



Scaling Multifamily Leasing with Claude: A Proven Blueprint for Higher Conversions and Leaner Operations

How Livsee, a PropTech innovator, transformed renter engagement with AI-powered leasing automation, increasing tour bookings by 40% while reducing leasing team workload by 75%.

Overview

- **An enterprise-grade AI platform** was delivered to orchestrate contextual renter conversations and automate end-to-end leasing workflows using Anthropic's Claude.
- **Higher tour booking rates** were achieved by deploying a 24/7 virtual assistant that entirely eliminated lead response delays.
- **Substantial reductions in manual workload** were realized for lean leasing teams by seamlessly integrating live property inventory and automating repetitive inquiries.



Client Profile

Based in the US, Livsee provides an enterprise-grade AI leasing platform. They serve the multifamily housing industry, helping property operators across nationwide portfolios streamline renter engagement and modernize the apartment discovery process.

Roadblocks to Renter Engagement

- **Delayed Responses:** Slow lead follow-ups outside of standard office hours caused significant drops in potential leasing opportunities.
- **Information Silos:** Fragmented renter journeys across SMS, email, and websites created inconsistent customer experiences.
- **Operational Overload:** Lean leasing teams spent excessive manual effort answering repetitive questions and coordinating property tours.
- **Poor Visibility:** A lack of integrated analytics obscured renter engagement behavior and pipeline conversion metrics.

An Intelligent Multi-Agent Architecture

We developed a scalable AI leasing platform that completely automates the renter journey from initial inquiry to application. At its core is a multi-agent conversational architecture utilizing Anthropic's Claude to provide a 24/7 virtual assistant. The system integrates deeply with leading property management systems (PMS) to synchronize live inventory, pricing, and availability.

- **Primary Reasoning Engine:** Utilizes Claude Sonnet for personalized recommendations, contextual decision-making, and intelligent tour scheduling.
- **High-Speed Routing:** Leverages Claude Haiku for low-latency session initialization, FAQ handling, and intent routing.
- **Seamless Integration:** Syncs real-time PMS data while utilizing external services like Google Places for grounded neighborhood intelligence.

Key Features

- **Advanced Multi-Agent Orchestration:** Built with LangGraph to intelligently route conversational workflows between Sonnet and Haiku models.
- **Deep PMS Synchronization:** Direct integration with platforms like Yardi, RealPage, and Entrata for live inventory and pricing management.
- **Omnichannel Engagement:** Manage lead ingestion, Magic Links, and secure identity propagation across various digital touchpoints.
- **Actionable Analytics Dashboard:** Track renter interactions, virtual tour clicks, and application submissions for deep business intelligence.
- **Natural-Language Discovery:** Prospective renters search and explore apartments using intuitive, conversational queries.

Impact

- **Increased tour booking conversions:** Captured high-intent leads beyond standard office hours through the 24/7 availability of the conversational assistant.

- **Reduced manual workload:** Freed up leasing teams by automatically handling repetitive FAQs, live inventory checks, and complex tour scheduling.
- **Highly consistent property data:** Ensured all renter responses were accurate and grounded by synchronizing directly with live PMS enterprise systems.
- **Accelerated lead qualification:** Evaluated renter intent and preferences instantly during initial conversations, continuously streamlining the application pipeline.