MULTIFAMILY + PORTFOLIO OWNERS

AI-first property operations for rentals that should run like institutional assets.

Hearth improves rental portfolio KPIs - leasing speed, maintenance response, compliance, and reporting - without adding headcount.

Hearth is a full-service property management operator for LTR, MTR, and STR assets. We are not selling software. We run the rental stack end-to-end: pricing, marketing, leasing, tenant and guest communication, smart access, turns, maintenance coordination, compliance tracking, owner reporting, and monthly distributions. The goal of working together is simple: improve operating KPIs across the board while keeping ownership hands-off.

7 days target time-to-lease for market-ready LTR assets	**<30 min.** target to get maintenance scheduled after triage	**24/7** staffed coverage for calls, messages, and escalations	**Instant** tenant, vendor, leasing, guest, and owner communication layer
8% LTR management fee on collected rent	**15%** STR/MTR management fee on gross booking revenue	**80-90%** routine comms, pricing, scheduling handled by AI layer	**300** doors per operator design target

Why institutional owners care

Traditional property management scales by adding people. That creates inconsistent execution, weak auditability, and slow handoffs across a portfolio. Hearth is built around a standardized operating system: the same onboarding, approval logic, owner dashboard, reporting cadence, maintenance routing, and communications discipline from one unit to a 100+ unit portfolio.

The practical benefit is control. Owners get visibility into leasing velocity, occupancy, rent performance, RevPAR where applicable, maintenance status, compliance exposure, turns, and statements without chasing calls, PDFs, or status updates.

KPI operating model

The working objective is to move the numbers that matter: faster leasing, stronger achieved rents, lower vacancy drag, faster maintenance triage, cleaner vendor coordination, better resident and guest response times, tighter regulatory compliance, and owner reporting that can support portfolio review instead of ad-hoc explanation.

Hearth keeps humans focused on exceptions while the AI operations layer handles repeatable lead response, scheduling, pricing, communication, work-order routing, and follow-up. The target is not novelty; the target is better throughput per operator and fewer operational leaks.

Commercial structure

LTR management is 8% of collected monthly rent. STR/MTR management is 15% of monthly gross booking revenue. Owners cover maintenance and approved pass-through costs at cost, while Hearth coordinates the work through approved vendors and structured workflows.

Each asset operates under a 12-month exclusive management agreement so Hearth can invest in setup, pricing, systems, vendor coordination, smart hardware, compliance tracking, and reporting without being forced into short-term, reactive management. Non-emergency maintenance is routed for owner approval above agreed thresholds; emergencies threatening safety, habitability, major damage, or active bookings can be handled up to $500 per incident with owner notice afterward.

What Hearth operates

Long-term rentals: pricing, listing distribution, lead response, tour scheduling, screening workflows, lease execution support, rent collection coordination, maintenance triage, renewals, reporting, and owner distributions. For LTR launches, Hearth coordinates photography, algorithmic listing creation and distribution, smart-lock setup, exterior camera setup where appropriate, and deep clean readiness.

Furnished MTR/STR assets: dynamic pricing, channel/calendar management, guest communication, access codes, turnovers, cleaners, consumables, reputation management, compliance monitoring, linens, house manuals, starter supplies, smart-home setup, photography, listing creation, deep clean, and go-live readiness.

Maintenance and communication

Hearth centralizes communication across tenants, guests, vendors, leasing prospects, homeowners, and asset managers. The operating target is instant communication intake, 24/7 call coverage, and maintenance scheduling within 30 minutes after triage when vendor availability allows.

Portfolio operating review

The first step is not a generic sales call. Hearth reviews the portfolio like an operator: rent roll, vacancy, time-to-lease, achieved rent versus market, maintenance patterns, management fees, reporting gaps, regulatory exposure, furnished conversion opportunities, and owner workload.

If there is a fit, Hearth proposes a transition plan covering onboarding, data migration, owner approvals, tenant or guest communication, vendor handoff, smart-access setup, launch schedule, reporting cadence, and the first monthly sweep.

Send us the rent roll, current management agreement, and last 90 days of operating data. We will show where the portfolio is leaking time, NOI, and control - and what Hearth would do differently.