



SUCCESS STORY

# Atlantic Pacific Companies

Atlantic Pacific Companies reduces turnover with Grace Hill's award-winning onboarding and performance management solution.



We wanted to increase associate retention and engagement, shorten new hires' time to contribution, and socialize people to the A|P Lifer culture. **Vision not only allowed us to meet those goals with minimal time-consuming administrative work;** it also allowed us to track and scale the program for **maximum effectiveness.**



**Michelle Wood**  
Vice President - Learning & Engagement,  
Atlantic Pacific Companies

## OVERVIEW

Atlantic Pacific Companies is a full-service property management company serving the multifamily industry.

### COMPANY PROFILE



#### Atlantic Pacific Companies

**Locations:** California, Florida, Georgia, Texas, Maryland, North Carolina, and Tennessee

**Industries:** Commercial office and retail investment, apartment community development and operation, new home building

**Years in business:** 21+

## CHALLENGE

A period of rapid growth had made employee turnover a major pain point for Atlantic Pacific Companies. Onboarding support (key to employee retention) was limited due to the time and role-specific knowledge constraints of property managers, who were responsible for onboarding. The company needed a new onboarding program that could track, scale, and accommodate widely dispersed geographical locations.

## SOLUTION

Using Vision as a centralized communication, training, and reporting tool, the company implemented a 90-day peer coaching and onboarding program that paired high achieving, trained onsite coaches with new hires of the same or similar position: Maintenance Technician/Supervisor, Leasing Consultant, Assistant/Property Manager.

## RESULTS

**13% HIGHER RETENTION**

for associates during their first 90 days

**12% HIGHER LONG-TERM RETENTION**

for those with coaches vs. those without (15 months)



A|PEERfect Coach Program was awarded the 2019 Champions in Learning Gold Award by the Association of Talent and Development, South Florida Chapter



### Communication

- Housed and communicated program documents, policies, and announcements, including coaching nominations and applications.
- Employed the Standard Operation Procedures and Reference Guides on Vision for consistent onboarding.
- Utilized Vision's Zoom technology.



### Training

- Role-specific courseware employed for additional remote training and assessment.
- Generated quick and easy-to-create custom courseware and assignments specific to the company and program.



### Surveys & Reporting

- Managers and coached employees surveyed in Vision to ensure coaching content and assignment success.
- Key performance indicators pulled to assess performance and program efficacy.



After just one year, Atlantic Pacific saw 13% higher retention of newly onboarded employees (first 90 days) and 12% higher long-term retention (15 months) among coached employees, resulting in a significant drop in turnover costs for the company.

Communication and branding of the program through Vision led to **higher employee and executive buy-in and participation than any previous onboarding efforts.**