



# Multifamily Resident Surveys

Unhappy residents often lead to missed renewals, but getting clear insights into their experiences can be challenging. Grace Hill's Resident Surveys, now integrated into PerformanceHQ, offer comprehensive tools, AI-powered feedback, and trusted industry benchmarks proven to boost property performance and Net Operating Income (NOI).



**Measure Resident Satisfaction**



**Increase Renewals**



**Improve Property Performance**



**Gain Industry Recognition**

# Turn Insights Into Action

Create happier communities and reduce resident turnover with actionable feedback.

## Ongoing Moments That Matter Surveys

Gain critical insights at key moments with well-timed surveys that deliver a complete picture of resident sentiment.

## Annual Resident Surveys

Deep dive into overall satisfaction with annual surveys designed to capture feedback during a focused timeframe.

## Pulse Surveys

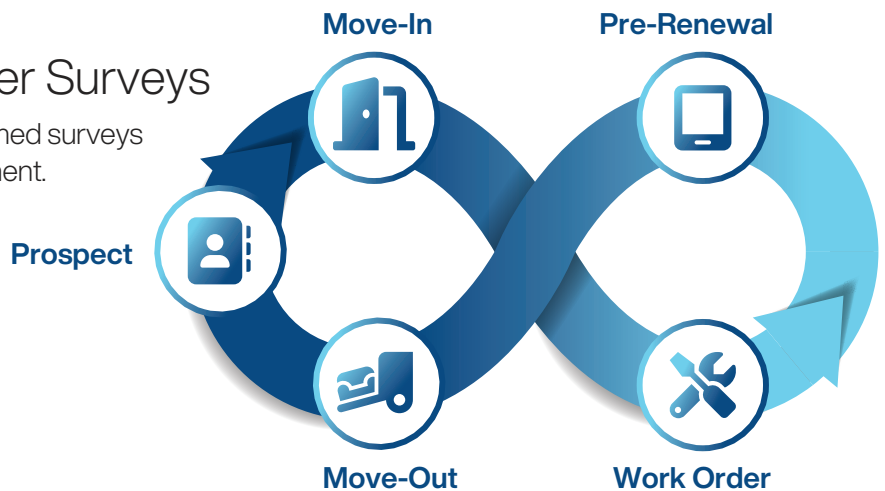
Coming Soon

Capture ongoing feedback and monitor trends between annual surveys, helping you keep your “finger on the pulse” of current resident sentiment.

## Ad Hoc Surveys

Coming Soon

Quickly collect resident feedback on a time-sensitive topic, community event, or amenity upgrade to make informed decisions and ensure resident satisfaction.



## Intelligence+ makes it easy to go from data to direction.

Intelligence+ is a new prescriptive analytics solution within PerformanceHQ that turns your resident survey data into AI-summarized insights and guided next steps.

- Gracie AI-Summarized Insights.
- Tailored Recommendations.
- Built-In Action Plans.



# Modern Technology, Trusted Benchmarks & Awards

## The industry standard for measuring resident satisfaction.

PerformanceHQ streamlines your survey process and compares your results to the Kingsley Index™, the real estate industry's most comprehensive performance benchmarking database. Plus, you can earn a Kingsley Excellence Award when your overall resident satisfaction outperforms the index — helping you stand out from the competition and attract new residents.



### Stand Out in Your Market

- Gain a realistic and actionable assessment of property performance.
- Customize your Kingsley Index for strategic benchmarks of similar communities.
- Compare yourself to accurate benchmarks by property type, asset class, and geography.

## The most comprehensive performance benchmarking database in real estate.

With over 7 million residents and prospects surveyed annually, the Kingsley Index is a trusted industry standard used to level-set, compare, and track property performance against some of the top multifamily companies in the industry. In fact, 5 out of 6 of the nation's largest property management companies use Grace Hill!





# Kingsley Excellence Award

Promote your achievements and stand out from the competition.

Each year, we recognize individual communities that outperform the Kingsley Index benchmark for overall resident satisfaction. Kingsley Excellence Award winners consistently go above and beyond to ensure their residents are satisfied with their experience at the property, and this award helps showcase that achievement.



## Elite 5 Winners

Top-Performing Across  
Main Client Tiers



## Top 100 Properties

Highest Resident Overall  
Satisfaction Scores

“Surveys give us real-time feedback on important milestones of the prospect and resident journey, including tours, move-ins, maintenance requests, and the move-out process.”

### Patricia DeGasperis

Regional Director of Operations,  
QuadReal



“A direct line of communication with our residents, applicants, and prospects opens conversations we may never have had without sending a surveys, helping us improve resident retention and our customer service strategy.”

### Dominic Raffinello

Corporate Operations Manager,  
Latitude Property Management  
& Real Estate Services



**Find out how Resident Surveys in PerformanceHQ can help you get the actionable data you need to improve property performance!**