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Grace Hill®

FORT WORTH, TX



October 13-16, 2025



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**How the Resident Experience
Impacts Your Renewals**



Brad Southards
Client Success Manager
Grace Hill



Sara Perry
Director of Brand, Marketing & Customer
Experience
HILLS Properties



Welton McCrary
Director Property Management
Perennial Properties

What's the one thing that you believe has the biggest impact on a resident's decision to renew?

Community Management

Job Relocation / Change

Apartment features / finishes

Location

Community Apperance



What's the one thing that you believe has the biggest impact on a resident's decision to renew?

Community Management

0%

Job Relocation / Change

0%

Apartment features / finishes

0%

Location

0%

Community Apperance

0%



What's the one thing that you believe has the biggest impact on a resident's decision to renew?

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0%

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0%

Apartment features / finishes

0%

Location

0%

Community Apperance

0%



The Resident Journey: Your Feedback Touchpoints

Move-In

Highest Areas for Opportunity:

- Maintenance Issues(s) Resolved to Your Satisfaction
- Review of Lease Agreement & Community Policies
- Service-Related Issues at Move-In



80% of Residents who are **satisfied** at move-in **remain satisfied** at renewal



20% of Residents who are **dissatisfied** at move-in **become satisfied** at renewal

The Resident Journey: Your Feedback Touchpoints

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- Service-Related Issues at Move-In

Mid-Lease/Post Maintenance

Highest Areas for Opportunity:

- Satisfied with Explanation About Service Requests
- Notified Upon Completion of Service Request
- Work Completed to Your Satisfaction



31% of Residents choose to leave a property due to poor maintenance experiences!

If a maintenance issue takes longer than 5.5 days to resolve, the chance of receiving a positive review drops to less than 1%.



The Resident Journey: Your Feedback Touchpoints

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Pre-Renewal & Move-Out

Highest Areas of Opportunity:

- Importance - Electric Car Charging Station
- Maintenance - Response Time
- Property Management Response Time



***84% of property managers believe
they communicate effectively with
their residents — only 38% of
residents agree***



Which of these touch points do you feel is the most challenging to capture honest feedback?

Move-In

0%

Service Request Completion

0%

Pre-Renewal

0%

Move Out

0%





HILLS

PROPERTIES®

Data Tells A Story

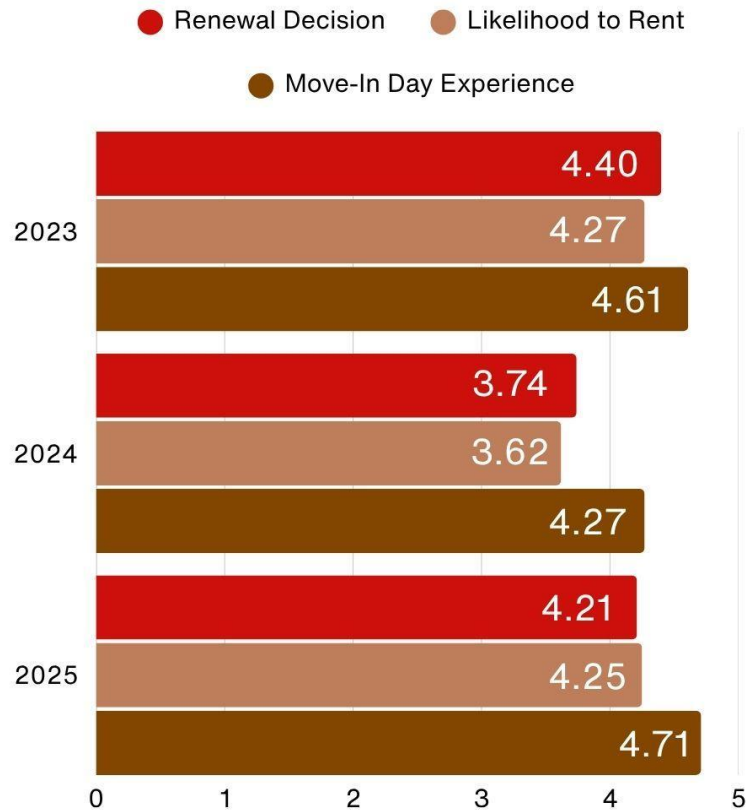
Turning Feedback Into Focus: Riding the Right Direction

Survey Scores Before:

- Appliances: 4.03
- Features/Finishes: 4.32

Survey Scores After:

- Appliances: 4.56
- Features/Finishes: 4.60



HILLS Properties | Turning Feedback into Action



- ★ Inspected Vacant Homes
- ★ Addressed Maintenance Gaps
- ★ Leasing Training & Resources
- ★ Boosted Advertising
- ★ Engaged On-Notice Residents
- ★ Monthly Concession

HILLS Properties | The Results We Saw



- Exposure ↓ 15.32
- Retention ↑ 1.63%
- Survey scores rebounded



HILLS Properties | Best Practices

Listen to the Fans in the Stands

They'll tell you the truth if you're willing to listen. Their feedback is honest, real, and actionable — the key to staying in the saddle when things get bumpy.

1

Let the Trail Markers Guide You

Resident surveys point you in the right direction. They highlight where to tighten the reins, create better experiences, and fuel your next winning strategy.

2

Make it Part of the Daily Roundup

Make reviewing your data part of the daily and monthly rhythm — not just a rodeo once a year. Build it into onboarding and training so your team knows how to ride with purpose.

3

It Takes the Whole Rodeo Crew

Don't leave it to one cowboy. Give access to everyone — marketing, maintenance, leadership, and onsite teams. Creating great experiences takes the whole crew pulling together.

4

Building Your Renewal Strategy

Imagine your latest survey results show a recurring issue: residents are expressing frustration with the lack of communication from your maintenance team.

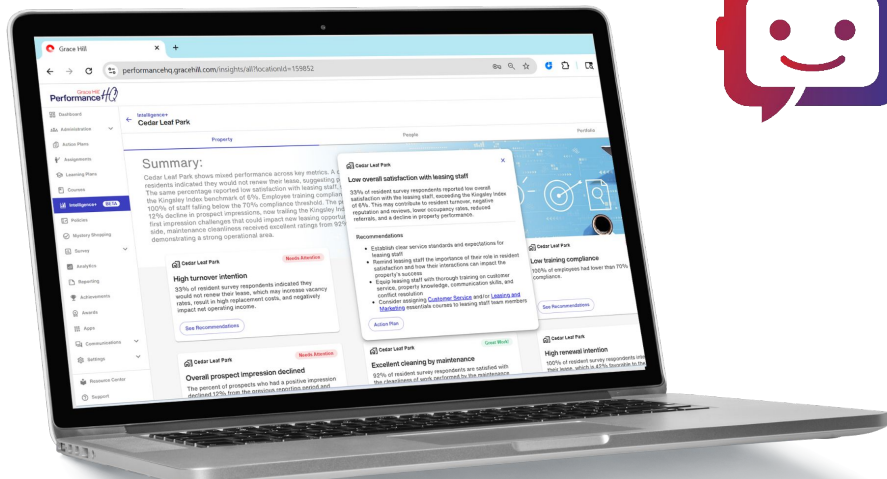
1. What's one question you would add to your Work Order Survey/Pre-Renewal Survey to better track this issue?
1. What's one immediate, specific action you would assign to your maintenance team to address this feedback?
1. How could this one change positivity impact your renewal rates?





Introducing Intelligence+

Take the guesswork out of improving resident satisfaction.



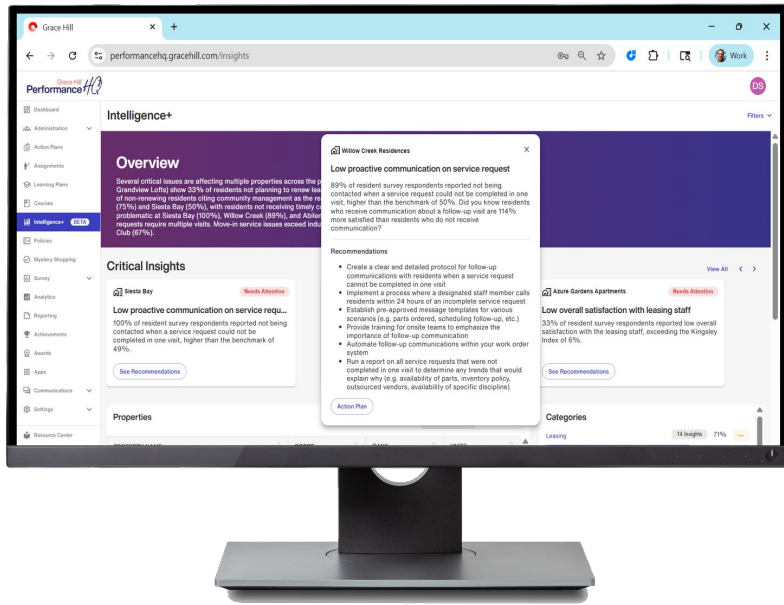
Intelligence+ is a new prescriptive analytics solution within PerformanceHQ that turns your resident survey data into AI-summarized insights and guided next steps.

It's a smarter, faster way to stay informed and act with confidence across your entire portfolio.

- Gracie AI-Summarized Insights.
- Tailored Recommendations.
- Built-In Action Plans.



Go From Data to Direction



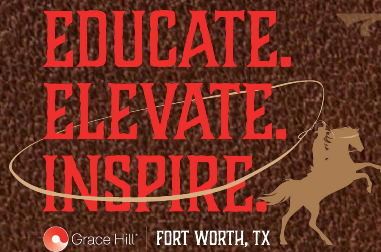
Built right into PerformanceHQ, the Intelligence+ dashboard provides an intuitive overview of what's working, what's not, and what to do next.

Whether you manage one property or an entire region, these built-in tools help you **spot trends** and **take action**.



Key Best Practices For Utilizing Survey Data

- Make it a focus for every department
- Identify trends and understand your current benchmark to measure future success
- Make a plan of action to improve low performing areas
- Revisit the data regularly to ensure your action plan is improving the results



Q & A