

A guide for property managers

The 60-Day *AI Starter Guide* for Property Managers



What to automate first, why it pays for itself, and how to get started — even if you've never touched AI before.

7

real problems costing you time & rent money right now

21x

more likely a lead becomes a tenant when you reply in 5 min instead of 30

60

days to have it all running — in order, no guesswork

A practical guide by **Jeronimo Elonga** — AI Automation for Property Managers

Before you start

Here's the honest truth

You didn't get into property management to babysit a phone, chase late rent, or retype the same owner report every month. But that's where most of the hours go. The good news: almost all of it can run itself. This guide walks through the 7 biggest leaks in a typical property management business, in plain English, and exactly what to automate to fix each one — starting with what matters most.

The Problem	What's actually going wrong, and why it's quietly costing you money or tenants.
The Fix	The simple, plain-English fix — no tech jargon.
Built With	The actual tools that make the fix run on its own , day and night.
The Payoff	What changes in your business — in plain numbers, tied to rent, retention, or hours saved.

You don't need to fix all 7 at once. The last page gives you a **60-day order of operations** — what to set up first, what comes next, and what to save for later.

01

You're losing leads because nobody replies fast enough

Leasing & lead response

When someone asks about a vacant unit, they are almost always asking two or three other property managers the same question at the same time. Whoever replies first usually wins the tenant. Research on lead response consistently finds that replying within 5 minutes makes a lead about 21 times more likely to turn into a real prospect than replying after 30 minutes — and after about 90 minutes, roughly half of interested renters have already moved on.

The Fix

Every inquiry — text, email, DM, or web form — gets an instant, friendly reply that answers basic questions and books a showing on your calendar. It happens the second someone reaches out, whether that's 2pm or 2am, whether you're in a showing or asleep.

Built with: *an n8n workflow, the Claude API for natural replies, and Calendly for auto-booking.*

The Payoff

Fewer vacant days per unit and more showings booked without lifting a finger. On an \$1,800/month unit, filling it just one week faster puts roughly \$400+ straight back into that owner's pocket — and yours.

TRY IT YOURSELF, FREE

Turn on the free instant-reply feature in your listing site, Google Business Profile, or Facebook Page so every inquiry gets an automatic response the second it comes in. It won't qualify leads or book showings for you, but it closes the 30-minute gap that loses people — today, at no cost.

02

Calls go to voicemail — and voicemail loses people

Phone coverage & after-hours calls

Property managers field thousands of calls a year — prospects, tenants, owners, vendors — and a huge share come in outside business hours. When those calls hit voicemail, prospects call the next listing, small maintenance issues turn into bigger ones overnight, and tenants quietly start looking for a property manager who actually picks up.

The Fix

The second a call is missed, the caller gets an instant text back: a friendly message that asks what they need, answers the basics, and flags anything urgent for you — so silence never happens, even without anyone picking up the phone.

Built with: *a missed-call-to-text trigger, an n8n workflow, and an AI chat assistant that carries the conversation over SMS.*

The Payoff

Properties that put an instant text-back layer in place commonly cut emergency response time from hours down to under an hour, and bring missed, unanswered inquiries close to zero — which shows up directly in fewer bad reviews and higher tenant retention.

TRY IT YOURSELF, FREE

Most cell carriers and tools like Google Voice let you turn on a free automatic "sorry we missed you, text us here" reply for missed calls. It's not smart yet, but it stops dead silence — and silence is what actually loses people.

03

Maintenance requests pile up and nothing gets tracked

Maintenance intake & dispatch

Most maintenance requests still come in by phone or email, which means things get lost, forgotten, or handled out of order. And maintenance response speed is one of the single biggest reasons tenants decide to renew — or not. Properties that consistently resolve issues within 48 hours see meaningfully higher renewal rates than ones that take 5+ days.

The Fix

A tenant reports an issue by text or a simple form. It's automatically sorted by urgency (leaking pipe vs. squeaky door), routed to the right vendor, and the tenant gets automatic status updates — without you being the middleman for every step.

Built with: *an n8n workflow, AI urgency classification, and automatic vendor assignment with SMS status updates.*

The Payoff

Faster resolution means fewer angry calls, better reviews, and higher renewal rates. Every tenant who renews instead of leaving saves you a turnover cost that typically runs \$3,000–\$7,000+ per unit in lost rent, cleaning, and re-leasing.

TRY IT YOURSELF, FREE

Build one free Google Form as your only maintenance intake, and share the link everywhere — texts, emails, your door signs. It won't sort or dispatch on its own yet, but it stops requests from getting lost across five different channels.

04

Rent shows up late — or you have to chase it down

Rent collection & delinquency

Late rent is one of the top operational headaches property managers report. When follow-up is manual, it depends on someone remembering to send a reminder, then a notice, then another notice — and it happens differently every time, for every tenant.

The Fix

A reminder-and-escalation sequence that runs the exact same way every month for every tenant: a friendly nudge before rent is due, a reminder the day it's late, then a clear, consistent notice if it keeps slipping — all sent automatically by text and email.

Built with: *an n8n workflow connected to your payment platform, with automated SMS/email sequences and late-fee triggers.*

The Payoff

Operators who put structured, automated rent follow-up in place commonly cut late payments by roughly a third within months, and collect the large majority of delinquent rent without ever needing legal action — instead of a single manual reminder that gets ignored.

TRY IT YOURSELF, FREE

Write your reminder and late-notice messages once, save them as templates, and set 3 recurring calendar alerts per tenant (before due, day-of, and 5 days late). It's manual, but a consistent process beats an inconsistent one every time.

05

Screening new tenants takes forever

Applications & screening

Chasing applicants for pay stubs, IDs, and references — one email at a time — slows down leasing and keeps units vacant longer than they need to be. It's one of the most repetitive, least valuable uses of a property manager's time.

The Fix

Applicants get one clean checklist, automatic reminders for anything missing, and everything lands organized in one place — so you're reviewing a complete file instead of playing document detective.

Built with: *an n8n workflow, automatic document reminders, and integration with your screening platform.*

The Payoff

Faster, cleaner applications mean faster lease signings — and fewer vacant days between tenants, which is money in the owner's pocket every single day it's shortened.

TRY IT YOURSELF, FREE

Build one simple checklist — every document needed, in one place — and send it to applicants immediately. A huge share of the delay is just applicants not knowing what to send you.

06

Owner updates eat hours you don't have

Owner reporting & communication

Owners want to know how their property is doing — rent collected, expenses, occupancy, maintenance. Pulling that together by hand every month is slow, easy to get wrong, and one of the first things that gets skipped when things get busy. And when owners feel out of the loop, they start shopping for a new property manager.

The Fix

A clean, branded report that builds itself and lands in the owner's inbox automatically on the same day every month — no spreadsheet marathon required.

Built with: *an n8n workflow pulling from your property management software, with an auto-generated report and scheduled delivery.*

The Payoff

Hours back every month, and owners who see a polished, on-time report every time — which is one of the simplest ways to keep them from calling a competitor.

TRY IT YOURSELF, FREE

Build one reusable report template in Google Sheets or Docs and duplicate it every month instead of starting from scratch. Even fully manual, a template alone cuts the build time way down.

07

Tenants only hear from you when something's wrong

Renewals & retention

Most property managers only reach out to tenants about problems — a late payment, a repair, a complaint. With no proactive check-in before a lease ends, renewals get left to chance, and that's the most preventable kind of turnover there is.

The Fix

A friendly, automatic check-in sequence that reaches out 90, 60, and 30 days before a lease ends — making renewal easy and making the tenant feel remembered, not just billed.

Built with: *an n8n workflow and AI-personalized messages sent by SMS and email.*

The Payoff

Even a small lift in renewal rate avoids a turnover cost of \$3,000–\$7,000+ per unit — and properties that communicate proactively report turnover drops as high as 25% within six months.

TRY IT YOURSELF, FREE

Set a recurring calendar reminder 90 days before every lease ends, prompting you to send one simple "want to renew?" message. It costs nothing and it's the single biggest lever against preventable turnover.

The 60-day rollout

You don't need to build all 7 at once. Here's the order that gets you the fastest payoff with the least effort — fix the money leaks first, then the time leaks, then the long-game retention pieces.

Days 1–15

Stop the bleeding

Fix #1 (instant lead response) and **Fix #2 (after-hours call coverage)**.

These two leaks cost you the most, the fastest — every day without them is a lead or a tenant walking to a competitor.

Days 16–30

Fix the daily grind

Fix #3 (maintenance intake) and **Fix #4 (rent reminders)**. These are the two things eating your team's hours every single week — automate them and you get real time back immediately.

Days 31–60

Build the long game

Fix #5 (screening), #6 (owner reporting), and #7 (renewals). These compound over time — faster leasing, owners who stay, and tenants who renew instead of leave.

Rule of thumb: automate the thing that's costing you money **right now** before the thing that's just annoying. That's why lead response and phone coverage always come first.