

Don't miss the
Grace Hill Performance Summit
OCTOBER 13-16, 2025



This premier user conference, designed for Grace Hill customers, offers an unparalleled opportunity to hear from key industry leaders, including Kendall Pretzer, Peter Lynch, Dr. Debbie Phillips, Sharon Wilson Géno, Russ Webb, Tony Sousa, Bobbi Steward, Stephanie Anderson, and many more. Immerse yourself in over 40+ collaborative and interactive breakout sessions, allowing you to maximize the power of Grace Hill technology solutions. Gain invaluable insights and best practices for training, policy management, mystery shops, surveys, reputation management, Realync video and virtual leasing, and the cutting-edge HelloData market research and analysis platform. This is your chance to network, learn, and revolutionize your business strategies — secure your spot today!

EDUCATION TRACKS:



Peer Networking and Panel Discussion Track: These sessions allow attendees to engage with peers and discuss key industry topics, including regulatory and legislative issues, employee retention, operational challenges, marketing trends, and more.

Sample sessions:

Peer-to-Peer Discussion: HOT Topics — Antitrust and Fee Transparency

Peer-to-Peer Discussion: Let's work together and reduce your lead-to-lease times



Marketing Education Track: These sessions will teach you how to maximize Grace Hill's solutions to enhance community marketing, accelerate apartment leasing, build your reputation, and elevate your brand. Learn from industry experts, including Matt Weirich, Kristi Fickert, Tony Sousa, and others.



Affordable Education Track: These sessions provide in-depth learning opportunities that focus on the new HOTMA rules, including the ever-changing compliance date and how to operate confidently during this transition period. Learn how your onsite teams' actions (or lack of actions) impact owners and investors. Gain insights from industry and legal experts on the latest updates, regulatory changes, and trends to maximize efficiency and ensure compliance. Key speakers include Christine Martin and Sherri Davio, with more to be announced.



People Development Education Track: Discover how you can help your employees become more competent and confident with the power of Grace Hill software. Learn how to create effective training programs, develop and distribute impactful policies, and utilize technology to measure team performance. Leverage the power of surveys to unlock your employees' potential, help them grow their skills, and positively impact your company culture.



Data & Analytics Education Track: Gain a competitive edge by using data to identify specific areas that properties need to focus on for improvement and receive recommendations for improvement. Dive into sessions that explore how Grace Hill products can help maximize property performance by having access to the right data at the right time.



Video Leasing:

Creating Low-Cost Yet Powerful Videos That Convert

Kristi Fickert, SVP of Growth & Marketing, Kurie

Ready to stop getting ghosted and start getting leases? With renters making decisions faster (and online), video has become one of your most powerful leasing tools. But here's the catch: most teams aren't trained videographers, and DIY content often falls flat without the right strategy.

This session cuts through the noise and shows you exactly how to:

- Create compelling videos on a budget (no film degree required)
- Use video across departments to save time, build trust, and impress prospects and residents
- Build a video library that engages, converts, and keeps your property top of mind
- Measure your video strategy - so you can do more of what's working

You'll leave with real-life examples from the multifamily and other industries, content suggestions, and the confidence to turn your leasing team into content creators without burning them out. If you're tired of blending in, this session will show you how to stand out.

Protecting Your Brand:

Proactive Reputation Management

In this hands-on session, discover how to monitor, protect, and enhance your online brand to attract prospects and retain residents. Learn to utilize a consolidated view of reviews, listings, and social sites, along with key metrics, to understand overall performance. We'll explore strategies for proactive reputation management, safeguarding your brand's image and fostering resident satisfaction.

Survey Power:

Turning Resident Feedback Into Marketing Gold

In this active learning workshop, you'll discover proven strategies to transform glowing survey comments and high satisfaction scores into compelling marketing content that attracts new residents and builds your community's reputation. Learn how to spotlight authentic resident experiences, leverage positive feedback across digital and print platforms, and turn happy residents into your most powerful brand ambassadors. Don't miss this chance to make your resident surveys work harder for you—and turn feedback into real marketing gold!

Winning the Online Game:

Building a Reputation That Resonates

Tony Sousa & Stephanie Anderson

In today's digital landscape, managing your online reputation is crucial for property success. In this interactive session, you'll learn how to use Grace Hill's reputation management tools to build a proactive approach to monitoring reviews, resolving complaints with empathy, and enhancing your online presence. Discover how effective reputation management drives resident retention and lead conversion.

How Valuable are your Virtual Tours?

Many PMCs think that having a few 360 click throughs on their website checks the box for virtual tours and satisfies today's consumers. But that is no longer the case. 83% of renters said that a virtual tour of an individual floor plan is important or very important and 73% said the same for community amenities. In this session, we'll highlight ROI metrics from Realync and all of the ways that portfolios should be integrating and tracking their virtual tour efforts to track and prove ROI on the investments.

How the resident experience impacts your renewals

This session will show you how a great resident experience directly impacts your community's renewal rates. We'll cover every stage: pre-renewal interactions, move-in, and move-out. Drawing from gracehill.com, we'll focus on how prospect surveys at these key points help you get feedback, fix issues, and create a community where residents want to stay, ultimately boosting your renewals.

Expanding your survey reach:

Increasing your response rate.

Boost your survey response rates and gain deeper insights from your residents and teams. This interactive session will guide learners through the powerful Grace Hill Survey Tool Kit, revealing proven strategies and best practices to expand your survey reach and encourage greater participation. Discover how to craft compelling survey questions, optimize distribution methods, and leverage communication techniques that motivate respondents. Learn to analyze results effectively and translate feedback into actionable improvements for your properties and programs. Unlock the full potential of your surveys and make data-driven decisions with the Grace Hill Survey Tool Kit.

Realync Client Panel - Hear from Realync power users on why they prioritize Video

Gain valuable insights directly from Realync clients! This session explores why they chose Realync, their successful video implementation strategies, and best practices for maximizing content. Learn how leading properties are leveraging video to enhance engagement and drive results. Discover their secrets for all things video, from creation to tracking ROI.



HOTMA Unlocked: Mastering the Rules Before the Deadline Moves... Again!

Christine Martin and Sherri Davio

This course dives into the sweeping changes introduced by HOTMA, equipping you with the knowledge to navigate new income and asset calculations, updated definitions, and revised recertification processes. Learn how to properly implement the new \$103,200 asset limit (2025, adjusted annually), understand the latest income exclusions, and master the changes affecting minors, students, and foster individuals.

Affordable Housing:

Hot Topics in Fair Housing Law and Enforcement

Terry Kitay with Baker Donelson Law Firm

While the core tenets of fair housing law remain steadfast despite HOTMA changes, the landscape of enforcement and interpretation is continuously evolving. These shifts can significantly impact how you provide housing. This session will explore critical areas, including:

Navigating Criminal History Screening: Understand the current guidelines and best practices for considering criminal history in tenant applications.

Verifying Assistance Animal Needs: Learn what constitutes sufficient documentation for assistance animal requests, particularly concerning online "prescription" services.

Identifying Enforcement Priorities: Gain insight into the key focus areas for fair housing advocacy groups and state enforcement agencies.

How to Function in the Land of "NOTMA" - Maintaining HUD Compliance Amidst Implementation Uncertainty

Jenny DeSilva, DeSilva Housing Group

For nine years, the affordable multifamily industry has been talking about significant regulatory changes incorporated into HOTMA and the impact these changes have on leasing operations. Yet, as HUD experiences delays in finalizing software specifications and the associated implementation schedule for TRACS, managers grow anxious about what tasks to continue doing using old methodologies and when to make procedural adjustments to comply with HUD once fully implemented. How, during this state of flux, do managers balance the need to remain productive in their efforts while also efficient with their time? During this session, Jenny will provide the group with real-world application scenarios to help each participant balance these objectives now and in the coming months to be ready for HOTMA... whenever it becomes a full reality.

Tax Credit Risks:

How Onsite Slip-Ups Cost Owners Big

Mark Shelburne with NC LLP

Are you confident your onsite team fully understands the critical requirements of the Low-Income Housing Tax Credit (LIHTC) program? Even one misstep—such as miscalculating tenant income, failing to verify assets, or overlooking compliance deadlines—can trigger a cascade of financial and legal consequences for property owners. Join our expert-led seminar to discover what can go wrong and how to prevent it. Learn about real-world scenarios where non-compliance led to the loss of valuable tax credits, forced repayment of previously claimed credits, and even legal action against owners. You'll gain actionable strategies to strengthen your compliance processes, safeguard the assets, and maximize the benefits of your owner's affordable housing investment.

How to Maintain EIV Master Reports and Existing Tenant Search

Jenny DeSilva, DeSilva Housing Group

In this introductory EIV course, participants will receive an overview of monthly and quarterly reports stored in the EIV Master File as well as the Existing Tenant Search. Learn when to print them, what they are telling us and where to store them.

We'll also discuss the steps to ensure your tenant files and EIV Master File are organized and ready for assessment during an upcoming Management and Occupancy Review. Throughout the session, there will be mention of potential impacts to procedures that owners may have, depending on their discretionary selections for HOTMA.



Leveraging Intelligence + with effective action planning to improve the performance of your teams

Survey results are only powerful if you know what to do with them. In this hands-on session, discover how Grace Hill's new Intelligence+ tool bridges the gap between resident feedback and meaningful action. By analyzing data across the entire resident journey—from prospect to move-out—Intelligence+ delivers real-time, tailored recommendations to help your teams improve service, satisfaction, and retention. Learn how to use these insights to build effective action plans that drive accountability, boost team performance, and turn feedback into measurable improvements across your portfolio.

Behind the Scenes: Using Mystery Shopping to Enhance Service Excellence

Join us for a practical experience where you will discover the value of mystery shopping to enhance leasing conversions and resident experiences. Learn how to design realistic scenarios, analyze performance trends, and engage teams with actionable feedback for consistent service improvement.

Employee Feedback That Fuels Success: Maximizing Insights from Surveys

Increase employee engagement and retention with KingsleySurveys' employee surveys. Understand how to assess employee perceptions, compare data to industry benchmarks, and translate survey results into actionable insights. This interactive session dives into techniques for decoding data, applying best practices, and using real-world examples to enhance employee contentment and reduce turnover.

DIY Learning Content: Mastering Grace Hill's Training and Policy Builders

Join this interactive, hands-on session where you'll create custom training content using Grace Hill's Custom Course Builder. Leverage the tutorial builder to develop software training for your employees and explore features like the Content Repository and plug-and-play functionality to personalize learning and enhance employee performance.

Bridging the Gap: Engaging Frontline Teams, Managers & Leaders with GH Tools

Transform your team's capabilities. In this learning session, you'll gain insights into using Grace Hill products to establish clear expectations, deliver effective job instruction, and precisely evaluate performance.

The Power of Soft Skills:

Elevating Service and Strengthening Relationships

In multifamily, it's not just what you do—it's how you do it. This session explores how soft skills like communication, empathy, and professionalism directly impact resident satisfaction and team performance. Learn how Grace Hill's Training solutions can help build these critical skills across roles, how clear Policies set expectations for behavior, and how Survey feedback reveals real-world opportunities to improve. Discover how cultivating soft skills leads to stronger resident relationships, better team dynamics, and improved retention—making a measurable difference in service delivery and community success.

Mastering Assignments and Learning Plans: Essentials and Learning Science

Ruth Redmond

Enhance your training strategy by leveraging learning science to create impactful assignments and learning plans. This session will explore how to align training content with specific roles, manage assignment overlaps and exclusions, and optimize learning plans using the Grace Hill catalog. Gain insights into best practices that improve knowledge retention and employee performance. L&D trends - Thought leadership - how heavy use of digital media has changed our brains and how learning thought leaders are addressing the changing needs of the workforce. Discuss Gen Z coming into the workforce and their inherent knowledge of technology.

Transforming Onboarding: Leaders Share Their Solutions

Join a dynamic conversation as our expert moderator leads a panel of industry professionals through a candid discussion about today's biggest onboarding challenges. Discover how innovative technology and practical tools have helped these leaders streamline processes, reduce errors, and enhance team performance. Don't miss this opportunity to learn actionable strategies and real-world solutions for a smoother, more effective onboarding experience.

Compliance Made Simple:

Building Stronger Teams with Effective Policies

Discover how Grace Hill's PerformanceHQ can revolutionize policy management for multifamily professionals by enhancing engagement, compliance, and overall performance. This session covers key tactics for policy acknowledgment, automated assignments, real-time tracking, and effective compliance strategies to minimize risk and improve efficiency.



Unlocking Apartment Insights: Leveraging Public Data for Competitive Intelligence

HelloData Team

During this session you will learn how public data accurately reflects effective rents, achieving 97% fidelity with rent rolls. We'll explore granular details like concessions, vacancies, and amenities often missed by traditional methods. Learn why major operators are shifting to public data to mitigate antitrust concerns and enhance internal pricing models. Discover how Grace Hill's solutions can further support your data strategy.

Showing the ROI of your training & marketing programs

Training and marketing leaders often struggle to show the value of their programs. This hands-on session will teach you how to use PerformanceHQ's Intelligence + and Analytics to clearly demonstrate the ROI of your training and marketing initiatives to ensure their continued financial backing and support of company leaders.

From Data to Decisions: Driving Success with Key Metrics

Unlock peak performance for your teams and properties by leveraging the full power of Grace Hill's integrated solutions. This hands-on session reveals how combining our industry-leading policies, training, surveys, mystery shopping, and reputation management tools creates a unified approach to excellence. Learn to utilize real-time analytics and data-driven insights to identify growth opportunities, enhance operational efficiency, and ultimately boost your Net Operating Income (NOI). Discover the proven value of Grace Hill's comprehensive platform in cultivating top talent and achieving superior property performance.

Everyone Can Be A Geek

Russ Webb

Fascinated by tech tools but not so tech savvy? No worries, because EVERYONE can be a geek!

Optimizing Admin Data: Ensuring Compliance, Engagement, and Insight

Navigate the complexities of property management with a holistic approach to data administration. This session explores how to seamlessly integrate and leverage data from all Grace Hill solutions—including Training, Mystery Shop, Surveys, and Reputation Management. Discover the power of SSO integrations and robust data feeds that centralize your critical information, empowering administrators to track compliance effortlessly, boost employee and resident engagement, and gain profound, actionable insights across your entire portfolio. Learn to transform disparate data points into a unified strategy for operational excellence.

Maximizing Your Grace Hill Suite: A Comprehensive Overview

Unlock the full potential of your property management operations by mastering the comprehensive Grace Hill suite of products. This session will guide you through effectively utilizing our integrated solutions, including policies, training, marketing, mystery shopping, surveys, and online reputation management. Learn how to leverage these powerful tools to improve operating performance, retain and develop talent, mitigate risk and ensure compliance, and enhance brand and resident experience. Discover best practices for implementing and maximizing each component of the Grace Hill suite to drive performance, increase efficiency, and achieve superior results across your multifamily portfolio.

AGENDA:

Welcome & Opening Day (Half Day)

Monday, 10/13, 1-5 p.m.

Welcome by CEO — Kendall Pretzer
Keynote Speaker/Entertainer — Jeff Civillico
Impact Hero Announcement

Welcome Reception/Sponsor Expo
Dinner

Day 1 Sessions

Tuesday, 10/14, 8 a.m.-5 p.m.

Breakfast
Daily Keynote — Leadership Topic | Sharon Wilson Géno,
President, NMHC (45 min)
Product Innovation Keynote — Julia Crawford,
SVP Product Management, Grace Hill (45 min)
Genius Bar
Breakout Sessions (Specific Tracks)

- Marketing Education Track
- Affordable Education Track
- People Development Education Track
- Data & Analytics Education Track

Lunch
Afternoon Keynote Address — “AI Edge in a Human Era”
with Peter Lynch, Chief People Officer, Cardinal Group
Genius Bar
Breakout Sessions (Specific Tracks)

- Marketing Education Track
- Affordable Education Track
- People Development Education Track
- Data & Analytics Education Track

Group dinners with peers and Grace Hill team members
— offsite (various restaurants).

Day 2 Sessions

Wednesday, 10/15, 8 a.m.-5 p.m.

Breakfast
Daily Keynote — Leadership Topic | Bobbi Steward, CEO
& Co-Founder, Revyse
Genius Bar
Breakout Sessions (Specific Tracks)

- Marketing Education Track
- Affordable Education Track
- People Development Education Track
- Data & Analytics Education Track

Lunch
Daily Keynote — Leadership Topic | Russ Webb, Executive
Director, Bay Area Apartment Association
Genius Bar
Breakout Sessions (Specific Tracks)

- Marketing Education Track
- Affordable Education Track
- People Development Education Track
- Data & Analytics Education Track

Billy Bob's Honky-Tonk Dinner Event: Be sure to bring your
boots, spurs, and cowboy hat as we eat some great Texas
BBQ, followed by some good old-fashioned line dancing.

Peer Networking & Closing Day (Half Day)

Thursday, 10/16, 8 a.m.-noon

Continental Breakfast
Daily Keynote — Dr. Debbie Phillips, President,
The Quadrillion
Peer Collaborating Workshop - facilitated by Russ
Webb, Executive Director, Bay Area Apartment Association

