



2024 Renter Preferences Survey Frequently Asked Questions

Thank you for your interest in participating in the 2024 Renter Preferences Survey! Please review the frequently asked questions (FAQs) below for more detailed information on survey participation and what your residents can expect.

How does my company participate in the 2024 Renter Preferences Survey?

To be included in this year's Renter Preferences Survey, you must first confirm receipt of our privacy policy that outlines how your resident data will be used and protected and authorize your company's participation. Once confirmed, all participating firms must upload completed community and resident listings using the required templates to Grace Hill's secure file uploader by no later than April 16, 2023. Only basic resident information that is easily accessible in your PMS is required.

What can my residents expect?

Grace Hill will send an email invitation directly to residents in your community. The email subject line will contain the community name and reference the Renter Preferences Survey. We will send the survey emails beginning in June 2023. Each email will contain a unique survey link that your residents can click to enter their survey. Once a resident completes their survey, they will not receive any additional emails. Residents who do not respond will receive a maximum of four emails from Grace Hill.

Is there a survey incentive for residents to complete the survey?

Grace Hill will select one winner at random from the pool of survey respondents to receive a \$500 Visa gift card. The winner will be notified via email. The odds of winning will depend on the total number of survey responses received. [Click here to see full terms and conditions of this promotion.](#)



What is the content of the survey questionnaire?

The content of this year's survey questionnaire is currently being finalized. While we do not have an exact list of questions to share at this time, below are sample topics that may be covered as part of this year's initiative:

- Demographics
- Search & touring
- Lease decision factors
- Home features
- Community amenities
- Connectivity
- Vehicles & parking
- Online and on-site services
- Future rental behavior

Where can I review the privacy policy for this initiative?

Grace Hill treats your resident's data with the utmost respect and confidence. We do not share any personally identifiable information with anyone and only use anonymized data when creating and distributing reports. [Click here to review our full privacy policy.](#)

What kinds of reporting options are available?

The full report will launch in conjunction with NMHC's 2023 OPTECH Conference & Expo in November 2023. Various reporting options will be available for purchase. However, survey participants receive a significant discount on the full survey report package, which includes an executive summary of national results, interactive data access and all the metro-level reports, as well as a free benchmark report that compares their resident responses to the full results.

Please reach out to RenterPreferencesSurvey@gracehill.com with any questions regarding this initiative.