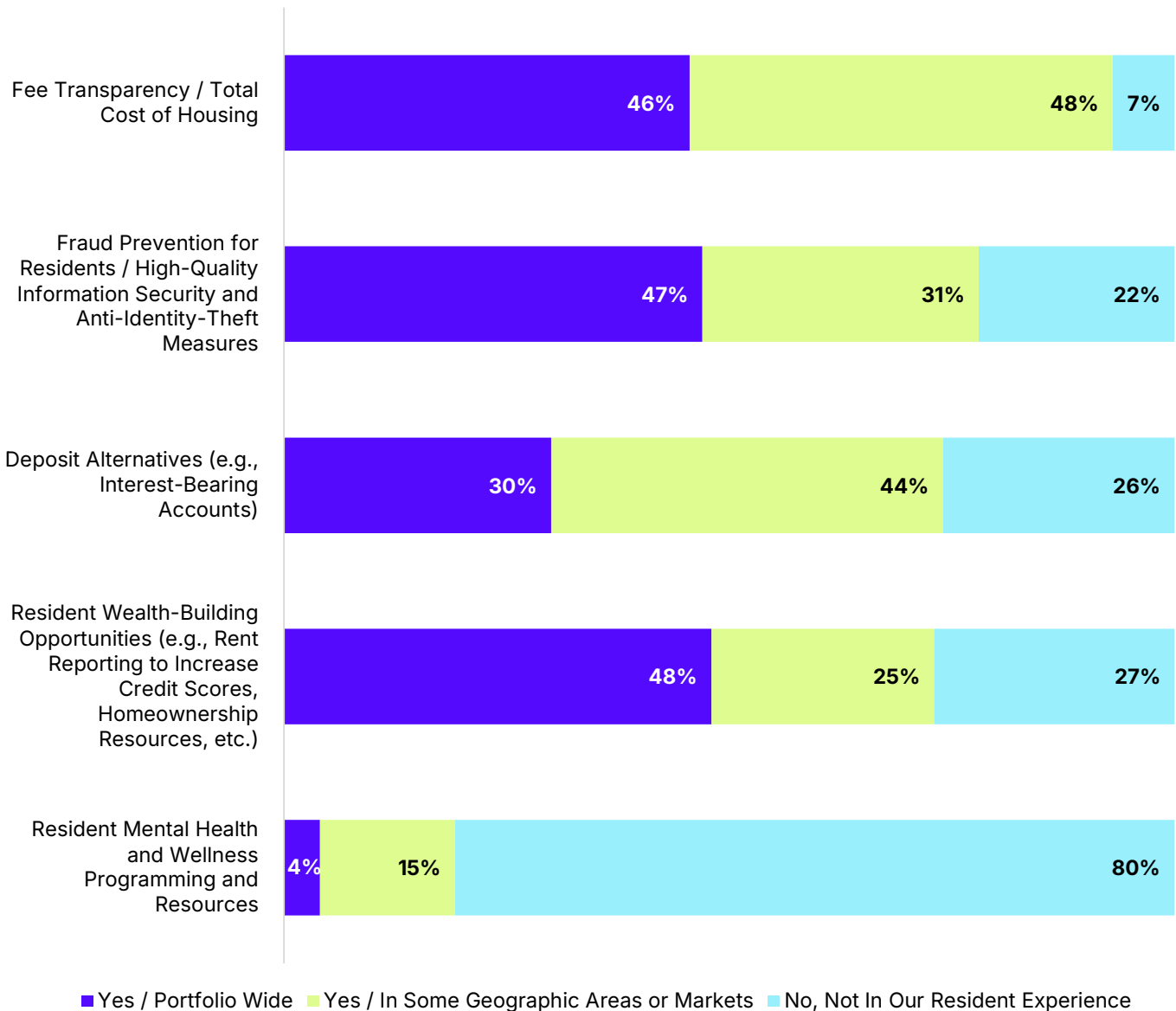


## MULTIFAMILY CX TECH TRENDS

Some housing providers offer technologies and programs that go beyond the basics, reflecting both industry priorities and resident expectations. From hot-button issues like fee transparency, fraud prevention, and deposit alternatives to progressive initiatives supporting financial wellness, wealth building, and mental health, these offerings illustrate how CX technology is shaping a more thoughtful and impactful resident experience.

### Do you currently offer any of the below as part of your resident experience?

*(Please select which best reflects your organization)*

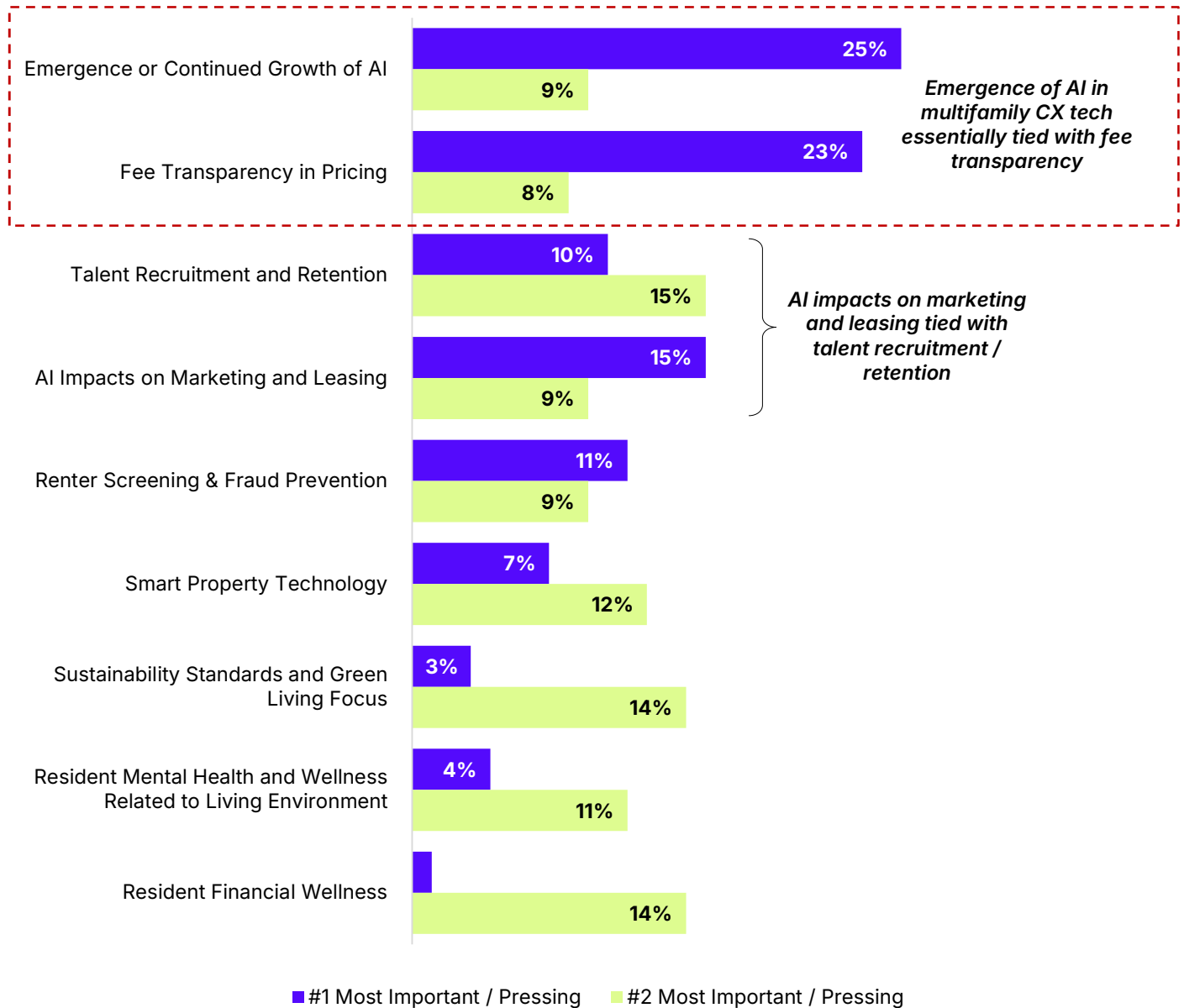


## MULTIFAMILY CX TECH TRENDS

Housing providers are increasingly leveraging technology to tackle both advanced innovations, like AI, and critical resident priorities, such as fee transparency. The next question explores which of these trends are expected to define multifamily CX strategy and tactics over the next 2–3 years.

### Which emerging topics do you see as leading trends that will define the next 2-3 years of strategy and tactics for multifamily owners and operators, relative to CX technology?

(Sorted by 1st + 2nd Most Important)

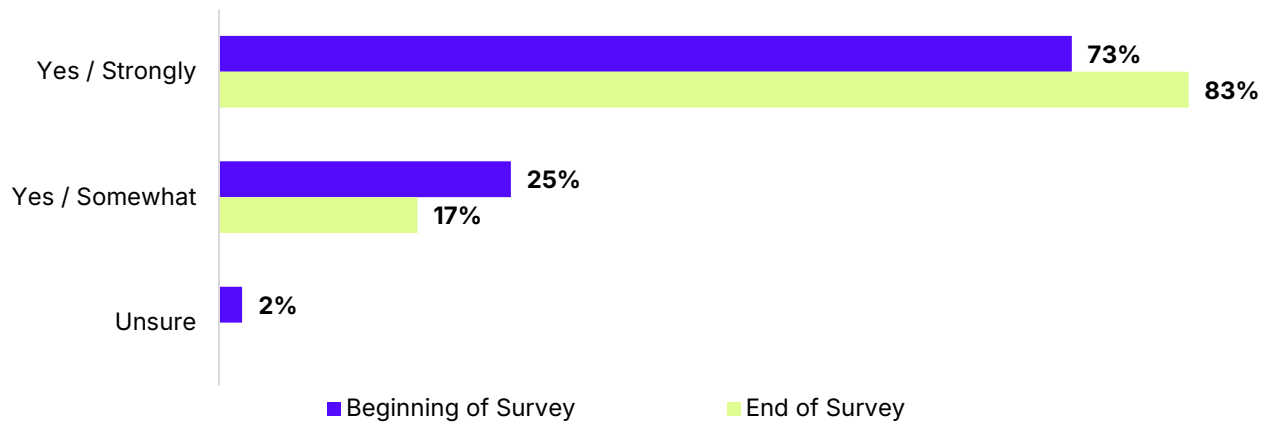


### Evolving Perspectives

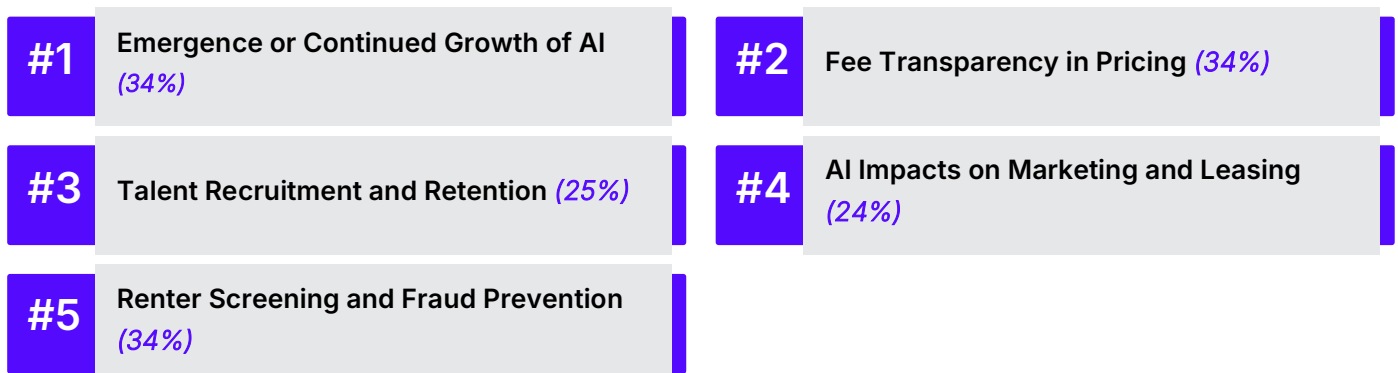
After completing the survey, respondents were asked to revisit their earlier answers about areas for growth in CX technology. Their responses reveal a mix of priorities—some organizations are concentrating on optimizing and consolidating existing platforms, while others remain focused on exploring new and emerging solutions. It’s clear that opinions are evolving as organizations think more strategically, with AI leading the way, followed by growth, pricing transparency, talent, marketing/leasing, and resident screening/fraud prevention.

### Changing Views on CX Tech Strategy

By the end of the survey, respondents' views of their own progress shifted. They were more likely to acknowledge they have "more room to grow" in using technology strategically to enhance the customer experience. This shift suggests that stepping back to evaluate their tools and priorities helped surface blind spots—and clarified where future investment and focus could deliver the biggest impact.



Respondents rank the top trends and issues shaping multifamily CX technology, combining first- and second-choice responses to highlight key priorities.



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## Conclusion

The 2025 CX Technology Survey shows housing providers moving beyond technology for its own sake toward systems that genuinely improve the resident experience and operational outcomes. Leaders are focusing on integration, platform consolidation, and measurable impact rather than chasing the latest tools. While progress is clear in lead nurturing, leasing, and payments, later stages of the resident journey—move-ins, move-outs, and community engagement—remain underserved, pointing to opportunities to strengthen loyalty and long-term resident satisfaction.

Collaboration is also central to success. Marketing, operations, and IT are jointly shaping technology decisions, reflecting that CX tech is now a shared organizational responsibility. Companies are mapping customer journeys, defining clear goals, and tracking outcomes more rigorously, signaling a growing maturity in approach. Yet challenges like resource constraints, onboarding complexity, and technology fatigue persist, underscoring the need for careful planning and alignment.

Artificial intelligence has moved from theory to practice, with organizations piloting solutions that augment leasing, maintenance, collections, and engagement. While enthusiasm is strongest among senior leaders, adoption requires attention to governance, training, and operational integration. Alongside AI, multifamily firms are prioritizing issues such as pricing transparency, resident screening, and fraud prevention—showing a clear focus on delivering value to residents, building trust, and creating differentiated experiences.

Ultimately, the survey reflects an industry that is learning to balance ambition with execution: embracing innovation, improving internal capabilities, and deploying technology in ways that are both practical and transformative. Housing providers are increasingly focused not on the number of tools they use, but on the quality of experience they enable—for residents, employees, and the business as a whole.

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