






# RPM Living

A rental management company uses AI to predict which properties will go off-market for a sale.


 <p><b>Problem</b></p> <p>RPM Living needed to take proactive action on their properties</p>	 <p><b>Solution</b></p> <p>Data Scientist built an AI to predict off-market properties</p>	 <p><b>Result</b></p> <p>The model resulted in 92% accurate predictions</p>	 <p><b>Impact</b></p> <p>Take proactive action based on likelihood to go off-market</p>
---	---	---	--




**Real Estate**    **1,000+**    **\$10M+ Revenue**

RPM Living is a full-service multifamily management company offering an innovative and personalized approach to real estate services. Headquartered in Austin, Texas, RPM is the #6 Property Management Company on the NMHC Top 50 Manager. We have nine regional offices and 145,000+ units across 28 states.


**Services used**




Classification Models



Data Standardization



Data Enrichment



Outlier Management

## The Problem

RPM Living, a company specializing in developing and managing exceptional rental apartments, faced a critical challenge in identifying when their properties would go off-market or on-market.

The inability to accurately track which renters were likely to leave and when a property would be sold created operational inefficiencies and missed opportunities.

RPM Living needed a solution that could leverage advanced technology to predict outcomes for their properties, allowing them to proactively take action and optimize their rental and sales strategies.

## The Solution

To address the problem, RPM Living partnered with Ellington Digital, a leading provider of custom AI models.

**Leveraging Ellington Digital's expertise, they built a powerful AI model with a remarkable accuracy rate of 92%.**

This model was trained to analyze a wide range of data points, including rental history, market trends, property features, and resident behavior, enabling it to make highly accurate predictions about whether a property would go off-market or on-market.

By harnessing the power of AI, RPM Living gained the ability to forecast outcomes, enabling them to take proactive measures to ensure properties were effectively managed and marketed.

## The Outcome

By utilizing Ellington Digital's AI model, RPM Living achieved significant improvements in their operational efficiency and decision-making processes.

The accurate predictions provided by the model empowered RPM Living to proactively address potential vacancies, optimize rental strategies, and allocate resources more effectively.

As a result, RPM Living experienced enhanced occupancy rates, reduced time on market, and improved revenue streams.

The partnership with Ellington Digital not only enabled RPM Living to make informed decisions but also provided them with a competitive edge in the real estate market, solidifying their position as a leader in developing exceptional rental properties.