

# Beyond the Hype:

## AI That Matters

A REBA Point of View for Multifamily Leadership

# Introduction

The multifamily industry is currently navigating an AI tsunami. While the potential for business transformation is real, the market is saturated with surface-level features that offer more lip service than utility. For COOs, CTOs and asset managers, the challenge is separating what's shiny from what matters.

Meaningful AI must be built on a foundation of pure, governed data and must evolve from simple reporting to agentic AI that reasons, recommends and executes. That pristine data is the concrete and rebar that impactful AI is built upon. This white paper defines the standard for AI that matters and outlines the roadmap for its implementation.

# Table of Contents

**Tip:** Click the link to navigate to your desired topic.

<a href="#">AI Risk Mitigation</a>	04
<a href="#">Typical AI Vs. AI That Matters</a>	05
<a href="#">Three Phases of AI Maturity</a>	06
<a href="#">Building AI That Matters</a>	07
<a href="#">rebaAI</a>	07
<a href="#">A Baseball Analogy</a>	08
<a href="#">Checklist: Evaluating your AI Partner</a>	09
<a href="#">About REBA</a>	10

# AI Risk Mitigation

The term “AI” has become a catch-all phrase that masks a wide range of technologies at vastly different maturity levels. This creates three primary risks for multifamily operators:

## The AI Veneer

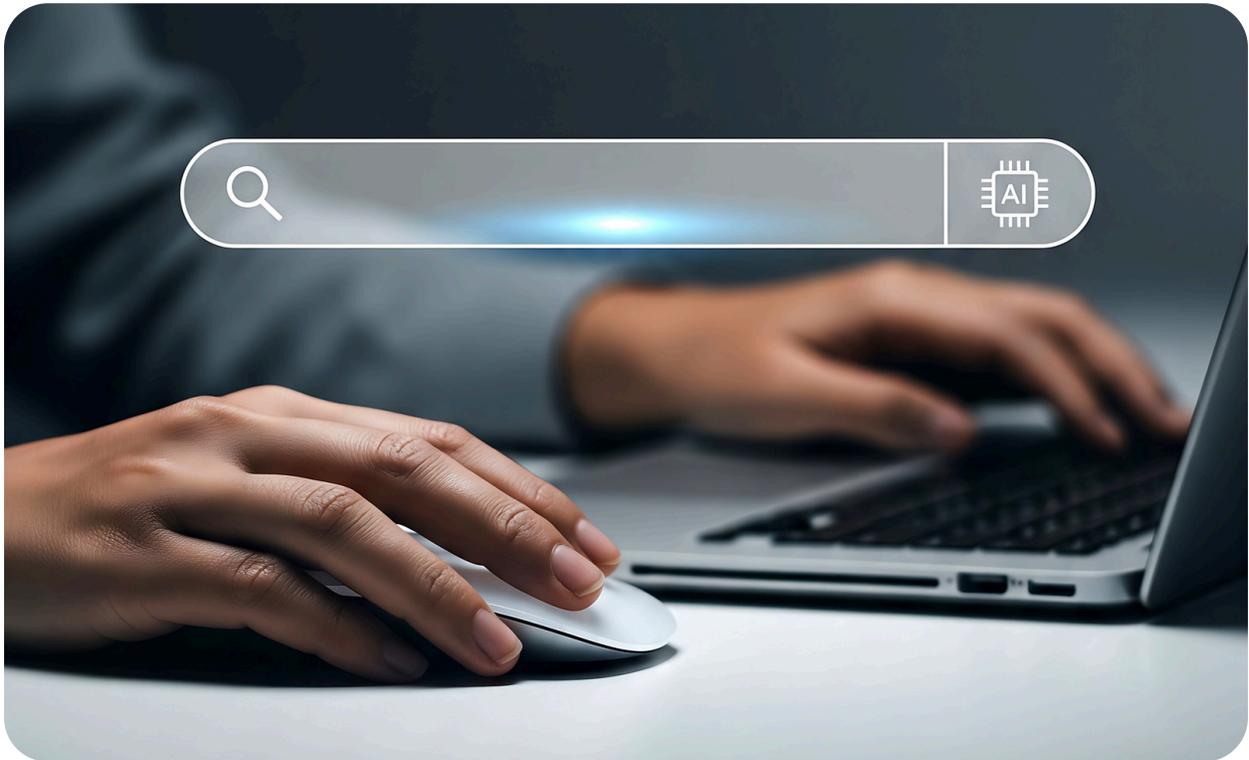
Many legacy vendors are retrofitting their existing software with surface-level AI. This is often little more than a chatbot skin over a basic database. It might look modern and be marketed as cutting-edge, but it lacks the deep integration required to actually solve complex operational hurdles.

## General-Use Tools

Large language models and tools like ChatGPT or CoPilot are too often used as an easy button. When these tools are applied to multifamily business decisions without being rooted in domain expertise, they create a false sense of confidence. They can parrot information convincingly while lacking the data-backed logic to justify their conclusions.

## Dirty Data

In construction, engineers seek “clean fill dirt” — soil free of impurities that could undermine a structure's integrity. In proptech, most AI is being fed dirty data — siloed, inaccurate or outdated information from disparate property management systems. The golden rule in AI is garbage in, garbage out. If your data foundation is compromised, your AI-driven decisions will be too.



# Typical AI vs. AI that Matters

To date, AI in multifamily has been confined to narrow silos:

**Leasing**

Chatbots handling initial engagement and scheduling.

**Maintenance**

Identifying trends in work orders.

**Reporting**

Tools that simply restate metrics without explaining the “why” or “what” to do about it.

To move the needle in multifamily, AI must go deeper. Instead of merely summarizing, it needs to offer guidance, reasoning and recommend action.

# The Three Phases of AI Maturity

Understanding where an AI solution sits on the maturity curve is essential for effective implementation and resource allocation.



## Phase 1: Insights

This is the current baseline. It recaps information, identifies trends and provides forecasts based on known patterns.

**The Risk:** It can parrot back your own data to you, which can be confused for intelligence. It still requires heavy lifting from your teams to interpret and act.



## Phase 2: Conversational

This phase builds on insights using natural language. It understands intent and context, allowing users to ask, “How should I adjust my renewal strategy?” and receive an answer based on pre-determined workflows.

**The Risk:** Poorly worded questions can lead to misinformation or cause AI to respond based on incorrect assumptions.



## Phase 3: Agentic

This is AI in its most impactful form. Agentic AI is action-centric and autonomous. It uses reasoning and data to execute a goal with minimal human intervention. It doesn't just tell you there's a problem; it resolves it.

**The Risk:** Designed to act with autonomy, agentic AI still requires precise direction and monitoring to achieve the desired outcomes.

# The REBA Approach:

## Building AI that Matters

### Addressing the Black Box Problem in AI

**Most AI cannot explain *why*.** Insights and conversational-based AI quickly identify trends and can offer insights into the trends but can they be reverse engineered back to the data? When you think about your current AI, could it comfortably answer the following questions:

***Why is the suggested rent \$2,045 instead of \$2,035?***

***Why this concession?***

***Why does this renewal increase?***

***Why activate this marketing spend?***

If an associate, asset manager or executive cannot clearly articulate the rationale to a board, an investor or a regulator, they cannot confidently stand behind it. “The AI made me do it” is not a legal defense. It’s not a professional defense either.

Confidence comes from clarity. And clarity comes from well-governed data transparency.

## rebaAI: The Intelligence Layer That Builds Confidence

As agentic AI moves into multifamily, clean data must be at its core. To cultivate and support AI that Matters, it is imperative the technology required delivers well-governed, reliable foundational data — the kind operators can trust.



REBA provides that clean data foundation which rebaAI is bolted on top. rebaAI is a built-in intelligence layer woven across the entire suite. That architecture matters because confidence is not created at the recommendation layer. It is created at the data layer.



## Fixing Data Silos

We aggregate and reconcile data at enterprise scale, eliminating inconsistencies that create doubt.



## Human-Centric Design

We empower the human element by providing the “why” behind every recommendation. Teams can ask questions about the drivers and the inputs to better understand the context around the recommendation. When teams understand the logic, they move faster and defend decisions with authority.



## Future-Proofing

As regulations around AI and pricing evolve, REBA’s transparent modeling ensures compliance and auditability. Confidence isn’t just internal, it extends to regulators, investors and stakeholders.

## A Baseball Analogy: Confidence at the Plate

We’ve discussed clean data from an engineering perspective — ensuring no impurities compromise structural integrity. But how do you translate that foundation into business impact?

Think of it through a baseball lens: operators are the pitcher. AI is the batter.



Large language AI models can hit a home run when they receive a clean, slow pitch right down the middle. But they also swing at everything. Curveballs in the dirt. Wild fastballs over their heads. When a pitch is thrown with incomplete and dirty data, the output suffers.

When data has gaps, large language models will fill them. They are designed to extrapolate, to offer a best guess. That's where confidence erodes. If operators allow AI to swing at disparate, siloed or incomplete data, they'll get foul balls, strikeouts and misleading recommendations.

**REBA changes the game.**

Because REBA is built on sophisticated, well-governed data models, reconciles inconsistencies and eliminates gaps, rebaAI doesn't have to normalize chaos. The ball is effectively placed on a tee. The system knows exactly where to find the answer, which data to trust, how to interpret it and more importantly, how to act on it faster and with more confidence.

When every pitch is consistently hittable, AI batting averages go way up.

- Confident teams move faster.***
- Confident executives defend decisions clearly.***
- Confident organizations scale AI responsibly.***

Agentic AI is inevitable. But in multifamily, the winners won't just be the ones with AI. They'll be the ones who feel confident using it. And that is AI that Matters.

## Checklist: Evaluating Your AI Partner

Before adopting any AI-powered solution, leadership should ask:

- **What is the specific data foundation this is built upon?**
- **Can it explain exactly why a recommendation was made?**
- **Can the insights be reverse-engineered back to the raw data?**
- **Does it integrate with existing workflows, or does it create thrash in your business?**



# About REBA

Real Estate Business Analytics (REBA) is the data foundation for multifamily housing. REBA creates an analytical ecosystem, seamlessly connecting your transactional systems of record into a single source of truth.

This platform connects departments and properties, fostering cross-functional collaboration driving engagement and unity around common goals. REBA transforms disconnected data into a powerful foundation that helps multifamily teams find answers quicker, act with confidence and accelerate portfolio performance.