VALIS

FACT SHEET · OCTOBER 2026

Independent measurement of how apartment communities answer renters

VALIS measures how apartment communities respond to prospective renters through standardized online inquiries, and publishes dated, machine-readable results for people and the AI agents that help them choose where to live.

AT A GLANCE

Company	Valis Residential Inc. (brand: VALIS, for Valuable Asset Leasing Intelligence System)
Headquarters	Chapel Hill, North Carolina
Founder	Jinbo Chen, Founder & President
Flagship measure	Leasing Responsiveness Index (LRI), Methodology v1.1 (public consultation draft)
First study	2026–27 Triangle Leasing Experience Study (Wake, Durham and Orange counties). Fieldwork begins Q4 2026. No results published yet.
Planned	Charlotte Leasing Experience Study; AI Visibility Index
Legal counsel	Wyrick Robbins Yates & Ponton LLP

THE 4R FRAMEWORK (POINTS OUT OF 100)

R1 Reply · 30	Does anyone answer, and how fast?
R2 Return · 20	Do they finish answering the question?
R3 Reality · 25	Does the answer match the listing?
R4 Rent · 25	Is the real price clear before applying?

HOW VALIS MEASURES

- Standardized written inquiries through each community's available online channels (website forms, email, online chat) on a fixed schedule. A reply counts, from a person or an AI assistant, only if it answers the question asked.
- Inquiries do not announce VALIS when sent, but communities know they are measured: after each period every measured community is told so, and its records follow after the quarter ends. Templates change every quarter.
- Before first naming, a community gets its records and at least 10 business days to respond; its response is published beside its results.
- Every eligible community gets a public fact page of measured facts. Tiers (Exceptional, Strong, Fair, Below Standard, Well Below Standard) are public only for the top 25% and the market median.
- No rental applications, no credit checks. Inquiries never vary by any characteristic protected under fair housing law.
- No community can pay for a score, change one, or be left out. Scores are computed by code under rules published in advance. VALIS earns no leasing commissions.
- VALIS is funded by its founder and has no revenue yet. It plans to sell diagnostic reports, Benchmark subscriptions and the AI Presentation Audit to operators and owners, and to license data. Nothing anyone pays changes a score.

MEDIA CONTACT

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A VALIS score is a dated measurement of how a community answered standardized inquiries during the stated period. It is not a judgment of the community, its staff, or its homes.