



November 5, 2018

# LeaseHawk Unveils AI-Powered Lead Scoring

Latest AI solution reveals the effectiveness of multifamily advertising sources.

**SCOTTSDALE, Ariz.** – LeaseHawk, a leader in multifamily technology solutions, has taken another step to modernize the industry. Today, LeaseHawk announced Leadscore AI, a solution powered by Artificial Intelligence (AI) that enables leasing agents to identify, entirely through the hands-off workings of AI, the volume of calls that are from actual prospects.

Internet Listings Services (ILS) tout high call volume, but only 30 percent of incoming calls to properties are from true prospects. Leadscore AI can track, record and transcribe calls to discern caller intent by indentifying if the caller is a prospect, non-prospect or undetermined with at least 97% accuracy. From here, results derived from the AI can inform property owners and management companies on how to optimize follow-up activities and marketing spend. This allows them to use these insights to reallocate resources to ads directing the most prospects, and visualize transcribed call recordings to prioritize call-backs and improve response time.

“At LeaseHawk, we’ve been scoring calls for years, so we really know the ins-and-outs of what to listen for, and how to train machine learning models to listen for these nuances,” says Mike Mueller, founder and CEO of LeaseHawk. “There are few things more valuable to a leasing agent than being able to identify a prospect versus a non-prospect, and the AI-driven lead scoring gives them the insights they need to determine what ad sources bring them the most prospect calls.”

Leadscore AI has been trained by nearly 700,000 human-scored calls. As time passes and more scored calls accumulate, the AI will absorb more data and become increasingly adept. Leadscore AI picks up on various key data points, right on down to a caller’s tone and keywords spoken that unveil leasing intent.

Based on its immense reservoir of data, LeadScore AI can identify 18 different caller types, separating calls into categories with 94 percent accuracy. No human oversight is required for this sorting, which occurs in minutes. Thanks to LeaseHawk’s extensive and exhaustive experience manually scoring calls by professional analysts, LeaseHawk is uniquely qualified to develop new-age AI algorithms that will help elevate the multifamily leasing industry into a more profitable, technology-focused and data-driven future.

To learn more about that future, read [LeaseHawk’s blog post on Leadscore AI](#).

## Media Contact

**Sarah Saglam**  
(602) 820-5025  
[SSaglam@leasehawk.com](mailto:SSaglam@leasehawk.com)

## About LeaseHawk

A pioneer in the multifamily apartment industry, LeaseHawk creates unique software to track prospects, optimize marketing activities and close leases faster. Its communications platform empowers executives with the insight to evaluate key aspects of their business, including marketing, staffing and leasing results. LeaseHawk is responsible for tracking and monitoring millions of dollars in leasing opportunities every year by processing nearly 12 million calls. For more information, visit [leasehawk.com](http://leasehawk.com) or call (800) 485-8430.