



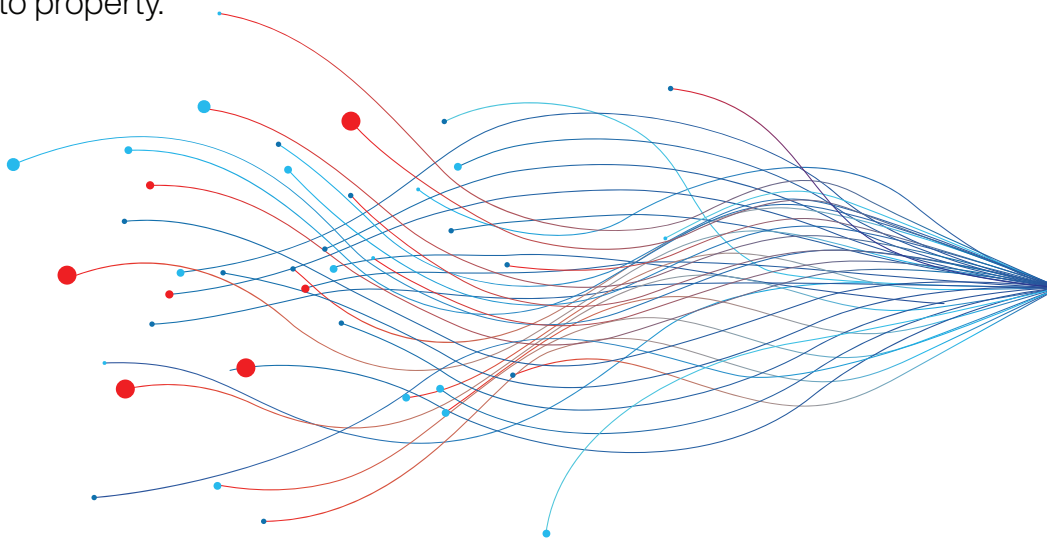
# From Data Overload to Clear Direction

**The shift starts now. One platform, every performance advantage.**

Property teams have more data than ever. Data about team performance, experiences across the property, and market conditions.

The challenge isn't getting the data. It's knowing what deserves attention first.

When those answers aren't clear, teams spend more time debating priorities than improving performance. Problems surface too late. Opportunities are missed. Results vary from property to property.



PerformanceHQ connects data signals to help organizations focus on what matters most, act with confidence, and improve performance across every property.

# Build Teams Ready to Perform

Consistent property performance starts with consistent teams.

When expectations vary from property to property, performance does too.

Giving teams clear standards, the right training, and ongoing support helps reduce risk, improve consistency, and create better experiences across the portfolio.



## Set the Standard With Policies

Protect your people, your residents, and your brand with customizable policies that are current and compliant, legally sound, and specific to your operational needs.

- **Be consistent** with automated policy assignments based on property type, geographic location, and the expectations of each employee's position.
- **Stay ahead of risk** with continuously monitored industry and regulatory changes, helping you maintain compliance without manual oversight.
- **Save time and avoid costly mistakes** with Ask Gracie™ — an integrated AI chatbot serving as a 24/7 guide for onsite policy questions. Protect your people (and your assets) with customizable policies that are relevant and specific to your employees' needs.

## Train for Top Performance

Build skills, strengthen compliance, and help every team member perform with confidence.

- **Ensure success from day one** with customizable Onboarding Pathways that provide a clear roadmap to becoming resident-ready.
- **Boost professional growth** with industry-specific training content delivered via Spark microlearning modules that easily fit into active onsite schedules.
- **Support a diverse workforce** with built-in translation features and a robust suite of native Spanish-language courses.
- **Eliminate manual administrative upkeep;** all regulatory, legal, and course content updates are maintained automatically by Grace Hill experts.

# Strengthen Property Performance

Every interaction shapes property performance.

When leasing experiences fall short, reviews decline, or reputation suffers, occupancy and retention become harder to maintain.

Greater visibility into what people experience before, during, and after residency helps organizations identify issues earlier and improve performance over time.

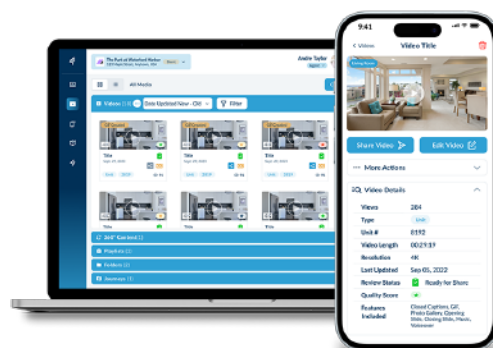


A Grace Hill Solution

## Virtual Leasing and Video Tools That Convert

Successful online property promotion requires engaging, property-specific media that meets prospects where they are. Realync empowers your onsite teams to capture and syndicate media that accelerates the leasing pipeline.

- **Capture prospect interest** by offering tailored live, self-guided, or pre-recorded video community tours.
- **Close more leases** and optimize marketing spend with interactive, property-specific media that elevates web traffic and engagement.
- **Simplify the resident move-in** and reduce service friction using clear video tutorials that set residents up for success.



## Own Your Online Reputation

Your property's digital doorstep directly impacts traffic and occupancy levels. Grace Hill provides centralized tools to monitor sentiment, rank higher, and outpace your local competition.

- **Create a consistent brand presence** across all public listings using professional layout templates, social media publishing, and centralized analytics.
- **Leverage AI to continuously evaluate reviews**, track online sentiment, and flag reputational risks so regional managers can act quickly.
- **Improve the accuracy and performance** of your online listings to rank significantly higher in localized organic search results.



# Turn Direction Into Action with Intelligence+

Performance improves when teams know what to do next.

Intelligence+ helps turn priorities into action, making it easier to address issues, respond faster, and drive consistent results across every property.



## Ask Gracie

Get answers when they're needed most.

Ask questions in plain language and quickly understand what needs attention without digging through reports and dashboards.

## Automated Training Recommendations

When performance gaps appear, the next step shouldn't be guesswork.

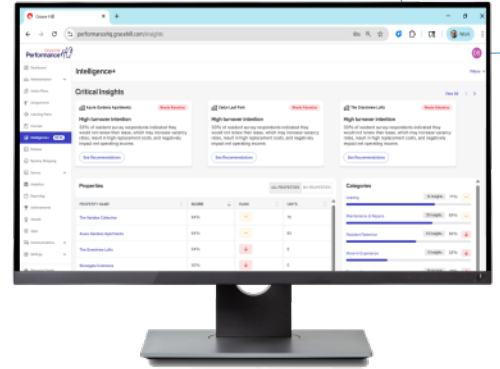
Connect identified gaps with the right training and take action faster.

## Hello **Data.** Market Comps

A Grace Hill Solution

Better decisions require more than an internal view.

See property performance alongside market conditions to identify risks, uncover opportunities, and make more informed decisions.



# Optimize Performance With Unbiased Feedback

## Industry-Specific Satisfaction Surveys

Evaluate leasing, maintenance, and management performance with ongoing surveys that identify trends, uncover opportunities, and benchmark performance. Compare your results against the national Kingsley Index™ to track your standing and compete for recognition in the annual Grace Hill Excellence Awards.

## Nationwide Mystery Shopping

Access an extensive network of shoppers to simulate real-life leasing and service scenarios. Review comprehensive reports and multimedia recordings to pinpoint operational strengths and identify potential coaching and improvement opportunities.

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**Contact a Grace Hill representative** to explore opportunities to improve performance across your teams and properties