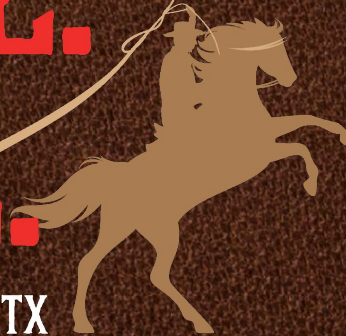


# EDUCATE. ELEVATE. INSPIRE.



Grace Hill®

FORT WORTH, TX



October 13-16, 2025



**EDUCATE.  
ELEVATE.  
INSPIRE.**



Grace Hill®

**FORT WORTH, TX**



**TUESDAY, OCT 14**

**From Insights to Impact**

Driving Engagement with Surveys in Property Management





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Management



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Vice President of People,  
HR





# LET'S GET SOCIAL

Use Official Hashtags: #GraceHill #PerformanceSummit #GHImpact

## ***FOLLOW***



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Grace Hill's  
social media  
accounts



## ***POST***

Post photos,  
videos and event  
updates daily

## ***TAG***

Don't forget to  
tag @GraceHill

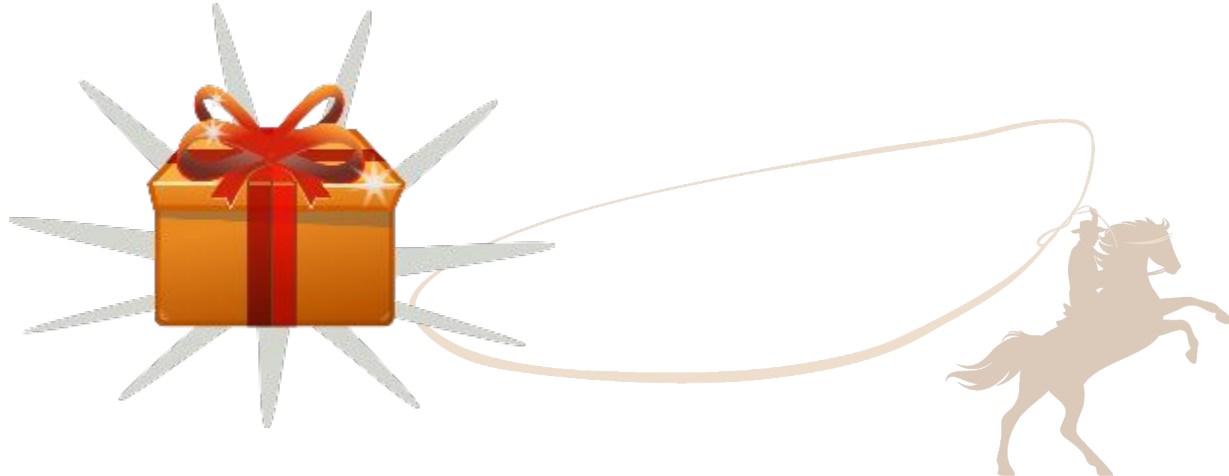


# Ice Breaker

Share a time someone sought feedback from you as an employee,  
how did it make you feel?

# Feedback is a gift!!

*Feedback is a gift. It is a gift to receive and a gift to give.*

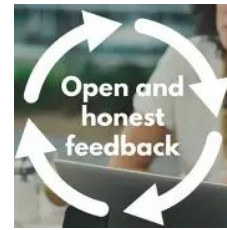


# Why do we need Feedback?

- To learn and grow
- To motivate
- To build a high-performance culture



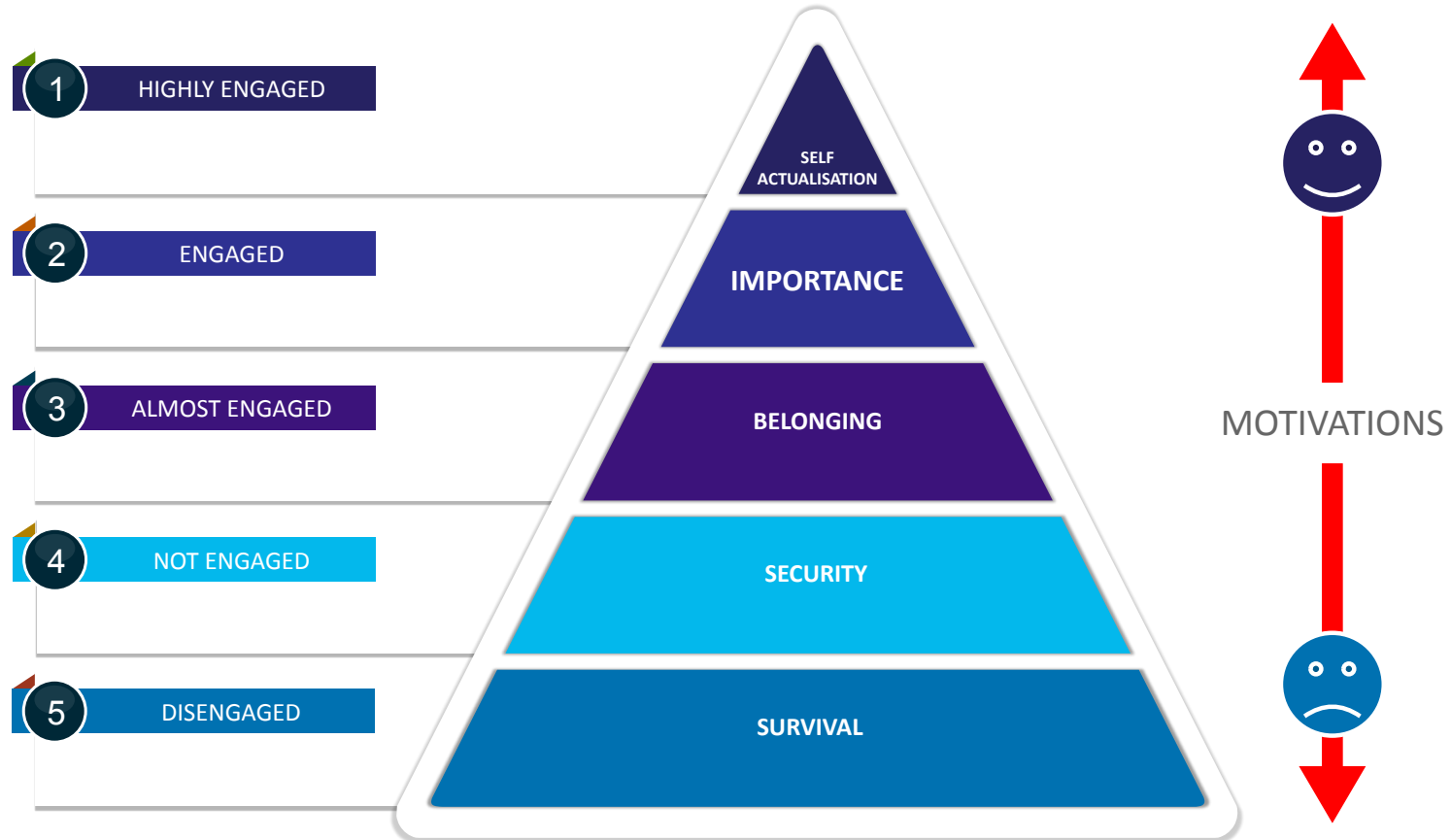
## Feedback to Engagement:



- According to a 2021 Grant Thornton [study](#), 45% of workers don't feel that their needs are understood by their employers. Feedback lets the employee know that they, and their work, are noticed.
- Feedback plays a vital role in improving employee performance. It helps Companies identify their strengths and weaknesses. Regular feedback creates a culture of accountability, where employees are seen and motivated to strive for excellence and continuously improve their work. Research shows that organization that seek regular feedback from employees can see significantly increase employee motivation and engagement, leading to better overall performance



# MASLOW'S HIERARCHY OF EMPLOYEE ENGAGEMENT



# Why Employee Engagement Matters

87%

Less likely to leave  
when employees are  
engaged (Gallup)

200%

Turnover cost  
up to 200% of annual  
salary (SHRM)

+21%

Higher profitability  
with engaged teams

35%

Annual turnover  
in property management  
onsite roles

Engaged teams deliver **+17% productivity** and dramatically reduce costly turnover cycles that drain resources and disrupt operations.







# The Property Management Impact



## Engaged Staff

Teams that feel valued and connected to their work deliver exceptional resident experiences



## Resident Satisfaction

Happy employees create positive resident interactions, building community loyalty



## Higher Renewals

Communities with engaged staff see 11-15% higher resident retention rates



## Stronger NOI

Reduced vacancy losses and operational efficiency boost net operating income



# Kingsley to PHQ Transition

## Legacy Kingsley Surveys

Trusted engagement measurement with decades of industry expertise

## Integrated PHQ Platform

Single hub combining employee insights, resident feedback, and reputation management

Your surveys are evolving into **PerformanceHQ (PHQ)** – maintaining the trusted Kingsley Index benchmarks while adding modern dashboards and integrated insights across your entire operation.



# The Kingsley Index



## Trusted Benchmark Database

Property management's most comprehensive engagement benchmark, built from millions of employee responses across the industry



## Comprehensive Coverage

Spans multifamily, commercial, mixed-use properties with deep insights into every role and function



## Continuously Updated

Decades of historical data refreshed annually to reflect current industry trends and standards



## Percentile Rankings

Provides essential industry context, showing exactly where your engagement stands relative to peers



# Why Benchmarks Matter

## Context is Everything

A score of 72% seems good, but is it? Industry average ranges 65-72%, making context crucial for accurate assessment

## Top Quartile Standards

Leading performers consistently exceed **80% favorable** engagement scores across key metrics

## Strategic Clarity

Benchmarks reveal your greatest strengths to leverage, critical risks to address, and realistic improvement targets





# Key Engagement Drivers



## Recognition & Appreciation

Regular acknowledgment of contributions and achievements



## Manager Communication

Clear, frequent, and meaningful dialogue between leaders and teams



## Growth Opportunities

Access to training, development, and career advancement paths



## Workload Balance

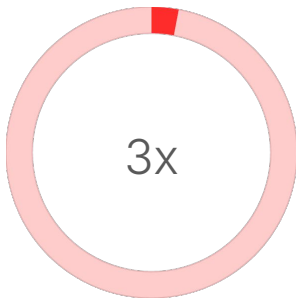
Manageable responsibilities, especially critical for maintenance teams



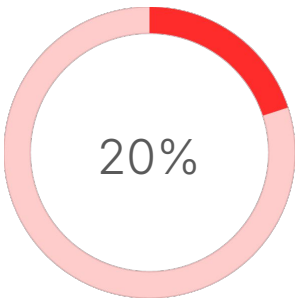
## Leadership Trust

Confidence in company direction and leadership decision-making

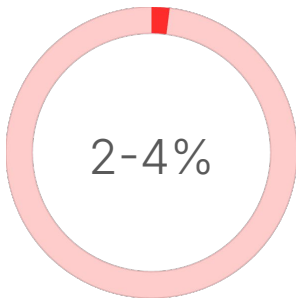
# What the Data Shows



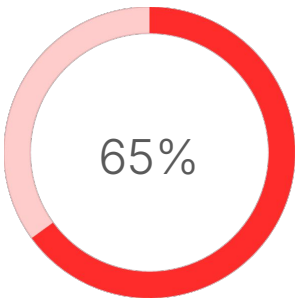
More Engaged  
employees who receive weekly recognition vs. monthly



Lower Turnover  
with strong manager communication practices



NOI Growth  
when engagement exceeds median by 10+ points



Higher Participation  
in future surveys when leaders act on results

These proven correlations demonstrate that engagement investments deliver **measurable business returns** across every key performance indicator.



# Case Example: Multifamily Operator

1

## Challenge Identified

Survey data revealed recognition as the primary engagement gap across portfolio

2

## Action Taken

Implemented recognition program tied to PHQ learning modules and reputation scores

3

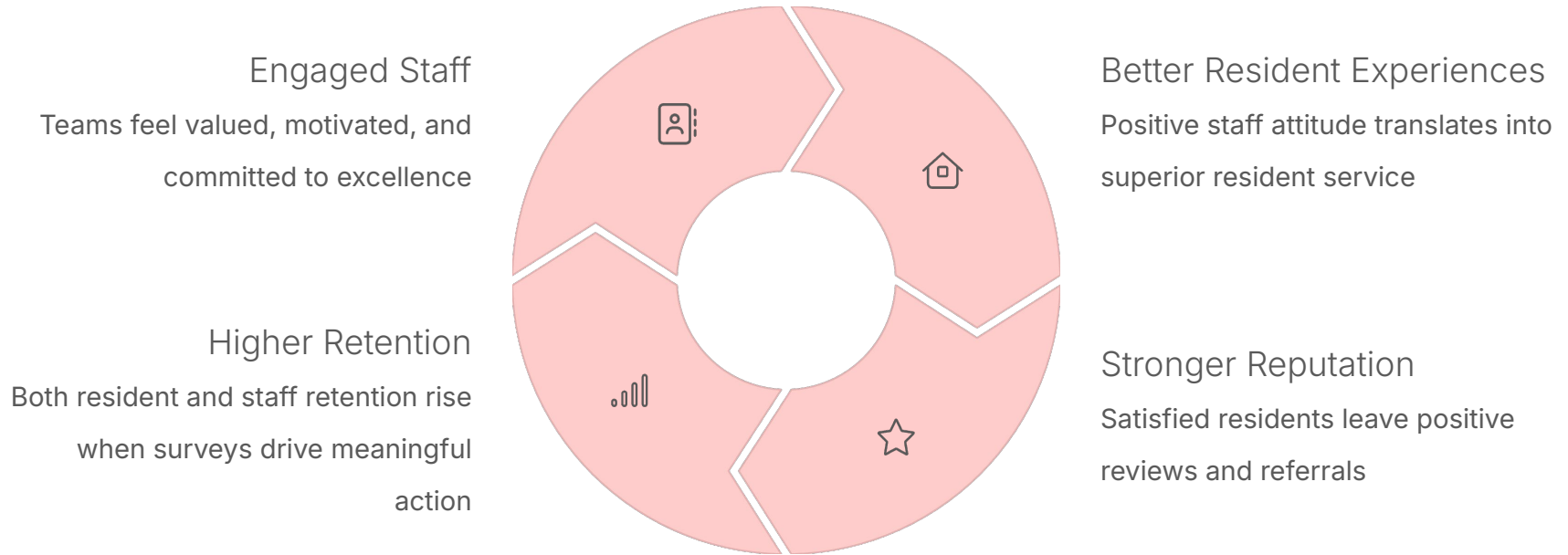
## Results Delivered

19% turnover reduction, 12% resident satisfaction increase, portfolio-wide renewal improvement

This operator transformed a single insight into comprehensive operational improvements, demonstrating how **targeted engagement strategies** create cascading positive effects throughout the organization.



# Employee ↔ Resident Connection



# Why PHQ Matters



## Real-Time Dashboards

Live engagement data with intuitive heatmaps for instant insight identification



## Granular Analysis

Drill down by specific role, individual property, or geographic region for targeted solutions



## Integrated Intelligence

Connects employee engagement directly to resident satisfaction and measurable business outcomes



## Actionable Insights

More than just survey data – provides clear, integrated intelligence for strategic decision-making



# Practical Takeaways

01

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## Benchmark with Kingsley Index

Use industry data to identify your biggest engagement gaps and highest-impact opportunities

02

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## Share Results & Take Action

Transparent communication about findings and visible follow-through builds lasting employee trust

03

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## Connect to Financial Outcomes

Link engagement improvements directly to retention rates, NOI growth, and operational efficiency

04

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## Leverage PHQ's 360° View

Use integrated employee and resident insights for comprehensive engagement strategy development







# From Insights to Impact

## Engagement Drives Everything

Employee engagement fuels  
retention, performance, and  
positive workplace culture

## KingsleySurveys in PHQ

Trusted benchmarks meet  
modern analytics for confident,  
data-driven leadership decisions

## Your Competitive Advantage

Transform engagement insights into measurable business impact across  
your entire portfolio





Questions?