



# CRE Survey Tools and Benchmarks

The link between tenant satisfaction and renewals is undeniable, but gathering accurate data for your properties can be challenging. KingsleySurveys offers comprehensive survey tools and trusted industry benchmarks that have proven to increase portfolio performance and NOI.



**Measure Tenant Satisfaction**



**Increase Renewals**



**Improve Property Performance**



**Enhance Property Value**

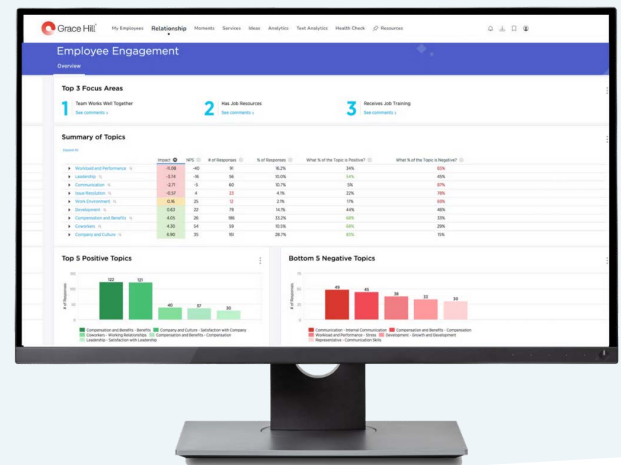


## Turn Insights Into Action

KingsleySurveys has been trusted by CRE organizations for 35 years. Our comprehensive survey tools and in-house experts help you analyze tenant, employee, and client sentiments and translate results into actionable insights.

### Our survey solutions and robust reporting engine help you to:

- Effectively conduct tenant and employee assessments.
- Translate the results into actionable insights.
- Compare your data against the Kingsley Index.
- See how your properties stack up against the competition.



## Survey programs that meet your business needs.



### Tenant Surveys

Gain objective insights into the tenant experience.



### Employee Surveys

Increase employee engagement and retention.



### Client and Investor Surveys

Gauge perceptions and gather competitive intelligence.



## Surveys Designed for Commercial Sectors



Office



Industrial



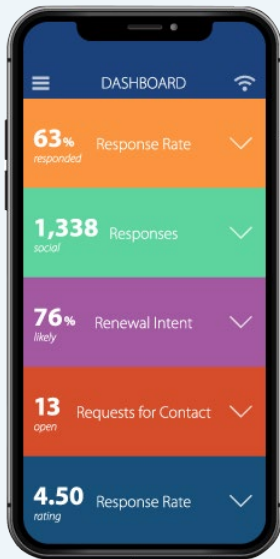
Medical



Retail



Multifamily



### Tenant Surveys

- Understand tenant satisfaction, likelihood to recommend, and renewal risks.
- Raise ESG standards and increase GRESB score.
- Prioritize capital expenditures and identify property enhancements.

### Employee Surveys

- Combat turnover by measuring satisfaction at each stage of the employee journey.
- Understand what is working (or not working) in your organization.
- Proactively make changes that build employee loyalty and improve productivity.

### Client and Investor Surveys

- Improve client relations and service offerings.
- Gain a competitive advantage and appeal to additional investors.



## Trusted Industry Benchmarks and Awards

Compare your results against the competition and earn recognition for outstanding performance.

**7.3M**

residents surveyed  
annually

**120K+**

CRE stakeholders  
surveyed annually

**5 of 6**

largest apartment  
managers

**80%**

of largest global  
investment managers  
partner with Grace Hill

## Kingsley Excellence Awards

Each year, we recognize individual properties that outperform the Kingsley Index benchmark for overall satisfaction and highlight their achievement with the Kingsley Excellence Award.



### Elite 5 Winners

CRE organizations with the  
highest overall tenant satisfaction  
across their portfolio.



### Top 100 Properties

Properties with a perfect 5.0  
overall tenant satisfaction  
score for two years in a row.



“We moved from a finger-in-the-wind approach to one that was driven by more tangible facts and data. The KingsleySurveys team provides great support, ensuring that our team can get the most out of the results of the surveys.”

**Florian Wnuck**, European Head of Business Development, GLP

**Find out how KingsleySurveys can help you improve overall property performance!**