

From Good to Great: Your Checklist To Elevate Resident Culture



Creating a solid resident culture takes time and effort, but it is worth it. Elevate your resident culture to reduce resident turnover, increase property value, and reduce resident complaints. With our checklist, you can transform your property into a vibrant community that residents will love.



ELEVATE RESIDENT CULTURE CHECKLIST

✓ Be welcoming and approachable

When residents first move in, make sure they feel welcome. Whether you send a welcome basket, leverage an onsite care team, or call to extend a personal invite to the next event, it's critical to resident culture to be welcoming. Ensure you have assigned training courses to your team on [proper customer service techniques](#).

✓ Listen to resident feedback

It's essential to listen to resident feedback and take it seriously. Doing so will help you understand what residents want and need and show them you value their input. Get the survey feedback you need with a professional resident survey and analysis solution like [KingsleySurveys by Grace Hill!](#)

✓ Plan resident events and invite everyone

This is a great way to bring residents together and build community. Events could include movie nights, game nights, pet-focused events, or community service projects.

✓ Maintain the property in good condition

Attention to maintenance shows residents that you care about the property. Keeping everything in good condition demonstrates a commitment to providing residents with a safe and comfortable place to live. With [proper training](#), your service team will keep the property running smoothly and serve as an extension of your company's commitment to customer service.

✓ Ensure your residents' experience is consistent

[Mystery shopping](#) can help you assess the consistency and quality of your prospect and resident experience, from their initial phone call to their first steps through the door. Doing so will help you eliminate inconsistencies and uncover hidden inefficiencies that hinder your resident's satisfaction.

✓ Be proactive in communicating with residents

In practice, this means going above and beyond to keep residents informed about what's happening at the property. Be transparent with residents about upcoming construction projects and recent criminal activity so they feel informed.

✓ Be fair and consistent in your enforcement of rules and regulations

This will help to build trust with residents and create a sense of fairness. Tools like [Grace Hill's policies](#) help you communicate your standard of Fair Housing to employees.

✓ Promote sustainability and environmental stewardship

You can accomplish this through recycling programs, energy conservation initiatives, or other efforts to reduce the property's environmental impact.

✓ Support local businesses and organizations

Show your residents you are committed to the larger community and that you care about supporting local businesses. Send your team to volunteer in the neighborhood or cross-promote with local businesses near your community.

✓ Make the property a pet-friendly community

Being pet-friendly means going beyond just accepting pets and charging a pet fee. Consider pet amenities like a dog park, dog wash station, and events centered around cats and dogs (and other pets). When you welcome pets, you also create a more welcoming environment for their owners!



✓ Be flexible and adaptable

Things change, so be willing to adjust your policies and procedures as needed to meet the needs of your residents. Implementing a solution like [Grace Hill](#) allows you to instantly update policies for your entire company.



Are you ready to take your resident culture to the next level?

Don't settle for mediocre community engagement. With Grace Hill's solutions, you'll be equipped with everything you need to create a thriving and welcoming environment for all residents.

Get started on the path to greatness today – contact us for a demo!