



Multifamily Mystery Shopping

Unbiased performance
assessments that drive results.

You understand the importance of delivering a positive and consistent experience for every prospective resident. Yet, even the most dedicated teams can miss details that impact leasing conversions. See your property and team through the eyes of your prospects and residents with Grace Hill's Mystery Shopping solution, now in PerformanceHQ. Choose one of our easy-to-administer shop programs, designed specifically for multifamily property managers like you!

Evaluate all communication channels with the following shop types:



Phone
Inquiry



Internet
Inquiry



Onsite Tour



Virtual Tour



Facilities/Branding
Inspection



Website
Evaluation



Combination
Shop



Designed To Deliver Reliable Results

Backed by over 35 years of multifamily industry expertise, Grace Hill identifies your best opportunities to improve performance. Our robust mystery shop programs blend technology with assessment best practices to drive positive experiences in your communities.

Our Proven Process

1

Choose the program and shop type that best fits your operation and budget.

2

Shoppers simulate real-life scenarios to evaluate your quality of service and the leasing process.

3

We provide a comprehensive report that pinpoints your strengths and areas for improvement.



"Mystery Shopping is a wonderful tool that has helped as I develop and implement our leasing school. I am able to recognize employee strengths while also identifying opportunities for growth. As a result, I have used this knowledge to gear my training towards their needs rather than wasting time on skills that have already been mastered."

Amy Fernandez, Training & Development Manager, Phillips Management Group

Mystery Shopping Programs

Our award-winning mystery shopping solution, now in PerformanceHQ, is designed to meet the unique needs of your multifamily business. Whether you want the convenience of our Quarterly Program or the flexibility of our Annual & Save Program, you are sure to find the solution that works best for your business. Additional shops can also be ordered on demand!



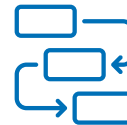
**Experienced
Mystery Shoppers**



**Upskill Training
Courses**



Action Plans



**Review
Workflows**



**Comprehensive
Reporting**



Quarterly

Automatically order shops every 90 days; no forms needed. Streamlined process offers consistency for your operation and budget. Plus, recommend training based on skill gaps identified in the shop.

*Annual commitment

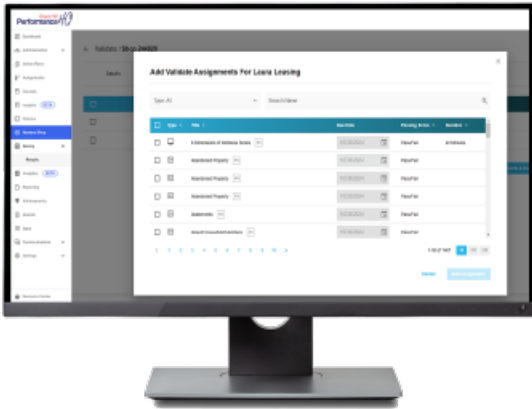
Annual & Save

Order mystery shops as needed throughout the year at discounted rates. Shop specific people in your organization or shop your competitor to understand how you stack up.

*Annual commitment



Everything You Need To Improve Performance



Upskill Courses Improve Performance

Access up to 30+ short training courses designed to address specific skill gaps identified during the shop, helping to cultivate a well-versed, proficient team!

Plus, create performance action plans to help increase engagement and document coaching.

Powerful Reporting and Analytics

Easily spot trends and identify areas to elevate your lead-to-lease experience with valuable metrics, now in PerformanceHQ! Capture detailed insights across Grace Hill solutions with powerful reporting tools, making it easy to manage shops and assign upskill training for your team.

- Detailed reports offer shop results, score rankings, and more.
- Leverage the Analytics Dashboard to review and highlight areas for improvement.
- Automatically distribute reports on a daily, weekly, or monthly basis.



"Mystery Shopping gives us the best way to evaluate and review our progress. It also ensures that the team members are getting 'spotlight' remediation courses needed to hopefully improve."

Jay Schoonover, Drucker + Falk, LLC

Contact us today for a free consultation with our experts to learn how Grace Hill's Mystery Shopping programs can improve your property performance!