



# Medical Office

## Strengths & Weaknesses Analysis

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## Overview

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In 2024, tenant satisfaction in Medical Office Buildings (MOB) was driven by strong communication and hindered by persistent maintenance challenges. Tenants valued responsive, transparent communication, proactive updates, and professional staff, making it the top strength. Conversely, maintenance issues — such as aging infrastructure, cleanliness, and slow response times — remained the biggest weakness. These insights, drawn from Grace Hill's KingsleySurveys, highlight key opportunities to enhance tenant satisfaction and retention in 2025.

## Research Methodology

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At Grace Hill, we survey 7.3 million residents and prospects and over 2.2 billion commercial square feet annually. This study encompasses a significant majority of U.S. anonymized, aggregated tenant survey data for MOB.

Our processes include using a proprietary, standard methodology to ensure the validity of outcomes described throughout this report. We implement a variety of statistical and data visualization techniques and document the results and testing of each analysis, as applicable.

Of course, the best way to assess tenant satisfaction is to have your own tailored survey. Email us at [info@gracehill.com](mailto:info@gracehill.com) to get started.

**7.3  
MILLION**

residents and  
prospects surveyed  
annually

**2.2  
BILLION**

square feet of  
commercial real  
estate surveyed  
annually

## Introduction

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It's hard to believe 2024 is almost over. This time of year, I — like many of you — spend time reflecting. What did I do well? What could I have done better? Would I change anything I've done, especially as I start thinking about 2025?

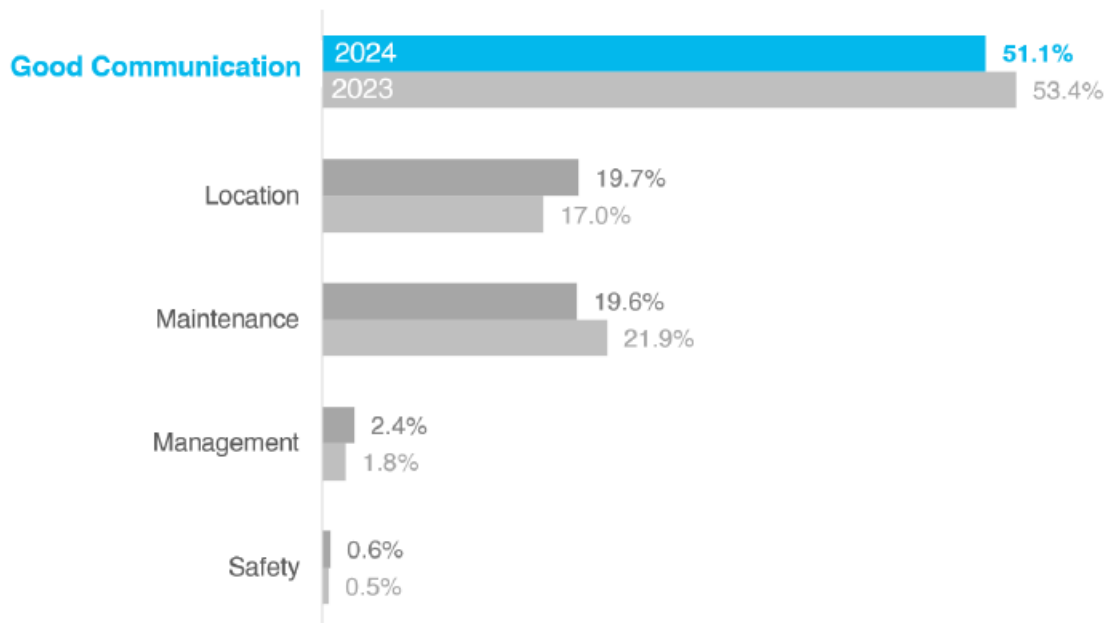
I applied this same line of thinking to one of our tenant satisfaction surveys: Medical Office. In Grace Hill's KingsleySurveys, we ask MOB tenants to provide comments on what they view as the property's strengths and weaknesses. I used AI to categorize these comments and then filtered them for the top 5 strengths and weaknesses.

## Analysis

### Strengths

Communication is very important in how tenants view the strength of a medical office property; this is in line with management communication being the most highly correlated category to overall satisfaction across KingsleySurveys' tenant and resident satisfaction surveys.

### Medical Office's Top Strengths as Rated by Tenants



Source: Grace Hill's KingsleySurveys

Here's what MOB tenants appreciated most about good communication in 2024:

- Tenants appreciate quick and responsive communication from property managers and maintenance staff. They value staff who are easy to reach by phone, email, or through online portals and provide timely updates and solutions.
- Good communicators listen to tenant concerns, follow up on issues, and keep tenants informed through the resolution process. Tenants feel valued when staff remember them and check in regularly.
- We also ask how frequently tenants want to be communicated with. Here's a slide from our Q4 customer webinar where we highlight that across all commercial property types.

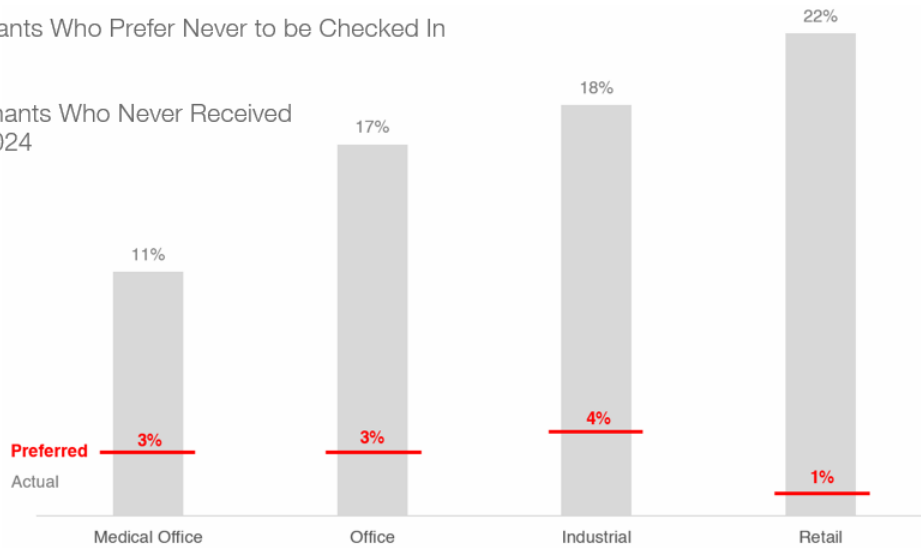
## Strengths

### TOP STRATEGIES TO IMPROVE KINGSLEYSURVEYS SCORES

# Increase check-ins with tenants to be in alignment with their preferences

**Red:** Percent of Tenants Who Prefer Never to be Checked In With During 2024

**Gray:** Percent of Tenants Who Never Received a Check In During 2024



Source: KingsleySurveys

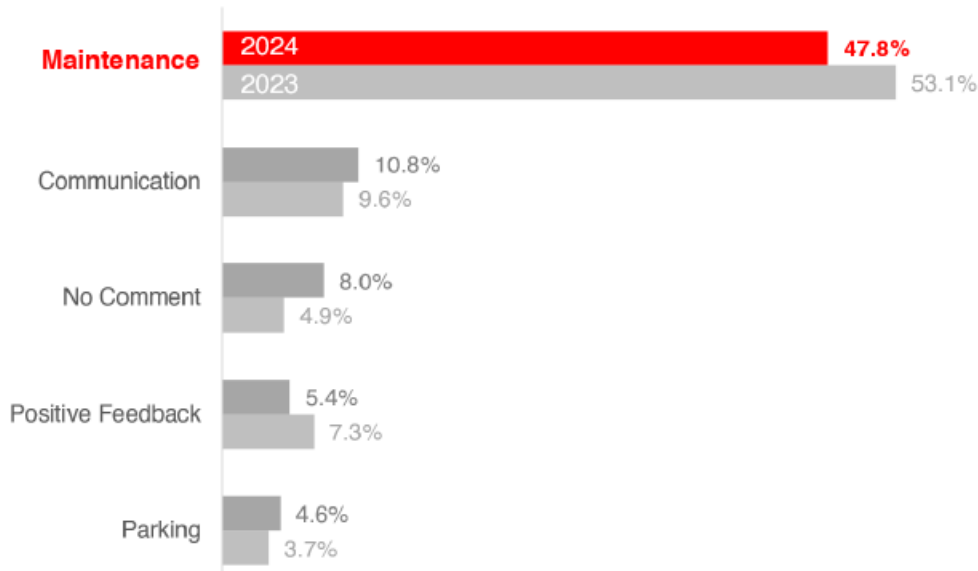
- Friendly, personable, and professional communication makes a positive impression on tenants. Many commented that they have built good rapport with onsite staff.
- Clear communication about building events, maintenance, construction, etc., helps tenants stay informed and plan accordingly. Email newsletters are an effective way to share updates.
- Easy means of submitting and tracking maintenance requests via online portals streamlines communication. Quick response times to address issues are appreciated.
- Appreciation events and social interactions are valued for building community and enhancing communication between tenants and property management.

Overall, tenants highlighted responsive, transparent, and considerate communication as critical for a positive experience with property management. Fostering good relationships through open and regular dialogue is a major driver of tenant satisfaction in MOB.

## Weaknesses

Let's look at the not-so-positive side. In other words, what are MOB's worst weaknesses?

### Medical Office's Worst Weaknesses as Rated by Tenants



Source: Grace Hill's KingsleySurveys

Maintenance is rated the worst weakness in both 2023 and 2024. Here's how MOB owners, operators, and managers can improve based on our analysis of 2024 maintenance-related comments:

- Be proactive with preventative maintenance and repairs. Be responsive in emergencies.
- Faster response times and better follow-through on maintenance requests and issues. Avoid temporary fixes and take care of recurring problems.
- Enhance cleaning and janitorial services, both in common areas and individual suites. Especially focus on common areas like bathrooms, hallways, lobbies. Floors, carpets, windows, etc. often need more attention.
- Update aging infrastructure and amenities - HVAC systems, elevators, plumbing, parking lots, carpets, paint, etc. Many buildings need refreshes.
- Hire responsive on-site staff to handle maintenance and issues quickly. Lack of availability is a problem.
- Streamline work order systems and make them more user-friendly. Easier reporting of issues is needed.
- Prioritize working elevators, temperature regulation, and pest control.

A couple of other highlights: In the weaknesses bucket, over 10% of all tenants either had no issues or had something positive to report! And both the top overall weakness and the top overall strength were each more than 2x more important than the other comment categories.

When you're planning your MOB strategy for 2025, remember to focus on good communication and keep up your property's maintenance. Your tenants will thank you for it.

## About Grace Hill

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Over 2,400 businesses (and counting) choose Grace Hill for training, policy, survey, mystery shopping, video engagement, and reputation management. Why? The answer is simple. Our technology and our team! Our solutions are designed specifically for multifamily and commercial property management companies, owners, and operators. We are passionate about this industry, and we have real-world experience that makes an impact for businesses like yours. In other words, we LIVE and LOVE this stuff!

We help  
PEOPLE  
*Love*  
where they  
LIVE AND  
WORK

Industry  
Leadership

25  
YEARS

Grace Hill  
Customers

2,400  
FIRMS

Real Estate  
Professionals

500K  
USERS



### Jen Tindle, VP Strategic Insights

We have a wealth of data in our industry, and too often, we struggle to gain useful insights due to data overload. I hope this report equipped you with tools to make strategic decisions about what amenities to implement or highlight at your properties. Of course, the best way to assess tenant satisfaction is to have your own tailored survey.