CIFAR AI FUTURES: CASE STUDY (2018 → 2028)

Naborly → Smart Development

Theme: Smart Housing
2018 AI Use Case: [Naborly](#)

Founded in 2015, Naborly is a tenant screening application that automatically verifies a prospective tenant's identity, income, and employment, and conducts credit report and criminal background checks. Once this information is gathered, Naborly uses predictive analytics to generate a tenant score. Results are then provided to landlords, enabling them to make smarter letting decisions.

Naborly serves as a free online application for property rentals. Landlords can send prospective tenants a link to the online application. Prospective tenants fill in their rental history, employment, and financial information. Naborly then analyzes and produces an applicant risk score based on the applicants income, identity and employment, credit ratings, criminal records, and rental history. Naborly's Applied Artificial Intelligence system, SHERLY, an inductive, deductive, and reductive reasoning system, continuously learns from thousands of rental applicants and their tenancy outcomes, allowing it to better identify patterns of risk.

Through this process, Naborly removes traditional factors of discrimination stemming from landlord biases relating to tenant finance, social class, or race. Additionally, Naborly adjusts its scoring for each unique applicant, taking current rental property characteristics and the market prices into consideration. Results are delivered to the landlord within minutes of the application being submitted.

After an application is submitted, Naborly automatically creates a personal private profile to store their information for future applications. This helps tenants build a verified rental history without the need for printing, scanning, and faxing documents. All information collected by Naborly on prospective and current tenants, landlords, as well as API partners is protected by a state-of-the-art data security infrastructure. This ensures that the data held by Naborly remains accessible only to authenticated users and recipients with expressed permission from the user. Tenants can then use Naborly to apply to landlords that do not yet use the system.

Naborly democratizes rental record keeping through the use of its global open_DOOR database system, which allows tenants, landlords and property managers to share feedback, evictions, judgements, and verified disputes. This provides both prospective

applicants and tenants with an added layer of transparency before entering into a rental contract. While Naborly is fully compliant with Privacy and Fair Housing laws across the U.S. and Canada, and its algorithms are regularly audited to ensure it continues to meet the requirements for compliance, this does not mean its system is verified beyond its compliance to these laws.

Potential Future: Smart Development

A housing developer has included smart home technology driven by artificial intelligence in a large condo complex under development. Built-in voice, facial and gait recognition, as well as embedded sensors, provide security, automated services, predictive maintenance, and enforcement of condo by-laws.

Residents are able to opt-out of the installation or data collection by this private company, providing they are willing to pay an additional fee representing the market value of their data streams and compensation to their neighbours for the reduced accuracy of predictions.

The municipal government proposes a public-private partnership with the housing developer to bring the same model to a new affordable housing development. In exchange for anonymized data rights of residents, the developer will build high quality, affordable housing for half the cost of a typical development, a welcome prospect for cash-strapped municipalities. Residents will still have the option to pay to opt out of data collection, but the fee is effectively insurmountable for residents that qualify for affordable housing.