

SUCCESS STORY

Using Talent Management To Elevate Property and Portfolio Performance



Gumenick Properties has partnered with Grace Hill for training since 2007 and currently utilizes the full Cycle of Improvement for policies, training, mystery shopping, surveys, and industry credentials.



We see learning and development as a necessary tool for our associates' professional growth, and we are utilizing Grace Hill exclusively for that. Since we do not have an in-house training department, **Grace Hill is literally our one-stop-shop for all things learning and development.**



Diane Tidwell

Director of Property Management,
VA, Gumenick Properties

COMPANY PROFILE

Gumenick
PROPERTIES™

Gumenick Properties

Location: Florida and Virginia

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

Years in business: 80+

OVERVIEW

Gumenick Properties is an award-winning real estate development and management company with operations throughout the Southeast. Founded in the late 1940s, the company now engages in three primary lines of business — apartment community development and operation, new home building, and commercial office and retail investment.

CHALLENGE

Tidwell notes, “Some of our biggest challenges just relate to the size of our company and the fast-paced nature of our industry. Without a dedicated training department, **we would be unable to respond to the ever-evolving landscape of our industry without the help of Grace Hill’s suite of performance solutions.**”



RESULTS

Gumenick utilizes the full suite of Grace Hill talent management products to optimize performance, and the data shows that they outperform the industry on all six metrics measured by KingsleySurveys.

- 2020 Gumenick Results
- 2020 Kingsley Index Average*

Overall Resident Satisfaction



Overall Resident Impression



Overall Renewal Intention



* The Kingsley Index is the most comprehensive performance benchmarking database in real estate. It includes annual survey data from over 5 million residents and prospects.

SOLUTION

Gumenick trusts Grace Hill's policy and training solutions to help lay the foundation for operational excellence. Through Grace Hill's Mystery Shopping and collecting resident survey feedback through KingsleySurveys, they are able to listen to the voice of their customers and apply that feedback. They ensure their team members are educated, motivated, and ready to deliver world-class service by offering industry credentials through Visto and NAAEI.

RESULTS

- 2020 Gumenick Results
- 2020 Kingsley Index Average

Initial Experience - Leasing Staff



Management - Overall Satisfaction



Maintenance - Overall Satisfaction



GRACE HILL TALENT MANAGEMENT SOLUTION SUITE OF PRODUCTS

Policies

Training

visto[^]

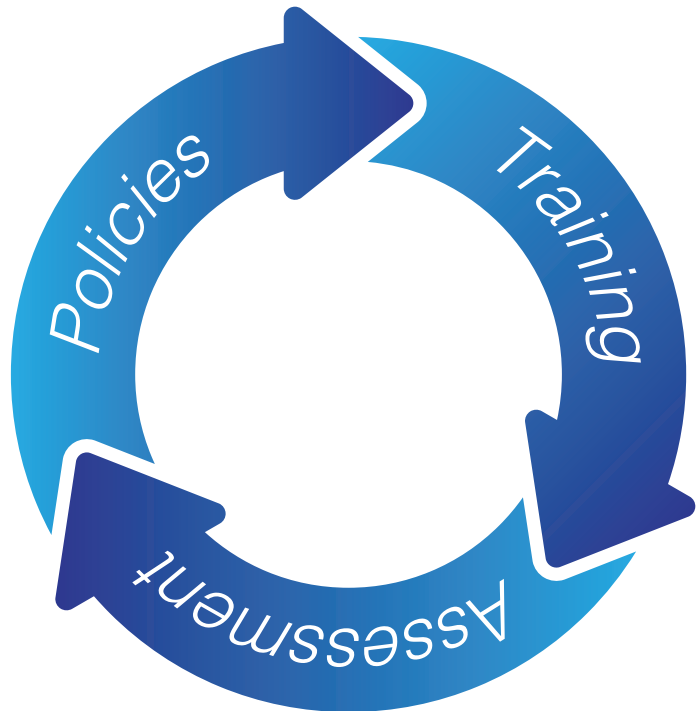
Mystery Shopping

KingsleySurveys



Grace Hill has been instrumental in providing course content that meets current regulatory requirements so that we do not have to generate that in house.

Cycle of Improvement



Grace Hill's policy, training, and assessment solutions work together to create a continual cycle of improvement within your organization — which ultimately increases renewals, reduces risk, and increases NOI.