



CINC Systems

CASE STUDY

# Priestley Management's AI Rollout Drives **50% Reduction** in Homeowner Contact Volume

**WHEN PRIESTLEY MANAGEMENT LAUNCHED IT'S HOMEOWNER AI TOOL POWERED BY CEPHAI, CINC SYSTEMS' GENERATIVE AI TECHNOLOGY, THE RESULTS WERE NOTHING SHORT OF GAME-CHANGING.**

## How It Started

The year is 1990. As David Priestley was founding Priestley Management Company (PMC), the Internet is about to go mainstream, disrupting "business as usual" at warp speed. The Priestleys' challenge: Adapting to shifting technologies, processes, and customer expectations.

With a future-forward, growth mindset embedded in PMC's culture, the company would quickly establish itself as an industry leader and invaluable partner to more than 250 associations. [➔](#)



### YEAR FOUNDED

1990

### SIZE

25,000 Doors

### KNOWN FOR

Staff Expertise & Credentials,  
Leading-Edge Technology

### CUSTOMERS

Condo, Townhome,  
Planned Development, and  
Homeowner Associations

### HEADQUARTERS

Three Offices in North Carolina

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# How It's Going

By the 2020s, Priestley faced a challenge plaguing management companies everywhere. Unending calls and emails from homeowners—80% of which were common questions—left managers feeling overwhelmed, tied to their desks, and without the bandwidth to visit and engage with their communities. After turning to software partner CINC Systems for AI solutions, it launched “Gilbot” in 2024.

## INTRODUCING ‘GILBOT’

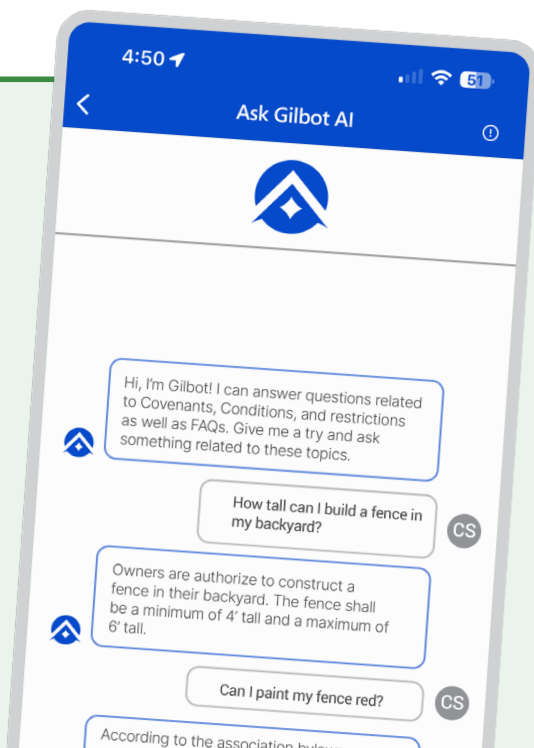
PMC soft-launched Gilbot AI in 100 associations in January 2024, providing 24/7 direct homeowner support. Immediately following its soft launch, Cephai answered as many as 45 questions a week for one association. Across all 100 associations, that equates to 4,500 questions a week, or 234,000 questions a year.

**\$50-60K**  
ESTIMATED ANNUAL  
COST SAVINGS

**50%**  
EXPECTED  
REDUCTION IN  
HOMEOWNER  
CALLS & EMAILS

**MANAGERS SAVE**  
**30 hours**  
PER WEEK

Gilbot AI is now transitioning from a pilot program to a full-blown feature. Coastal Division President Kyle Priestley shared PMC’s strategies for a successful rollout. 📌



## MEET GILBOT AI

All true generative AI tools possess human-like intelligence, but most can't claim a heartwarming human backstory. Gilbot is named for Gilbert Priestly, founder David Priestley's father and one of the earliest PMC employees. While Gilbert passed away in 1999, his reputation for superior customer service lives on in Gilbot, PMC's white-labeled AI tool built on CINC's Cephai AI platform.

“My grandfather's name was Gilbert, so we named it Gilbot as a tribute to him. He wanted to provide good customer service. Now Gilbot is there, 24 hours a day.”



**KYLE PRIESTLEY**  
COASTAL DIVISION PRESIDENT  
PRIESTLEY MANAGEMENT



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# Keys to Success

## HOMEOWNER APP ADOPTION.

PMC heavily promoted its white-labeled CINC homeowner app, PMC Mobile, growing the number of users from 600 to 6,500.

*"When you visit our website, there's a header that says download the mobile app. It's on all of our email signatures. Any time we mail a letter, there's usually a cover letter with a QR code to download the mobile app."*

**ASKING FOR FEEDBACK.** To ensure Gilbot provided maximum value to customers, PMC kept the lines of communication open.

*"One cool thing is that the board members also absolutely loved it. One board member was putting it through the wringer, and they've gotten really good feedback, saying, 'This is awesome for our homeowners.'"*

**LOOKING FORWARD.** PMC knows that homeowner tools are just the beginning of its AI journey and looks forward to seeing even more business impact by leveraging CINC's growing generative AI platform. Soon, Cephai will launch in the CINC Manager app, providing even more efficiency gains.

*"I would love to see our managers being able to use it as a tool more. I think that's going to be a game changer for our people, where they don't have to pull out an old governing document from the 1980s."*

## A WIN-WIN FOR MANAGERS AND ASSOCIATIONS

PMC prides itself on its staff's deep industry knowledge and credentials. They can let their passion and expertise shine thanks to CINC-powered generative AI technology.



Fielding hundreds of calls and emails daily, Priestley managers once felt **chained to their desks.**



Gilbot AI offers immediate answers to homeowner questions, **freeing managers from mundane tasks.**



Managers devote **more time to more impactful work**, like engaging and educating boards.



CINC's

# Cephai

The Guiding Light  
of Community

**FREE TO ALL CINC SYSTEMS  
CUSTOMERS AND AVAILABLE IN THE  
CINC HOMEOWNER APP!**



### TRUE GENERATIVE AI

Cephai handles **complex tasks and learns** over time.



### UNMATCHED SECURITY

We're the only CAM Software that's **SOC 2 Type II certified and Veracode Verified.**



### CONVENIENT & ACCESSIBLE

CINC Homeowner & Board App is available **iOS and Android.**

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