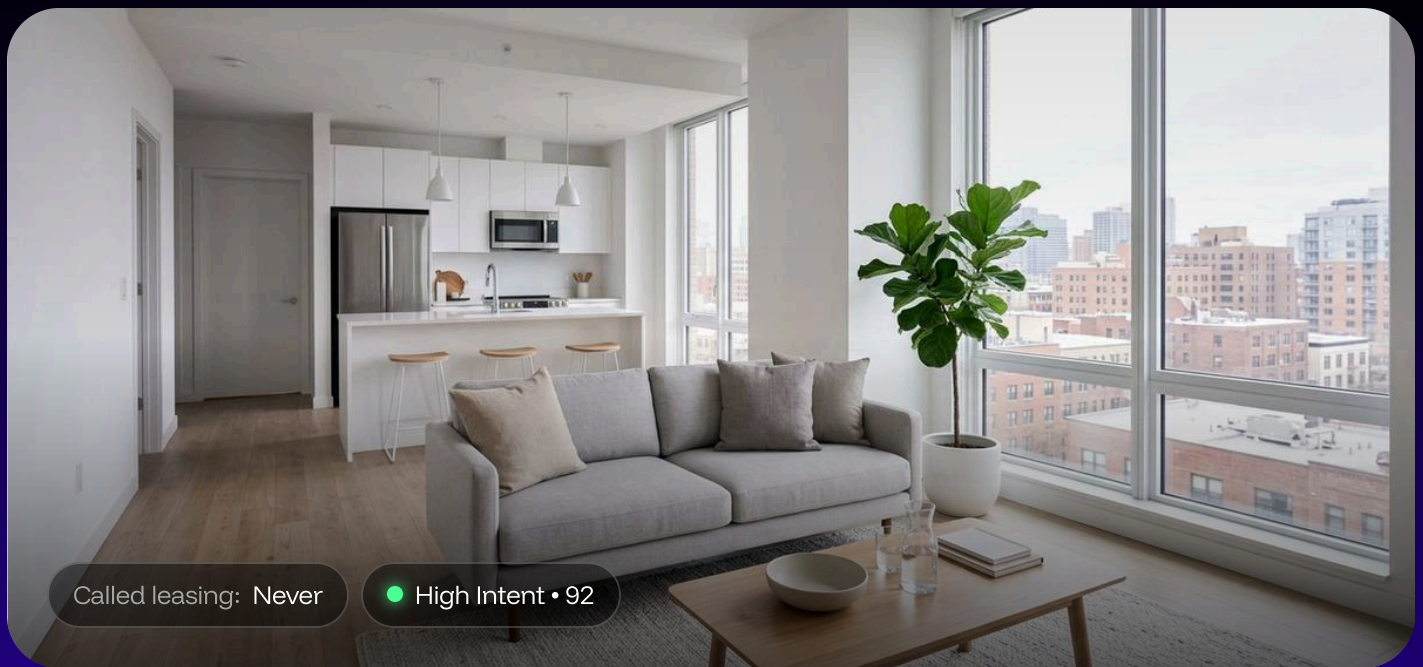


30,240 prospects a year view your units online and never call.

40 multifamily assets · 12,000 units · 15 covered on Insights · Prepared October 10, 2026



Called leasing: Never

● High Intent • 92

● Silent prospects a year

30,240

One day less vacant, a year

\$373K

Recovered a year, conservative

\$140K

INSIDE

02

The short version

03

Vacancy economics

04

Scenarios and payback

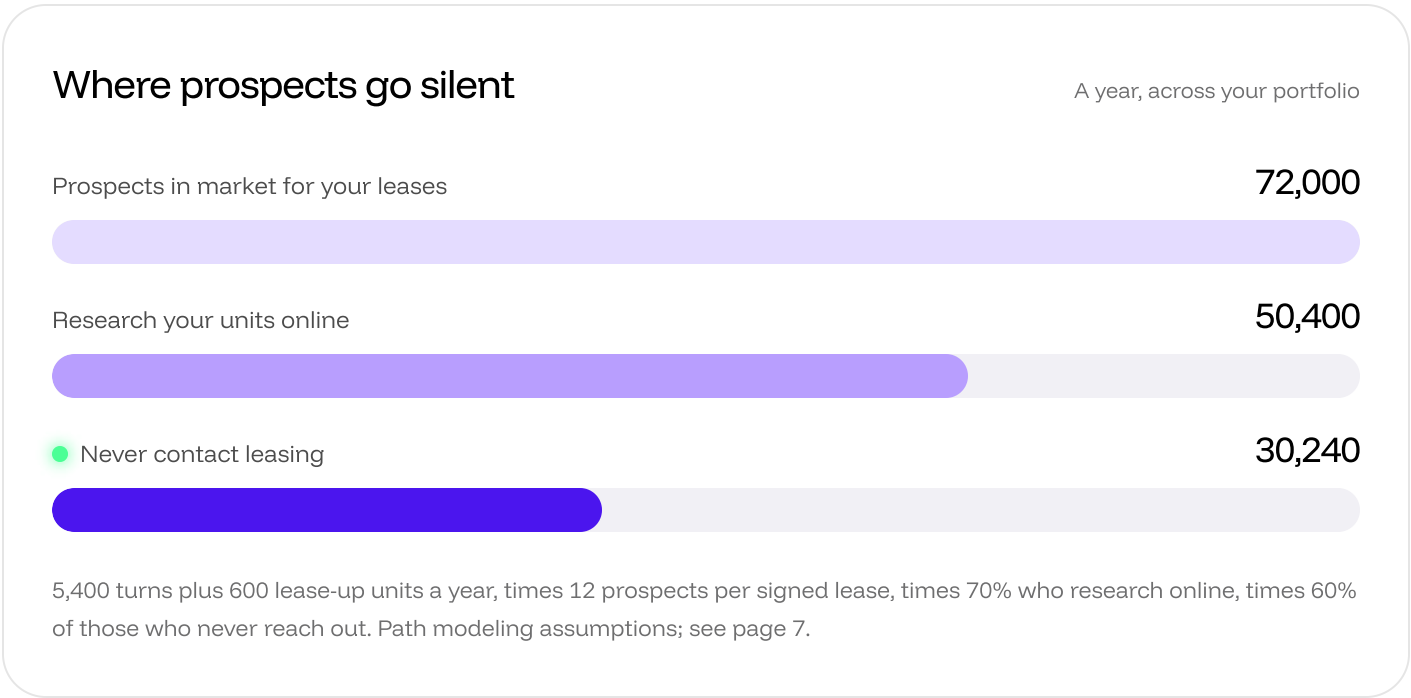
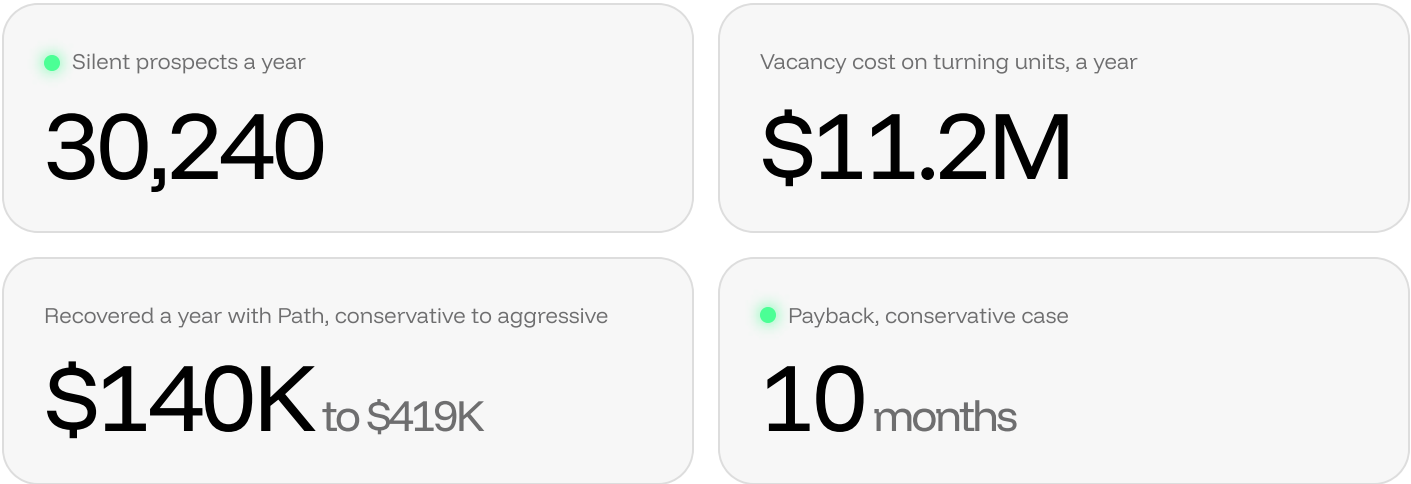
05

Lease-up and coverage

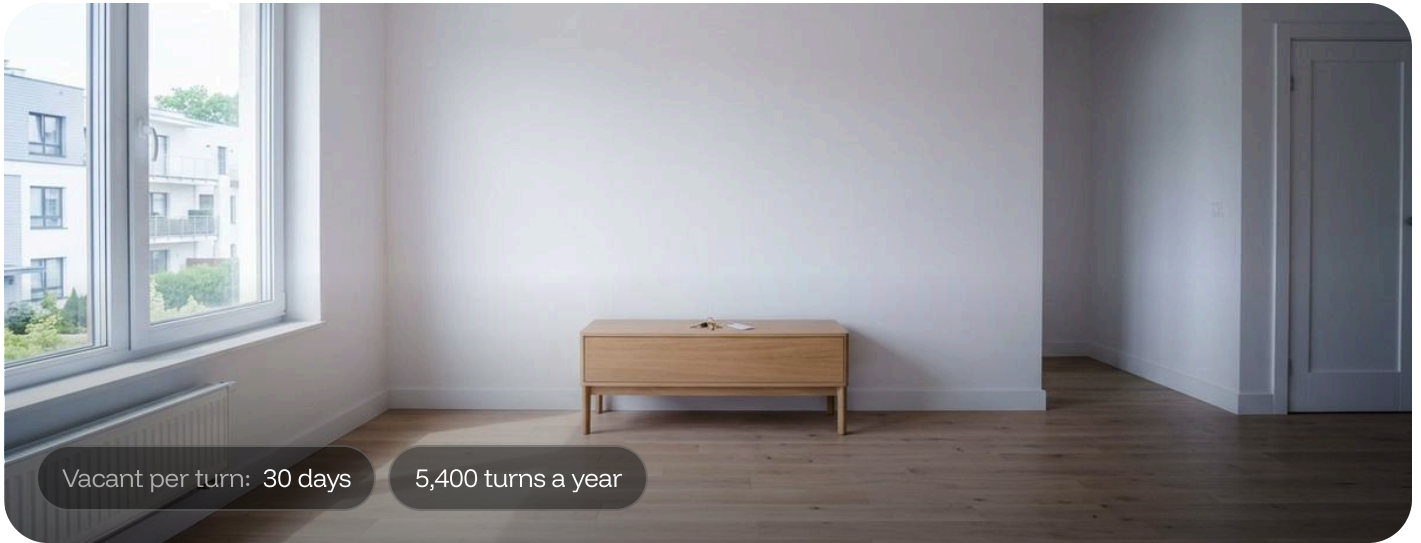
06

How Path closes the gap

Many of your prospects decide before they ever talk to you.



Prospects who view your listings online and leave never reach your CRM, so nobody counts them. This report sizes that group for your portfolio, prices one day of vacancy, and shows what recovering 1, 2 or 3 days per turn is worth against the published cost of Path.



Vacant per turn: 30 days

5,400 turns a year

VACANCY ECONOMICS

\$373K

a year for one day less vacant per turn, across the portfolio

Vacancy cost a year

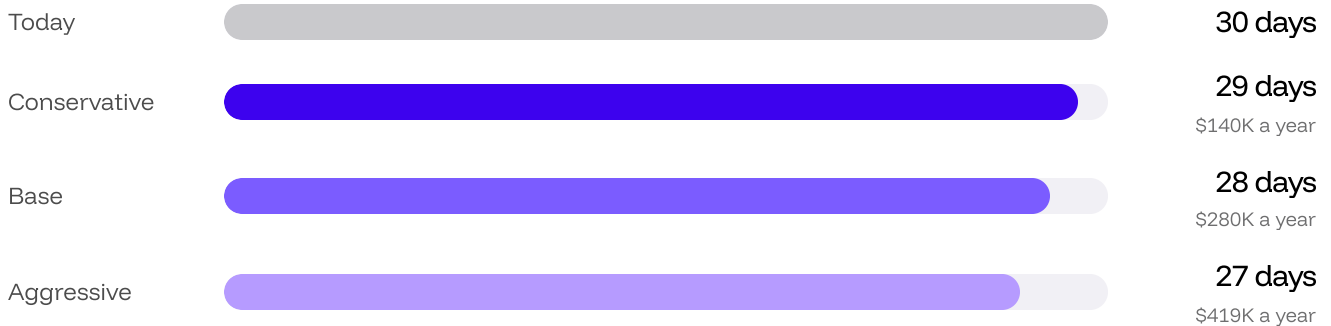
\$11.2M

One day, 15 covered assets

\$140K

Days vacant per turn

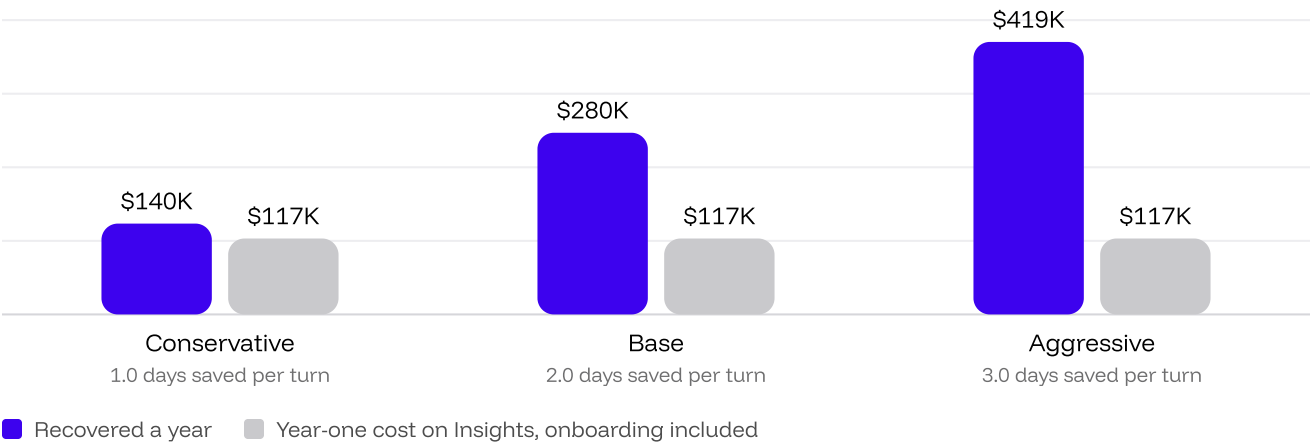
Recovered a year on covered assets



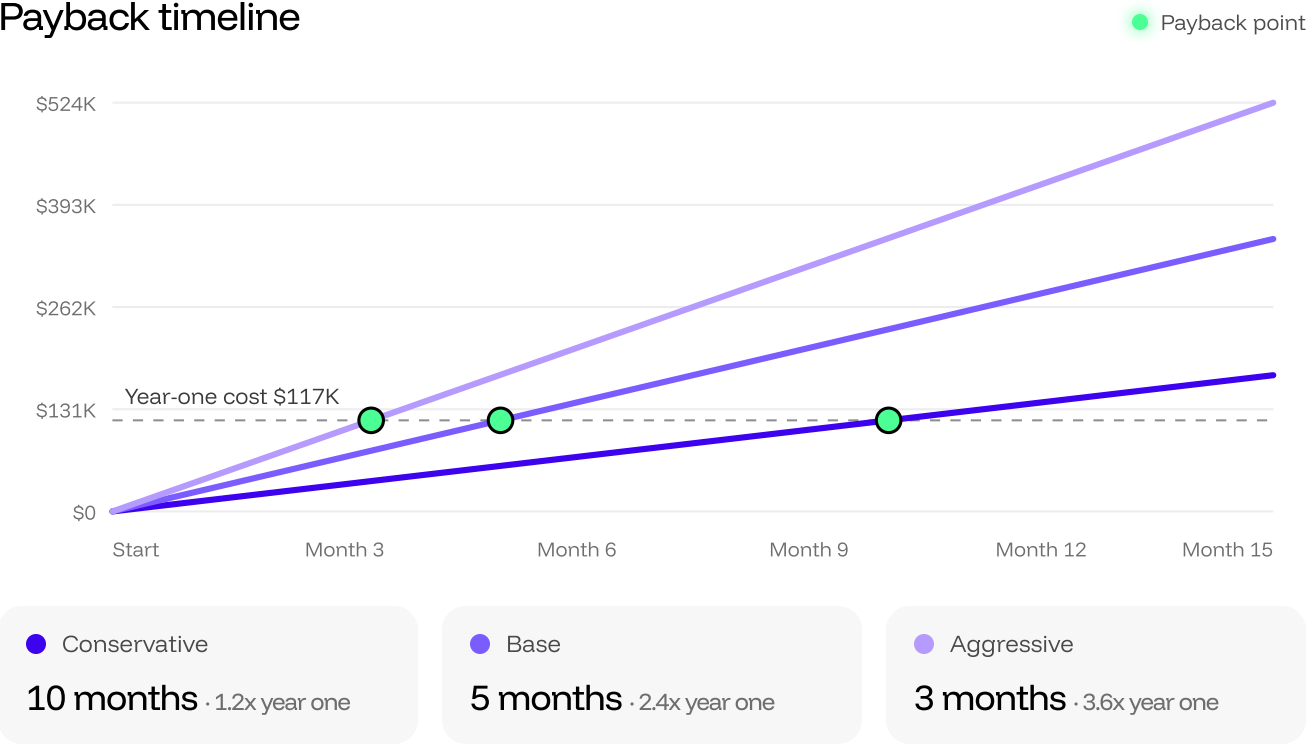
5,400 turns x 30 days x \$69.04 daily rent. Scenarios recover 1, 2 or 3 days for every 30 days vacant, capped by the share of prospects who research online.

\$140K to \$419K a year, paid back in 3 to 10 months.

Recovered a year vs year-one cost



Payback timeline



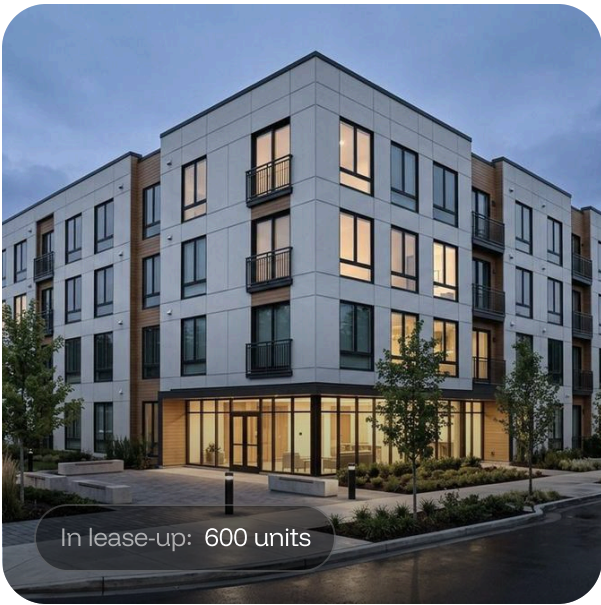
LEASE-UP, SHOWN SEPARATELY

\$116K

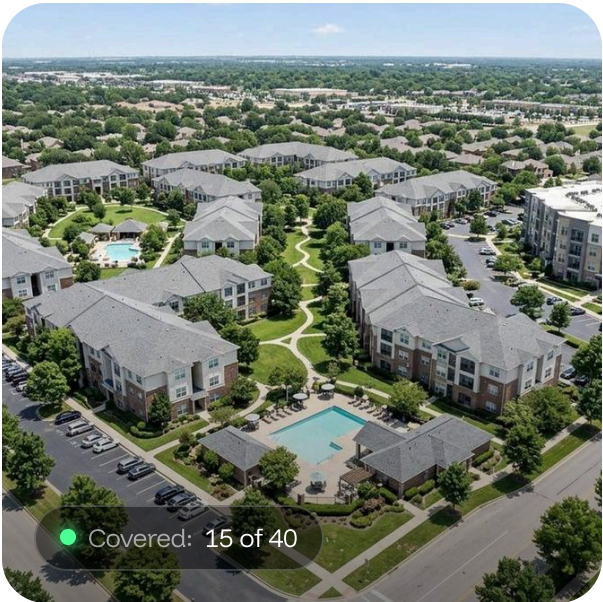
of lease-up carry avoided on covered assets, 0.5 months sooner, conservative case



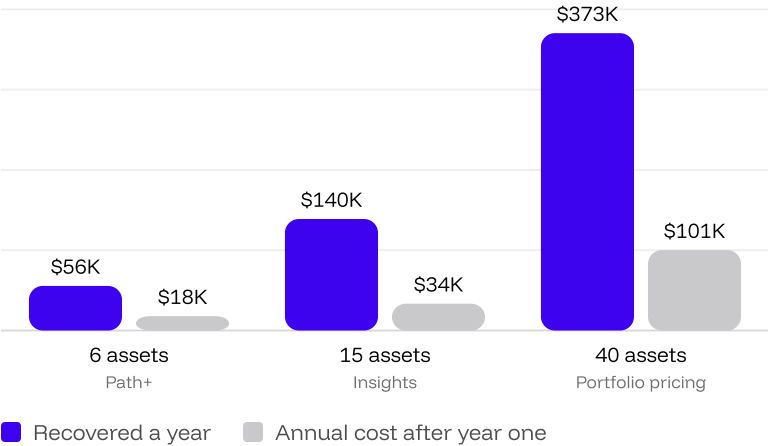
600 units in lease-up, 14 months to stabilize, carrying about \$8.8M today. Kept out of the turnover numbers because lease-up is a different budget.



COVERAGE



Recovered a year vs annual cost



One plan per portfolio; plans do not stack. Above 15 assets the cost shown is a placeholder at the Insights rate until Path quotes it. Conservative case.

The first call feels like a fifth call.

01 Path builds the tours

From your photos, floor plans or renderings. No existing virtual tours needed.

02 A guide inside every tour

Answers prospects in their own language, 42+ languages, at any hour.

03 An intent score for your team

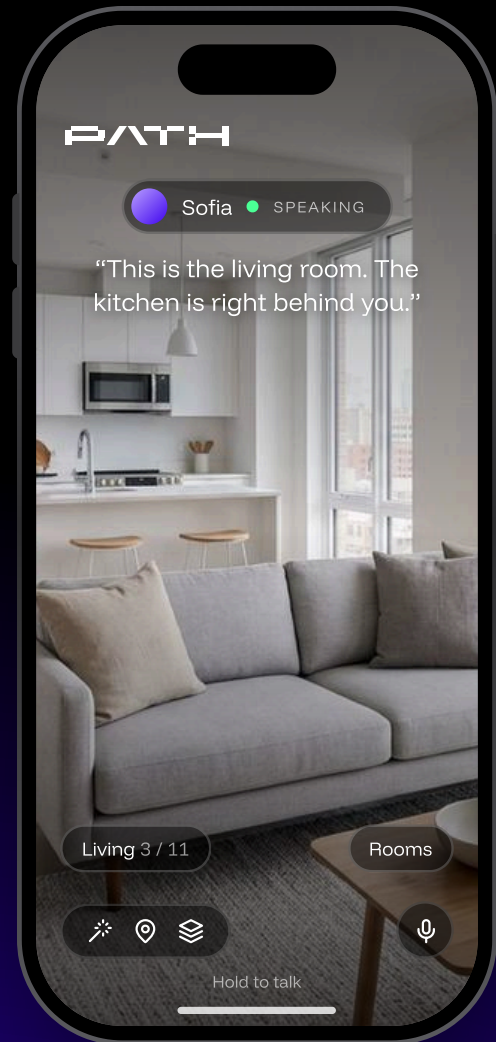
What they looked at, what they asked and how long they stayed, before the first call.

Walk through these numbers with Drew

Drew Maddox, Partnerships at Path Intelligence, can run the report for each asset and show the tour on one of your units.

 Book a call

loops.vsnigroup.io/book/drew · drew@trypath.io



42+ languages

 Intent score

Every number, and where it comes from

PORTFOLIO	URNS PER YEAR
40 multifamily assets x 300 units = 12,000 units	5,400 (45% turnover)
DAILY RENT	DAYS VACANT PER TURN
\$69.04 (monthly rent of \$2,100 x 12 / 365)	30 (your input or the sector default)
PROSPECTS PER SIGNED LEASE	ONLINE RESEARCH SHARE
12 (Path modeling assumption)	70% (Path modeling assumption)
ONLINE PROSPECTS WHO NEVER REACH OUT	RECOVERED DAYS PER TURN
60% (Path modeling assumption)	1, 2 and 3 per 30 days vacant, capped by the online share
LEASE-UP LIFT	LEASE-UP CARRY
5%, 10% and 15% fewer months, times the online share	Linear absorption: about half the lease-up units sit vacant on average
PLAN AND COVERAGE	ONBOARDING
15 of 40 assets on Insights; plans do not stack	\$6K per asset in year one (\$2.25 per square foot plus \$1,500)
PAYBACK	APPENDIX
Year-one cost divided by monthly recovered value	If sustained, at a 5% cap rate, the conservative net is worth about \$2.1M of value

Every figure is an estimate from the inputs shown and Path modeling assumptions. It is not a forecast or a guarantee. Open the calculator to change any input and print a new copy. Path Intelligence is a participant in Nareit's 2026 PropTech and Innovation Partnership; participation is not an endorsement by Nareit.

PATH
Lead the Market with Path.

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