



5 Hidden Costs of Free Bots

Lost Leads. Lost Time. Lost ROI.

01

Missed Leads

- **Free Bots:** Can't score, qualify, or nurture leads.
- **Cost:** Leads fall through the cracks → lower tour and lease conversions.
- **Better Alternative:** AI-powered platforms like BetterBot automate follow-ups and scoring to keep every lead on track.

02

Poor Integration

- **Free Bots:** Rarely sync with PMS, CRM, or marketing tools.
- **Cost:** Extra time spent copying, pasting, and troubleshooting.
- **Better Alternative:** A seamlessly integrated platform reduces friction and saves hours weekly.

03

Zero Insight

- **Free Bots:** Provide only basic metrics like chat counts.
- **Cost:** No way to optimize performance or understand ROI.
- **Better Alternative:** BetterBot offers actionable insights on renter behavior, conversions, and operational efficiency.

04

Lost Customer Confidence

- **Free Bots:** Deliver generic, impersonal responses.
- **Cost:** A frustrating renter journey that hurts your reputation and retention.
- **Better Alternative:** Personalized, branded AI conversations that drive satisfaction and trust

05

Free = No Support & No Security

- **Free Bots:** No customer support, updates, or enterprise-grade security.
- **Cost:** Risk of data breaches, compliance gaps, and costly downtime.
- **Better Alternative:** BetterBot provides real-time support, updates, and full compliance with industry standards.

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