Multifamily NEXT

What's Now. What's NEXT. What Wins.

Pre-Workshop Skills Assessment

AI Platform Optimization Intensive for Multifamily: Master 7+ AI Platforms in One Intensive Day

multifamilynext.com

info@MultifamilyNEXT.com

772.418.3816

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Assessment Overview

PURPOSE

Determine your current AI platform expertise level to ensure optimal workshop experience and a personalized learning path

TIME REQUIRED

15-20 minutes

FORMAT

Three-part progressive assessment with immediate scoring

SUBMISSION

Complete online 7 days before workshop for customized preparation materials

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Part A:
Quick Competency Check

Complete this first - 5 minutes

INSTRUCTIONS

Select the best answer for each question

1. **How many AI platforms have you actively used?**
   - ☐ a) None or just tried ChatGPT once
   - ☐ b) 1-2 platforms occasionally
   - ☐ c) 3-4 platforms regularly
   - ☐ d) 5+ platforms strategically

2. **When you use AI, what do you do with the output?**
   - ☐ a) Copy and paste exactly as given
   - ☐ b) Light editing for accuracy
   - ☐ c) Heavy customization for my needs
   - ☐ d) Use as starting point for complete rewrite

3. **How do you currently choose which AI platform to use?**
   - ☐ a) I only know one platform
   - ☐ b) I randomly try different ones
   - ☐ c) I have preferences but no system
   - ☐ d) I have a decision matrix for tasks

4. **What's your biggest AI challenge?**
   - ☐ a) Understanding what AI can do
   - ☐ b) Knowing which platform to use when
   - ☐ c) Optimizing costs vs performance
   - ☐ d) Scaling AI across my team

5. **Can you explain the difference between GPT-4o and GPT-4o mini?**
   - ☐ a) No idea there's a difference
   - ☐ b) I know one is cheaper
   - ☐ c) I understand the trade-offs
   - ☐ d) I can recommend which for specific tasks

6. **How much do you currently spend on AI monthly?**
   - ☐ a) Nothing - free versions only
   - ☐ b) $20-50 on one platform
   - ☐ c) $50-200 across platforms
   - ☐ d) $200+ with tracked ROI

7. **When AI gives unexpected results, you:**
   - ☐ a) Try the same prompt again
   - ☐ b) Rephrase and hope for better
   - ☐ c) Switch to a different platform
   - ☐ d) Know exactly what to adjust

8. **When AI generates a property description, what is your first step?**
   - ☐ a) Post it immediately to save time
   - ☐ b) Read it quickly for typos
   - ☐ c) Verify all facts, amenities, and claims are accurate
   - ☐ d) Check for accuracy AND potential Fair Housing issues

9. **A prospect asks your AI chatbot if the neighborhood is good for families. The AI suggests mentioning nearby schools and low crime rates. You should:**
   - ☐ a) Use the response - it is helpful information
   - ☐ b) Edit slightly and send
   - ☐ c) Recognize this as a potential Fair Housing issue and rewrite completely
   - ☐ d) I am not sure what the concern would be

10. **When should you NOT use AI for a task?**
    - ☐ a) When it is faster to do manually
    - ☐ b) When the output requires legal, financial, or safety accuracy you cannot verify
    - ☐ c) When your manager says not to
    - ☐ d) I use AI for everything possible

11. **Your document processing experience:**
    - ☐ a) Never uploaded documents to AI
    - ☐ b) Tried but had issues
    - ☐ c) Successfully process documents
    - ☐ d) Optimize formats for best results

12. **How do you track AI effectiveness?**
    - ☐ a) I don't track anything
    - ☐ b) Mental notes only
    - ☐ c) Basic time savings estimates
    - ☐ d) Detailed ROI metrics

13. **Your AI implementation goal is:**
    - ☐ a) Just learn the basics
    - ☐ b) Personal productivity
    - ☐ c) Department implementation
    - ☐ d) Portfolio-wide strategy

QUICK SCORE CALCULATION

- **Mostly A's**: Foundation Level → Complete full assessment
- **Mostly B's**: Emerging Level → Complete full assessment
- **Mostly C's/D's**: Strategic Level → Skip to Part C

Part B:
Deep Dive Assessment

Complete based on your Quick Check results - 10 minutes

SECTION 1: PLATFORM PROFICIENCY

Rate your expertise with each platform (0 = Never Used, 5 = Expert):

Core Platforms:

- ChatGPT (GPT-4o, mini, o1): _____
- Claude (Opus, Sonnet, Haiku): _____
- Perplexity (Free/Pro): _____
- Gemini (Pro/Flash): _____

Specialized Platforms:

- Meta AI: _____
- Grok: _____
- Microsoft Copilot: _____
- Midjourney/DALL-E: _____
- Property-specific AI (EliseAI, etc.): _____
- Mpro Digital Edge: _____

SECTION 2: TECHNICAL UNDERSTANDING

Check all concepts you understand and can explain:

Core Concepts:

- ☐ Prompt Engineering
- ☐ Large Language Models (LLM)
- ☐ RAG (Retrieval Augmented Generation)
- ☐ Fine-tuning
- ☐ Temperature
- ☐ Top P (Nucleus Sampling)
- ☐ API Integration
- ☐ Token Optimization
- ☐ Context Window
- ☐ Multi-modal
- ☐ Embeddings
- ☐ Vector Database
- ☐ Model Parameters

- ☐ Natural Language Processing (NLP)
- ☐ Inference

Cost Optimization:

- ☐ Token pricing models
- ☐ API vs subscription economics
- ☐ Batch processing benefits
- ☐ Model selection for cost
- ☐ Usage tracking methods
- ☐ ROI calculation frameworks

SECTION 3: PLATFORM SELECTION CAPABILITY

Match the best platform to each task:

Task	Platform Choice
100-page lease analysis	_____
Market research with sources	_____
Creative marketing copy	_____
Google Sheets automation	_____
Social media monitoring	_____
Property photos	_____
Code generation	_____
Meeting transcription	_____

SECTION 4: IMPLEMENTATION READINESS

Rate each factor (Yes/Partial/No):

Technical Readiness:

- Comfortable with multiple browsers: _____
- Can navigate new interfaces: _____
- Understanding of file formats: _____
- Basic spreadsheet skills: _____
- Cloud storage familiarity: _____

Learning Readiness:

- Time allocated for practice: _____
- Support from leadership: _____
- Clear use cases identified: _____

- Budget approved/available: _____
- Team buy-in secured: _____

SECTION 5: USE CASE IDENTIFICATION

Check all areas where you plan to use AI:

Marketing & Leasing:

- ☐ Property descriptions
- ☐ Social media content
- ☐ Email campaigns
- ☐ Virtual tour scripts
- ☐ SEO optimization
- ☐ Ad copy creation
- ☐ Lead nurturing
- ☐ Review responses

Operations:

- ☐ Maintenance coordination
- ☐ Vendor communications
- ☐ Policy documentation
- ☐ Training materials
- ☐ Meeting summaries
- ☐ Report generation
- ☐ Process documentation
- ☐ Resident notices

Analysis & Strategy:

- ☐ Market analysis
- ☐ Competitive intelligence
- ☐ Financial reporting
- ☐ Performance metrics
- ☐ Predictive modeling
- ☐ Budget planning
- ☐ Risk assessment
- ☐ Portfolio optimization

SECTION 6: RESPONSIBLE AI JUDGMENT

Rate your confidence (1-5) in each area:

AI Limitations:

- Recognizing AI hallucinations (made-up facts): _____
- Identifying when AI lacks current information: _____
- Knowing which tasks AI should NOT handle: _____
- Spotting bias in AI-generated content: _____

Part C: Implementation Scenarios

Everyone completes this section - 5 minutes

SCENARIO 1: The Platform Challenge

Your property needs to:

- Create 50 social posts monthly
- Analyze 200+ page documents
- Respond to leads 24/7
- Generate weekly reports

Your platform strategy would be:

☐ a) Use ChatGPT for everything
☐ b) Use different platforms for each
☐ c) Find one platform that does all
☐ d) Build integrated workflow

Your first priority would be:

☐ a) The easiest task
☐ b) The most time-consuming task
☐ c) The highest ROI task
☐ d) Map all tasks first

SCENARIO 2: The Cost Challenge

You have $200/month for AI tools with:

- 10-person team
- 500+ monthly tasks
- Need for documentation

Your spending allocation:

- ☐ a) One premium platform for all
- ☐ b) Mix of free and paid tools
- ☐ c) APIs for volume tasks
- ☐ d) Tiered approach by user

Success metric would be:

- ☐ a) Tasks completed
- ☐ b) Time saved
- ☐ c) Cost per task
- ☐ d) ROI percentage

SCENARIO 3: The Team Challenge

Your team resists AI adoption citing:

- Too many platforms
- Confusion about when to use what
- Quality concerns
- Time to learn

Your approach would be:

- ☐ a) Start with one platform
- ☐ b) Create decision trees
- ☐ c) Show quick wins first
- ☐ d) Comprehensive training first

SCENARIO 4: The Risk Challenge

Your leasing team wants to use AI for:

- Drafting responses to prospect inquiries
- Summarizing applicant screening reports
- Generating neighborhood descriptions
- Creating renewal offer letters with pricing

Which task should NOT be handled by AI without significant human oversight?

- ☐ a) Prospect inquiries
- ☐ b) Screening report summaries
- ☐ c) Neighborhood descriptions
- ☐ d) All of the above require oversight, but B and C have the highest risk

Your reasoning would be:

- ☐ a) AI might make errors
- ☐ b) Fair Housing and discrimination risk
- ☐ c) Data privacy concerns
- ☐ d) B and C combined

YOUR CURRENT SITUATION

Property Portfolio

Select your primary type:

- ☐ Class A
- ☐ Class B
- ☐ Class C
- ☐ Student Housing
- ☐ Senior Living
- ☐ Mixed Portfolio
- ☐ Luxury
- ☐ Workforce
- ☐ Affordable

Number of Properties:

- ☐ 1 property
- ☐ 2-5 properties
- ☐ 6-15 properties
- ☐ 16-50 properties
- ☐ 50+ properties

Your Role:

- ☐ Leasing Professional
- ☐ Property Manager
- ☐ Regional Manager
- ☐ Marketing Director

- ☐ Operations Director
- ☐ VP/C-Suite
- ☐ Other: _____

TOP 5 CURRENT CHALLENGES

Select exactly 5:

Efficiency Challenges:

- ☐ Too much manual work
- ☐ Repetitive content creation
- ☐ Slow response times
- ☐ Report generation time
- ☐ Document processing delays

Quality Challenges:

- ☐ Inconsistent communications
- ☐ Generic marketing content
- ☐ Poor lead follow-up
- ☐ Missed opportunities
- ☐ Error-prone processes

Cost Challenges:

- ☐ High marketing costs
- ☐ Expensive AI subscriptions
- ☐ Inefficient tool usage
- ☐ Unknown ROI
- ☐ Budget constraints

IMPLEMENTATION RESOURCES

Budget Authority for AI:

- ☐ < $50/month discretionary
- ☐ $50-200/month approved
- ☐ $200-500/month available
- ☐ $500+/month allocated
- ☐ Must build business case

Time Available:

- ☐ 1-2 hours/week
- ☐ 3-5 hours/week
- ☐ 6-10 hours/week
- ☐ Part-time focus
- ☐ Full-time project

LEARNING GOALS

What do you want to achieve? (Top 3)

- ☐ Master platform selection
- ☐ Reduce AI costs by 50%
- ☐ Implement across team
- ☐ Build automated workflows
- ☐ Create training materials
- ☐ Develop AI strategy
- ☐ Measure ROI effectively
- ☐ Scale across portfolio

Scoring Guide

PART A: QUICK COMPETENCY (40 POINTS)

- Each A = 1 point
- Each B = 2 points
- Each C = 3 points
- Each D = 4 points
- Total: _____ out of 40

PART B: DEEP DIVE (85 POINTS)

- Section 1 (Platforms): _____ out of 50
- Section 2 (Concepts): _____ out of 15
- Section 3 (Matching): _____ out of 8
- Section 4 (Readiness): _____ out of 10
- Section 5 (Use Cases): 1 point each checked
- Total: _____ out of 85

PART C: SCENARIOS (27 POINTS)

- Most strategic answer = 3 points each
- Total: _____ out of 27

PART D: RESPONSIBLE AI JUDGMENT (25 POINTS)

- Section 6 (Confidence ratings): _____ out of 20
- Scenario 4 (Risk identification): _____ out of 5

GRAND TOTAL: _____ out of 177

Your Learning Track

FOUNDATION TRACK (0-50 POINTS)

Perfect for true beginners

You'll Master:

- Platform navigation basics
- Understanding model differences
- Simple cost comparisons
- Basic document uploads
- Platform selection fundamentals
- Recognizing when AI outputs need human verification

Pre-Workshop Preparation:

- Create free accounts
- List current AI uses (if any)
- Document biggest time wasters
- Identify 3 quick wins

Your Focus: Building confidence with platforms

EMERGING TRACK (51-100 POINTS)

Ideal for occasional AI users

You'll Master:

- Strategic platform selection
- Cost optimization techniques
- Document processing mastery
- Workflow development
- ROI measurement
- Identifying Fair Housing risks in AI-generated content

Pre-Workshop Preparation:

- Document current AI spending
- Analyze task requirements
- List integration needs
- Calculate time savings potential

Your Focus: Optimization and efficiency

STRATEGIC TRACK (101-152 POINTS)

Ready for advanced implementation

You'll Master:

- Enterprise deployment strategies
- Team training frameworks
- Advanced cost modeling
- Portfolio-wide implementation
- Innovation methodologies
- Building responsible AI policies for your team

Pre-Workshop Preparation:

- Current platform audit
- Team capability assessment
- ROI documentation
- Strategic goals defined

Your Focus: Scaling and leadership

What to Bring to Workshop

ALL PARTICIPANTS

- Laptop with Chrome browser
- Current AI accounts (if any)
- Sample documents for testing
- List of repetitive tasks
- Questions about platforms
- Open mind for learning

ADDITIONAL BY TRACK

Foundation Track:

- List of daily tasks
- Time tracking estimates
- Basic computer skills

Emerging Track:

- Current platform costs
- Performance metrics
- Integration requirements

Strategic Track:

- Team training needs
- Portfolio requirements
- Budget parameters

Next Steps

1. Submit Assessment: Complete online form 7 days before
2. Receive Results: Get customized prep materials
3. Complete Pre-Work: Platform account creation
4. Join Prep Session: Optional orientation call
5. Arrive Ready: With materials and enthusiasm

Your Personalized Journey

Based on your assessment results, you'll receive:

- Custom Platform List: Priority platforms for your needs
- Cost Calculator: Personalized savings projections
- Use Case Library: Templates for your property type
- Quick Win Guide: Immediate impact opportunities
- 30-Day Roadmap: Step-by-step implementation
- Peer Connections: Others at your level

Competitive Positioning

Rate your position versus competitors:

Area	Behind	Equal	Ahead	Leading
AI Adoption	☐	☐	☐	☐
Platform Diversity	☐	☐	☐	☐
Cost Efficiency	☐	☐	☐	☐
Team Capability	☐	☐	☐	☐
Innovation Speed	☐	☐	☐	☐

The Investment Value

Every month without platform mastery costs you:

- $200-1,000 in unnecessary AI spending
- 40-80 hours of inefficient work
- Countless missed opportunities
- Competitive disadvantage

One day of training delivers:

- Immediate 50% cost reduction
- 10+ hours saved weekly
- Platform mastery for life
- Competitive advantage for years

Your AI transformation begins with understanding where you are today. This workshop will elevate you to platform mastery, regardless of your starting point.

Ready to Master AI Platforms?

Complete your assessment now at multifamilynext.com

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