



## After Hours, Always On:

*How SABOR and LERA MLS  
Transformed Member  
Support with Ardi AI*



Keith Jones,  
COO of LERA MLS

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Case Study Featuring:



# When Support Stops, But the Questions Don't

Real estate doesn't run on a 9-to-5 schedule — and neither do the questions agents need answered.

The San Antonio Board of REALTORS® (SABOR) and its MLS, LERA MLS, knew this firsthand. Their support team was excellent during business hours. But outside of them, members were largely on their own.

**"We're a traditional company, 8 to 5,"** said Gilbert Gonzalez, CEO of SABOR and LERA MLS. **"That is not the traditional time frame for real estate and when things happen or when questions come up."**

Rather than simply hiring more staff to cover more hours, SABOR and LERA MLS took a different approach: they partnered with Voiceflip to implement Ardi, an AI assistant built specifically for MLS and association support.

**"The main goal is to provide our members the ability to get the customer support they need during the hours that they may need it,"** Gonzalez said.

What started as an after-hours fix quickly revealed something bigger: scattered documentation, inconsistent answers, and knowledge trapped in individual staff members' heads. Solving for support meant solving for all of it.

This is the story of how SABOR and LERA MLS didn't just deploy a chatbot. They built a smarter foundation for how their organization manages and shares knowledge.

## The Challenge: Scattered Knowledge, Slower Answers

For SABOR and LERA MLS, the problem was easy to name and hard to fix: members needed answers fast, and the organization wasn't built to deliver them after hours.

When questions came in after hours, responses naturally had to wait until the next business day. But in a fast-moving industry, SABOR and LERA MLS recognized the need to be a resource whenever their users needed them.

The information itself wasn't the problem. It existed. It just lived in multiple places at once.

**"It's everywhere,"** said Keith Jones, COO of LERA MLS. **"We have these disparate systems, and a lot of that knowledge lived either on that specific system's knowledge base, or you have this institutional knowledge from staff."**

The result: members couldn't get answers when they needed them, staff had to hunt across systems or rely on memory, and responses were slower and less consistent than they should have been. It was a solvable problem, but only with the right approach.

# The Solution: Turning AI Into a Front Door for Support

SABOR and LERA MLS weren't looking to replace their support team. They wanted to extend it — further than any hiring plan could reasonably reach.

Rather than building something from scratch, they partnered with Voiceflip to implement Ardi, an AI assistant built specifically for MLS and association support. They had looked at other tools, but most were too narrow. Ardi offered something broader, and just as importantly, the team behind it offered something rarer: a genuine working partnership.

*"It's finding the right partner who's going to help you and walk you through the process," Gonzalez said. "They work with us, they keep us informed, they're open to our feedback, they're quick to adapt."*

Ardi operates as a closed, controlled system with responses grounded in SABOR and LERA MLS's own data, rules and documentation, not pulled from the open internet. That meant members got accurate answers, not plausible-sounding ones.

From there, Ardi became the front door for questions, especially outside business hours, giving members a way to get answers immediately or at least get pointed in the right direction.

*"We think that providing, or accessing technology, which allows us to meet our members where they are, when they are, and at the time that they need, was something that we needed to explore," Gonzalez said.*

Just as important, Ardi was designed to handle what it did not know. Instead of stopping at an incomplete answer, it could guide users to the right person, department or next step, ensuring the conversation kept moving.

In that way, Ardi became more than a chatbot. It became a bridge between members and the information, and people, they needed.

## The Ardi Advantage: Key Features and Benefits

Ardi brings together a set of capabilities that help SABOR and LERA MLS deliver faster, more consistent support without expanding staff:

- **24/7 availability:** Members can get answers anytime, including nights and weekends, reducing delays and improving responsiveness.
- **Centralized knowledge access:** Ardi pulls from MLS rules, user guides and internal documentation, bringing scattered information into one place.
- **Consistent, reliable answers:** Members receive the same clear, accurate information every time, regardless of when or how they ask.
- **Closed, controlled environment:** Responses are grounded in SABOR and LERA MLS data and systems, not the open internet, helping ensure accuracy and security.
- **Smart escalation:** When Ardi cannot fully answer a question, it directs users to the right person or department, keeping issues from stalling.
- **Support team enablement:** Staff can use Ardi to quickly find answers themselves, improving response times and reinforcing consistency.
- **Continuous improvement:** Every interaction helps refine the system, allowing SABOR and LERA MLS to identify gaps and strengthen responses over time.

# Implementation: Start Small, Prove Value, Scale Fast.

SABOR and LERA MLS did not roll Ardi out all at once. They took a controlled approach, focusing on what would deliver value quickly while giving the system time to improve.

They started with the questions they were already answering every day.



***“We kind of looked at frequently asked questions, the things that are getting the low-hanging fruit,” Jones said. “We did an internal assessment of volume of calls, where we could get the most impact right from the beginning.”***

That meant prioritizing high-volume, repeatable questions such as password resets and basic system navigation.

At the same time, they began consolidating the information Ardi would rely on. Like many organizations, their knowledge was spread across systems and staff. Bringing that information together became part of the process.

The rollout itself was intentionally limited.

***“We’re gatekeeping it a lot right now,” Jones said. “It’s only text and the web interface on our single sign-on dashboard right now.”***

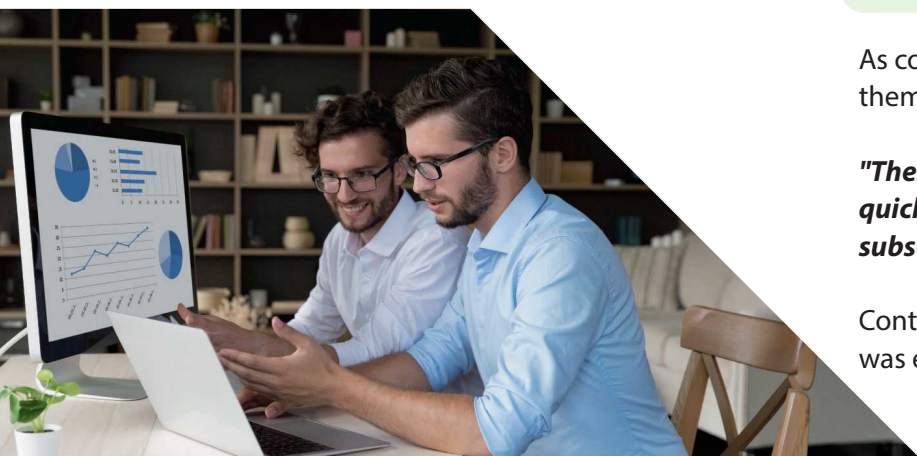
By controlling access, SABOR and LERA MLS could test responses, refine content and improve accuracy before expanding availability. They also built a regular feedback loop to keep Ardi improving.

***“We’ll do a weekly roll-up report of the questions that were asked... and push that out weekly back to Ardi,” Jones said.***

As confidence grew, support staff began using Ardi themselves to find answers and respond more quickly.

***“These support agents can easily query Ardi, get a quick response and answer, and feed that over to our subscribers really quickly,” Jones said.***

Controlled, deliberate, and already paying off before it was even fully deployed.



# Results: Real Usage Meets Real Time Savings



SABOR and LERA MLS are still in the early stages of their Ardi rollout, though the impact is already clear.

Even with a controlled release, the system is handling a growing share of member questions and delivering measurable time savings for staff. As the team continues to refine content and expand access, those gains are expected to increase.

Key results to date include:

- ▶ **~70% of questions answered:** Ardi is currently resolving the majority of member inquiries, with performance improving as the system is refined.
- ▶ **~50 interactions per week handled by Ardi:** Even with limited availability, the system is already taking on a meaningful share of support volume.
- ▶ **~7 hours of staff time saved weekly:** By handling routine inquiries, Ardi is reducing the workload on support teams.
- ▶ **24/7 response availability:** Members can get answers immediately, instead of waiting until the next business day.
- ▶ **Faster, more consistent support:** Ardi standardizes responses and helps staff quickly find accurate information, improving both speed and consistency across interactions.

As adoption grows and Ardi becomes more deeply integrated into the MLS, SABOR and LERA MLS expect these gains to accelerate, with even greater impact on both member experience and staff efficiency.

# Lessons Learned: Where AI Meets Reality

SABOR and LERA MLS approached Ardi with a clear goal, though the rollout quickly revealed lessons that go beyond the technology itself.

One of the biggest takeaways: AI is only as strong as the information behind it.

For many MLSs, knowledge is spread across systems, documents and staff. Bringing that information together and keeping it current is essential. Without a solid foundation, even the best tools will struggle to deliver reliable answers.

The team also learned that starting small is not a limitation. It is an advantage.

Rather than waiting for Ardi to be perfect, SABOR and LERA MLS focused on high-volume, repeatable questions first. That approach allowed them to deliver immediate value while improving the system over time.

***"Just start,"*** Jones said. ***"You don't have to go in completely in the beginning... but at least the approach means that you're doing something."***

Another key lesson: AI adoption is as much about people as it is about technology.

While some users quickly adapt to tools like Ardi, others need time to understand how to ask better questions and refine their prompts. That learning curve is real, and organizations should plan for it.

The rollout also reinforced the importance of process.

As SABOR and LERA MLS trained Ardi, they uncovered gaps in documentation and inconsistencies in how information was shared internally. The same question might have one answer in a knowledge base, another in a different system, and a third that lived only in a staff member's head. Training Ardi forced the team to reconcile those differences, centralize the information and define a single, consistent answer.

For MLSs considering a similar path, the message is clear: do not wait for perfect conditions. Start with what you have, focus on where you can make an immediate impact, and build from there.

# Looking Ahead: From Support Tool to Strategic Asset

SABOR and LERA MLS see Ardi as more than a support tool. It is part of a broader shift in how MLSs deliver value to their members.

As adoption grows, the organization plans to expand Ardi's role, deepen its integration within the MLS and continue improving how it handles both routine and complex questions. The goal is to make support more accessible, more consistent and more aligned with how agents work today.

They also recognize that expectations are changing.

As more agents enter the industry with higher comfort levels around technology and AI, the demand for instant, self-service support will continue to rise. SABOR and LERA MLS are positioning themselves to meet that demand now, rather than waiting for it to become the standard.

For the team, Ardi is not a finished product. It is an evolving system that will grow alongside their members and their business.

# Conclusion: Raising the Bar for MLS Support

SABOR and LERA MLS set out to solve a familiar problem: how to deliver fast, reliable support in an industry that never stops moving

They found their answer, but they also found something they weren't expecting. The process of implementing Ardi forced the organization to confront its own knowledge gaps, consolidate scattered documentation, and establish a consistent source of truth. The tool improved support. The process improved the organization.

Today, answers don't stop at 5 p.m. Response times are faster, answers are more consistent, and members have a direct path to the information they need, at any hour.

***"The associations who are able to leverage Ardi will be able to show their value proposition exponentially,"*** Gonzalez said. ***"I think you just have to find the right partner who has a great reputation, and you just have to trust them that they're going to work with you. And I think Ardi and Voiceflip are that partner."***

For MLSs watching from the sidelines, the lesson from SABOR and LERA MLS is straightforward: the right moment to start isn't when everything is perfect. It's now.

**Your members have questions at midnight. Ardi has answers.**

Learn more at [www.voiceflip.com](http://www.voiceflip.com).



## About the Author

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