

Alex Samoylovich of Livly Spotlights ?Shared Operational Truth? as the Next AI Imperative for Multifamily

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Alex Samoylovich, co-founder and strategic advisor to Livly, the multifamily property-technology platform, is lending his voice to a pivotal shift in how the residential real estate industry understands artificial intelligence deployment. Through Livly's recently published thought leadership piece, "The Era of Shared Operational Truth in Multifamily," Samoylovich and his colleagues at Livly are challenging the conventional wisdom that centralizing AI within a single property management system is sufficient to unlock safe, portfolio-scale execution.

The publication arrives at a critical inflection point for the multifamily technology sector. According to data sourced from NMHC and RealFoundations in 2024, approximately 78 percent of multifamily operators run ten or more applications within their technology stacks. That operational reality forms the foundation of Livly's central argument: when the portfolio's truth is distributed across dozens of disconnected systems, centralizing the AI model does not centralize the data that model depends upon. The performance risk is not a location problem. It is a coordination and trust problem.

Samoylovich has spent more than a decade building at the intersection of real estate operations and technology. Through his work at CEDARst Companies, the Chicago-based multifamily development firm he helped establish, and through his leadership at Proper, a national property management platform, Samoylovich has observed firsthand the operational friction that emerges when large residential portfolios attempt to coordinate decisions across misaligned systems. The gaps between platforms ? what Livly's framework calls the "seams" ? are where performance leaks and risk concentrates.

Livly's framework identifies a pattern that operators experience but rarely articulate at a systems level. A vendor delay compounding into a resident retention failure, a credential mismatch extending a routine maintenance ticket across multiple days, a delinquency cycle that accelerates because escalation rules were applied inconsistently ? these are not isolated incidents. They are structural outputs of an industry built around specialized tools that were never designed to share operational truth in real time.

The economic consequence is measurable. Research from TechRadar summarizing HubSpot survey data published in October 2025 found that 74 percent of businesses perform manual data transfers weekly to compensate for fragmentation, while 34 percent report direct revenue loss attributable to disconnected systems. In multifamily, that manual stitching represents a hidden operating cost that compounds at portfolio scale as headcount, exception volume, and cross-system coordination demands intensify.

What makes Livly's contribution distinctive ? and what Samoylovich has consistently reinforced through his operational background ? is the insistence that the industry's challenge is not adoption. It is governance and orchestration. McKinsey's State of AI report from May 2024 documented that 72 percent of organizations had already adopted artificial intelligence, and half had deployed it across two or more business functions. Yet according to the Zapier AI Sprawl Survey published in December 2025, 90 percent of those same organizations identified orchestration as a critical unmet need, while only 18 percent had established a formal AI governance board.

The practical implication for multifamily operators is that AI tools embedded in leasing platforms, resident portals, revenue management systems, and maintenance dispatch will continue to proliferate regardless of centralization strategy. The compounding question ? the one that Samoylovich and Livly are positioning the industry to ask ? is whether the portfolio can form shared truth over time, establishing auditable records of identity, decision sequence, and privileged actions so that AI can move from a helpful copilot operating inside a single tool to a coordinated execution layer operating safely across the entire portfolio.

For Alex Samoylovich, this framing reflects both practical experience and long-term strategic conviction. His career has been defined by building platforms that operate at scale within the complexity of urban multifamily

? from adaptive reuse development in Chicago to technology infrastructure designed to standardize operations across geographically distributed portfolios. The argument that shared operational truth is a prerequisite for safe AI action is not an abstract technology position. It is an operational thesis grounded in what breaks down when portfolio complexity outpaces the coordination infrastructure supporting it.

Livly continues to develop its framework around what the company describes as the requirements for identity, time, and decision receipts as foundational layers of portfolio-level AI deployment. Samoylovich remains actively involved in shaping that strategic direction as Livly positions itself at the forefront of the next generation of multifamily operating infrastructure.

About Alex Samoylovich

Alex Samoylovich is the Co-Founder and Managing Partner of CEDARst Companies, an integrated real estate developer responsible for more than $4 billion in multifamily and mixed-use projects across major U.S. markets, with a national portfolio exceeding 10,000 units. He is also the Founder and Executive Chairman of Proper, a national residential property management platform, and the Founder of Livly, a multifamily operating system centralizing resident experience and operations. Alex was named to Crain?s Chicago Business ?40 Under 40? in 2016. Learn more by visiting alexsamoylovich.com.

About Livly, Inc.

Livly is a multifamily property-technology platform designed to streamline apartment operations and elevate the resident experience through integrated software infrastructure. Co-founded by Alex Samoylovich, Livly serves residential communities across the United States by unifying leasing, operations, payments, maintenance coordination, and resident engagement within a connected platform architecture. The company is headquartered in Chicago, Illinois. For more information, visit livly.io.

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