



New Products and Technology



Skyler 360 - <http://skyler360.com/>

Target: Owners (Self-managing) and Brokers

Over the past few months I've had the opportunity to test an exciting new product: Skyler 360.

Skyler 360 is a patent pending real estate software designed to engage prospective customers with artificial intelligence (AI). This product adds tremendous value to **owners who self-manage small to midsized apartment buildings** with no on-site leasing office. It provides owners a cost effective way to add AI to their business and increase efficiency.

Instead of simply logging the lead (i.e. potential tenant) Skyler 360 immediately engages him or her. The instant response could mean the difference between landing or losing a potential tenant. The program is fully customizable by the owner and can respond with text and email as well as send attachments.

I've personally experienced this product and can tell you, **it works**. I've had multiple prospects tell me that they couldn't tell that they were communicating with an AI; they thought it was me. I received emails documenting entire conversations with prospects and was able to follow up at a later time with knowledge of where each conversation had ended.

If you are an apartment owner who self-manages, it will be wise to look further into this very affordable new technology. Follow the link below to learn more and request a demo for your business.

<http://skyler360.com/>

About The Author



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Ilan Banner has followed in his father's footsteps and has ventured into multifamily investment sales. In 2015 Ilan accompanied Gary in the transition to start Sun Commercial's Multifamily Division where he focuses on the analyst position. As past market researcher for Commercial Alliance Las Vegas (CALV) he brings the division his market knowledge and statistical research.