

Case Study

by Keyway · Apr 2, 2025 · Case Studies, Rent Comp Analysis, AI in CRE

How [The InterCapital Group](#) Sharpens Due Diligence with Keyway's AI Analytics Platform



Company Overview

Keyway's KeyComps is a next-generation rent comp solution built for modern real estate investors and operators. By combining public data from trusted sources with proprietary AI models, KeyComps delivers fast, accurate, and transparent insights that drive smarter underwriting and asset management decisions.



Client

[InterCapital Group](#) is a multifamily investment and development firm led by seasoned industry experts. With a sharp focus on data-driven strategy, the firm continuously evaluates tools that enhance underwriting efficiency and market precision.



The Challenge

[InterCapital Group](#) needed a faster, more transparent way to analyze rent comps, evaluate market conditions, and monitor tenant sentiment without relying on fragmented or outdated sources. Their team sought a platform that could not only centralize this data, but also surface AI-driven insights to sharpen their decision-making.



The Solution: Keyway's AI rent intelligence tool, KeyComps

After meeting with the Keyway team, InterCapital found value in KeyComps' ability to automate comp set generation and uncover hidden trends through AI-powered features, including:

-  **AI-Generated Comp Sets:** A powerful partnership between Keyway's AI and InterCapital's **unique considerations**—automating comp selection based on geography, asset type, amenities, and unit mix to reflect their specific strategy.
-  **Review Sentiment Analysis:** Natural language processing on Google and Yelp reviews to identify tenant pain points and mitigate risk associated with costly non-renewals.
-  **Renovated Unit Detection:** Proprietary tagging of upgraded vs. classic units for more accurate comparisons.
-  **Effective Rent Estimation:** AI-driven calculation of concessions and net rents when only asking rents are available.
-  **Multi-Source Data in One View:** Aggregated from multiple public and verified sources, all in a single, sortable table.



“The rent data in KeyComps is more precise than what we get from any other platform. The AI-generated comp sets save us hours, and the review sentiment adds valuable color when underwriting a deal.

Melissa Pianko · [Partner, InterCapital Group](#)



The result

With KeyComps, InterCapital can evaluate rent comps in seconds, identify outperforming or underperforming assets more easily, and justify assumptions to partners with clear, explainable data—all without relying on outsourced reports or static data dumps.



KPIs and ROI

- Save +20 hours per underwriting with instant, AI-powered document analysis
- Cut 2 weeks per property with real-time AI rent roll vs forecast analysis
- Spot rent trends and discounts across comps, including value-add opportunities
- Revenue strategy optimization through seasonality and concession trends
- Quickly assess and validate OM comps to streamline underwriting and save time
- Higher resident renewal rates through AI sentiment analysis and risk mitigation

Ready to make faster, smarter underwriting decisions?

Request a Demo and see how KeyComps can transform your rent analysis process.