make or break the deal. As such, these parking parameters can and should be properly detailed in the final lease/contract document. Don't overlook the issue of employee parking, where a property's use often drives the number of employees and therefore the number of parking spaces needed.

4. Special Assessments, Utility Service Charges and Impact Fees: In the "old days," such costs and charges rarely presented an issue for industrial users/occupiers. Fast forward to today's more complicated industrial tenant requirements—especially for food users and manufacturing processes requiring large water supplies. Availability and access to large quantities of sanitary water, as well as elimination of waste effluence, plus the costs associated with such requirements, could disqualify certain properties and sites from the tenant's consideration. It is therefore critical to understand exactly what the client requires; what is available locally; and what can be installed or created to meet the client's requirements in these areas, and address these issues in the lease/contract document.

This short list of examples is hardly comprehensive, but illustrates critical issues that must be identified and resolved at the earliest stage possible in the transaction process. Consider these and other due diligence issues, and your industrial tenant client will be appreciative and grateful for your attention to the issues—and will be a repeat client instead of a plaintiff. ▽

CHATBOT TECHNOLOGY

Written By: George McCutchen, SIOR

WHAT IT IS

These "chatbots" typically respond to frequently asked questions but give consumers the feel as though they are speaking with a real individual. The system can be custom fit to your interface and needs. This technology is already being used by companies such as Lyft, Sanofi Pharmaceuticals, and Fidelity International Investments. A major initial application is to help qualify leads, etc. such as asking how many dock doors or private offices are needed, or required ceilings heights, etc.?

HOW IT WORKS

Rulai is a technology firm that provides artificially intelligent chatbot technology to companies. It is a basic chatbot framework that consists of a messaging connector, a natural language processing engine, and a dialog manager that takes user intent and outputs chatbot responses. The process goes as follows: A domain expert uses the system to create the chatbots. Once implemented, users interact with the chatbot. When human interaction is required, the user is transferred by chatbot to a live agent. With adaptive learning, the AI uses interaction and data to further understand dialog flow management to continuously

improve and enhance the efficacy of the chatbot. Lastly, multi-channel integration makes the chatbot even smarter—it leverages data from both internal and external services such as other bots, a Contact Center, and a CRM to improve systems.

WHY USE IT

Rulai and other chatbox services save time and money by allowing your workforce to be more productive. Rulai's system also clears confusion for your customers, relieving their frustration and creating a better connection. This system can be implemented into a CRE website to answer questions about your properties and listings, allowing you to focus on more value-added activities. Surely the human connection cannot be replaced, but this tech will allow you to work smarter, not harder. ▽