Practical Application of AI in Corporate Housing Sales, Using AI to Build Your Business: Success Stories for Corporate Housing Operators

CHPA™ CONNECT 26
AUSTIN FEB. 16-18

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ANTITRUST STATEMENT

This session is conducted in compliance with applicable laws, including federal and state antitrust laws of the US and other applicable jurisdictions.

Accordingly, all speakers and attendees must avoid discussing matters involving price, pricing policy, price fixing, terms and conditions of sales, the allocation or territories of customers, bid rigging, refusal to do business or any other subjects that would restrain competition or raise antitrust issues.

Penalties for violating antitrust laws are severe, subjecting corporations to criminal penalties, civil damage judgements and injunctive decrees. Individuals are also subject to criminal prosecution and may be punished by fines or imprisonment.

SESSION DISCLAIMER

The opinions and statements expressed by speakers at Connect26 are their own and do not necessarily reflect the values, views or policies of the Corporate Housing Providers Association.

COMPLETE YOUR SESSION EVALUATION

- Fill out the session evaluation for the chance to win a $100 gift card.
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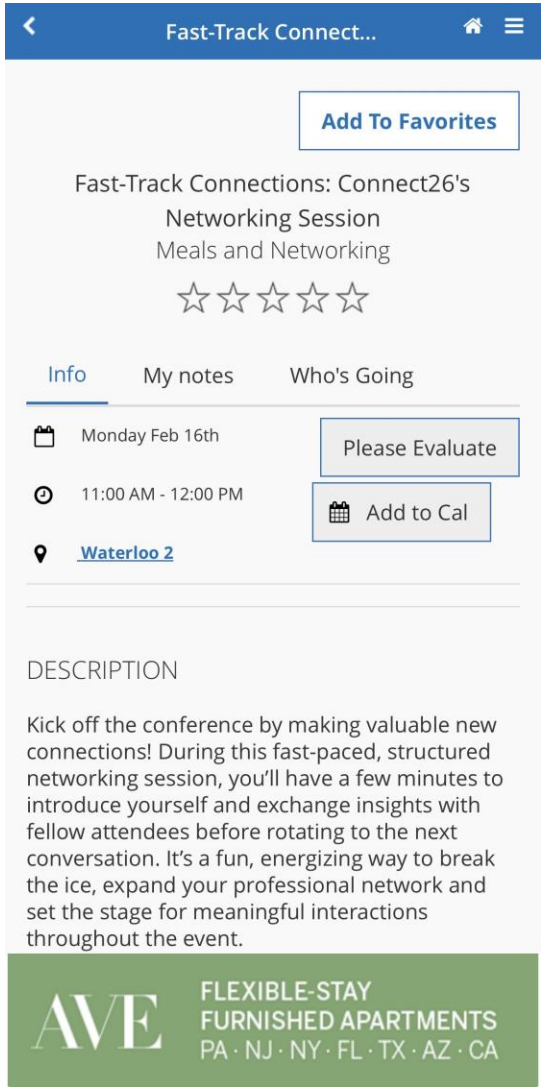

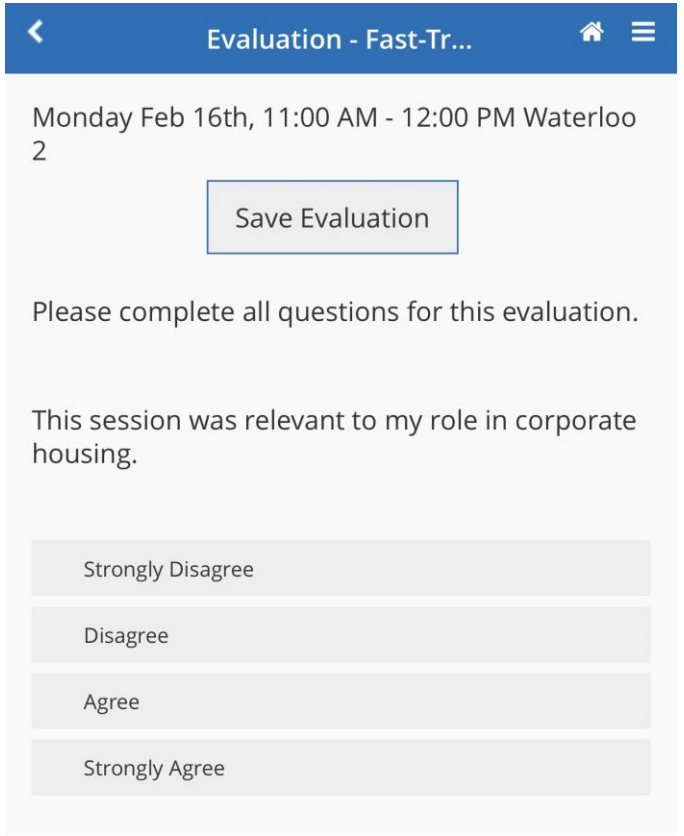

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SESSION SPEAKERS

ANTHONY GONZALEZ

BOB ROSING, CCHP

JAKE CASTRO

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How Many People Are On Your Core Team Handling Day-to-day Operations?

ⓘ The Slido app must be installed on every computer you're presenting from

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THE INDUSTRY PROBLEM

Too many computer chores

Limited tech stacks

People want Human Connection

Owners wearing every hat

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In 1–2 Words, What Manual Task Steals The Most Time Each Week?

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IT'S TIME TO AUTOMATE

BUT FIRST START WITH PROCESS

You don’t automate chaos – you automate clarity.

1. Identify draining tasks
2. Document steps (messy is fine)
3. Spot repeats
4. Decide what’s AI-worthy vs human-worthy

AI & AUTOMATION TOOLS

5 SALES AUTOMATIONS ANY CH COMPANY CAN USE

Logistics Automations

Research & Enrichment

Comms History Audit

Information Distribution

Follow Up System

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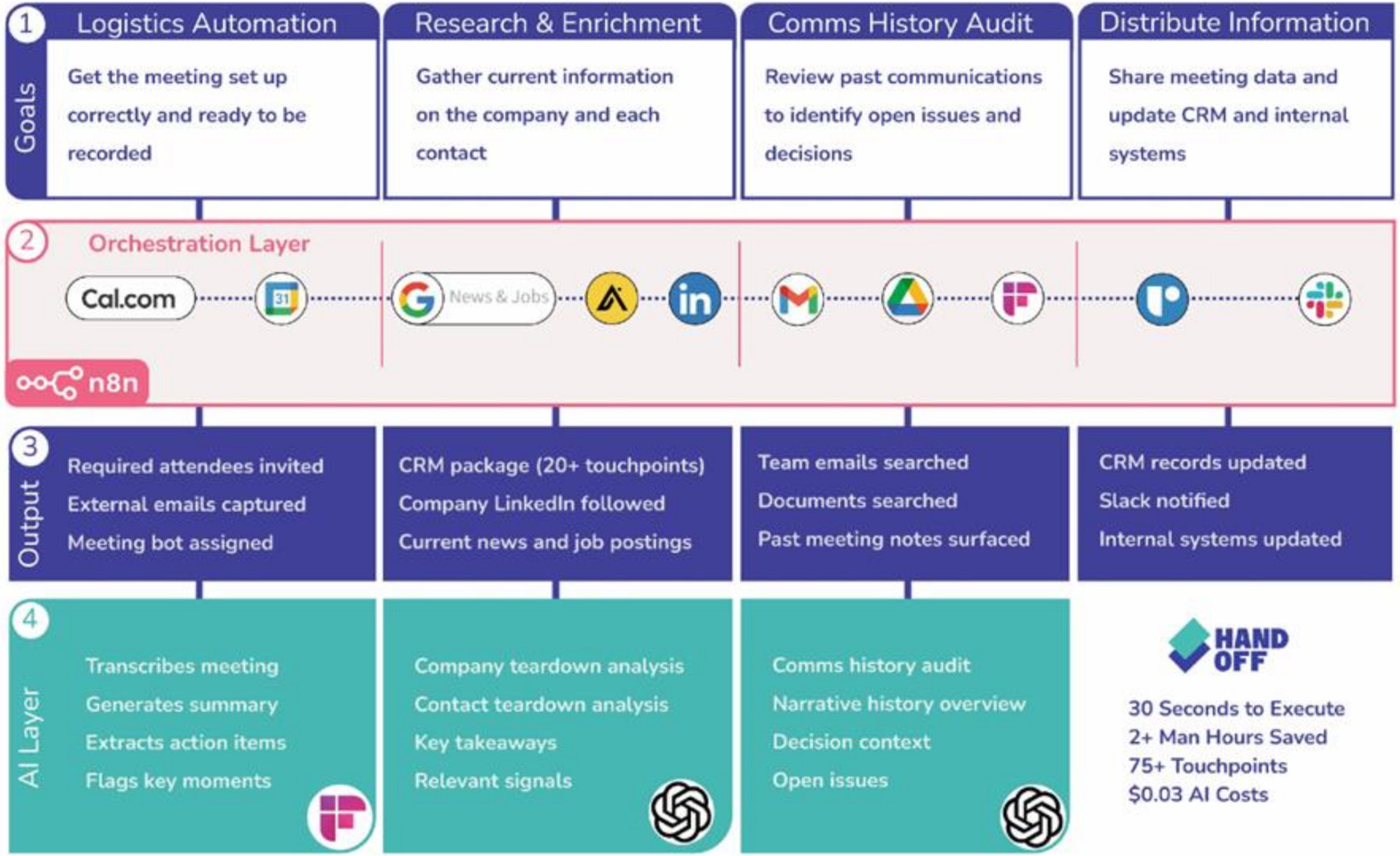
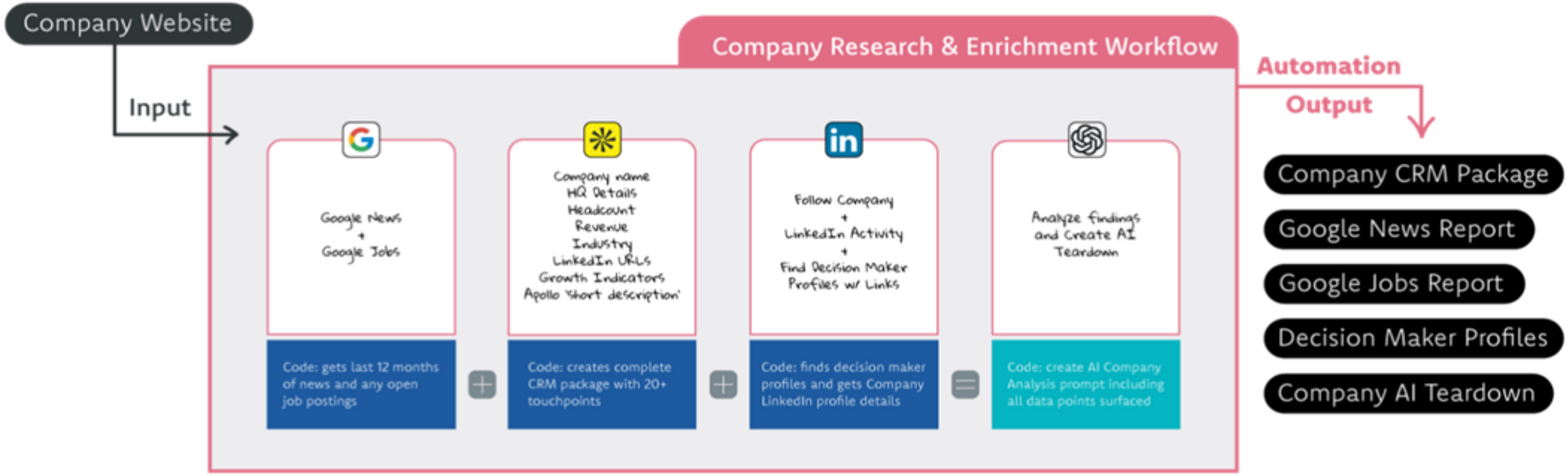

1
Goals
Logistics Automation
Get the meeting set up correctly and ready to be recorded
Research & Enrichment
Gather current information on the company and each contact
Comms History Audit
Review past communications to identify open issues and decisions
Distribute Information
Share meeting data and update CRM and internal systems
2
Orchestration Layer
Cal.com
News & Jobs
n8n
3
Output
Required attendees invited
External emails captured
Meeting bot assigned
CRM package (20+ touchpoints)
Company LinkedIn followed
Current news and job postings
Team emails searched
Documents searched
Past meeting notes surfaced
CRM records updated
Slack notified
Internal systems updated
4
AI Layer
Transcribes meeting
Generates summary
Extracts action items
Flags key moments
Company teardown analysis
Contact teardown analysis
Key takeaways
Relevant signals
Comms history audit
Narrative history overview
Decision context
Open issues
HAND OFF
30 Seconds to Execute
2+ Man Hours Saved
75+ Touchpoints
$0.03 AI Costs


Company Website
Input
Company Research & Enrichment Workflow
Google news
+
Google Jobs
Company name
HQ Details
Headcount
Revenue
Industry
LinkedIn URLs
Growth Indicators
Apollo 'short description'
Follow Company
+
LinkedIn Activity
+
Find Decision Maker
Profiles w/ Links
Analyze findings
and Create AI
Teardown
Code: gets last 12 months of news and any open job postings
Code: creates complete CRM package with 20+ touchpoints
Code: finds decision maker profiles and gets Company LinkedIn profile details
Code: create AI Company Analysis prompt including all data points surfaced
Automation
Output
Company CRM Package
Google News Report
Google Jobs Report
Decision Maker Profiles
Company AI Teardown

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Are You Looking To Integrate AI & Automations This Year?

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Decrease human-computer time.

So you can increase human-human time.

Download our free DISCOVERY, DESIGN & DEPLOY Playbook

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THANK YOU!

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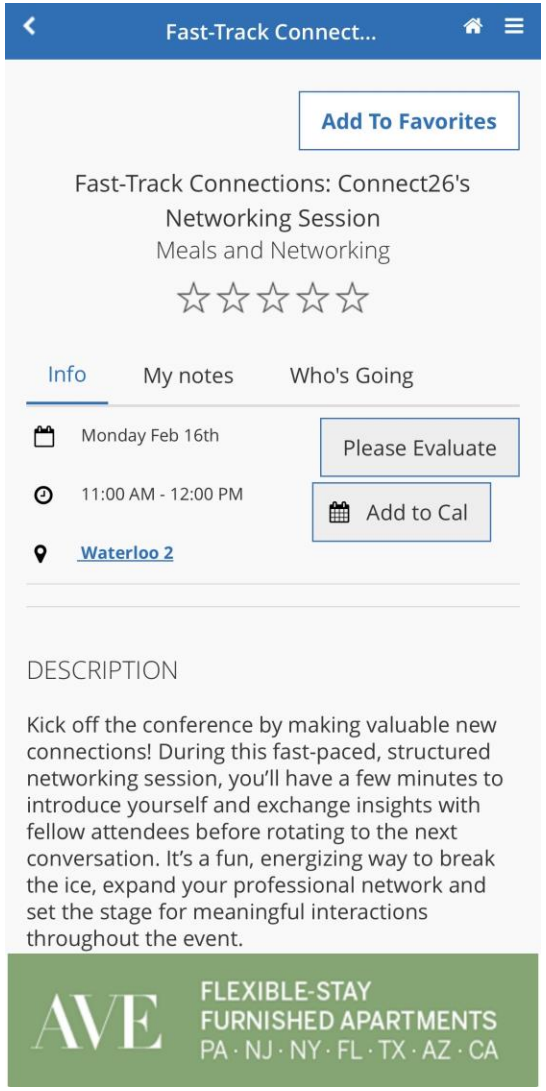

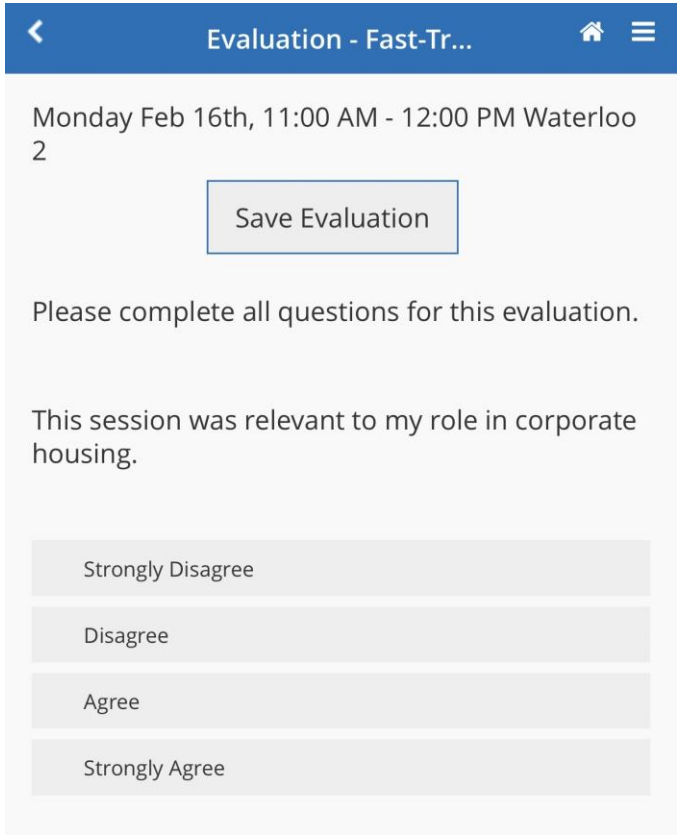

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WHAT'S NEXT

AI in Corporate Housing: Practical Applications to Streamline Operations and Elevate Service Delivery

3:30 PM | MARKETPLACE

Tower of Excellence Reception, sponsored by FLASHPOINT TECHNOLOGIES

5:00 PM | Waterloo Foyer

Tower of Excellence Awards Dinner Celebration, sponsored by CORPORATE QUARTERS USA

6:00 PM | Waterloo

THANK YOU!

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