

BH Fusion+[®] Leads to Faster, More Accurate Decisions

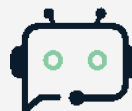
Using artificial intelligence, BH continues to stay at the front of the pack in our BI and data analytics journey. BH established the first iteration of our BI tool, BH Fusion[®], in 2019, and just released the second iteration, BH Fusion+[®], with natural language processing and dynamic dashboards, in late 2023.

BH Fusion+ is our in-house, proprietary data visualization platform. With at-a-glance asset intelligence, benchmarks, and targets, users have all the tools they need to monitor, evaluate, and drive financial performance while identifying successful strategies and improving NOI through weekly, monthly, and quarterly reporting.

Users can slice and dice the data to match their needs to help optimize performance. With 98% of property management companies looking to utilize AI, BH has already embraced and benefited from it.



Allows users to understand the impact of their decisions immediately using democratized data



Delivers highest level of simplicity for sorting through BH data through AI-driven "Ask Easley" function



Provides wider access to real-time insights that lead to faster, more accurate decisions



Learns more information the more it's used, making "Easley" smarter every day



Gives daily access to market position and actual, executed leases for daily rate reviews