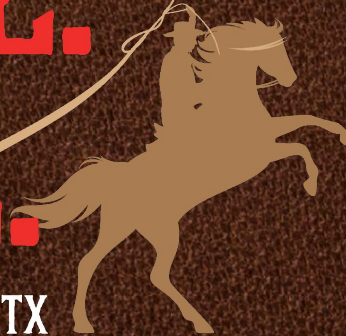


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October 13-16, 2025



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# From Feedback to Action:

Driving Property  
Performance with  
Intelligence+



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## AGENDA

- Welcome and Introduction
- Feedback to Action Gap
- Intelligence+ Overview
- Live Demo
- Customer Success Story
- Activites
- Key Takeaways
- Q&A





**David Scarbrough**  
**Sr. Product Manager**  
**Grace Hill**



**Welton McCrary**  
**Director Property Management**  
**Perennial Properties**

# The Feedback-to-Action Gap

We all collect resident feedback, but how often does it truly translate into tangible improvements?



Without a clear, data-driven view, it's difficult to know which areas to prioritize for improvement



Real insights could be buried in thousands of data points and thousands of unstructured survey comments



It takes a significant effort to translate thousands of raw survey responses into meaningful actionable insights

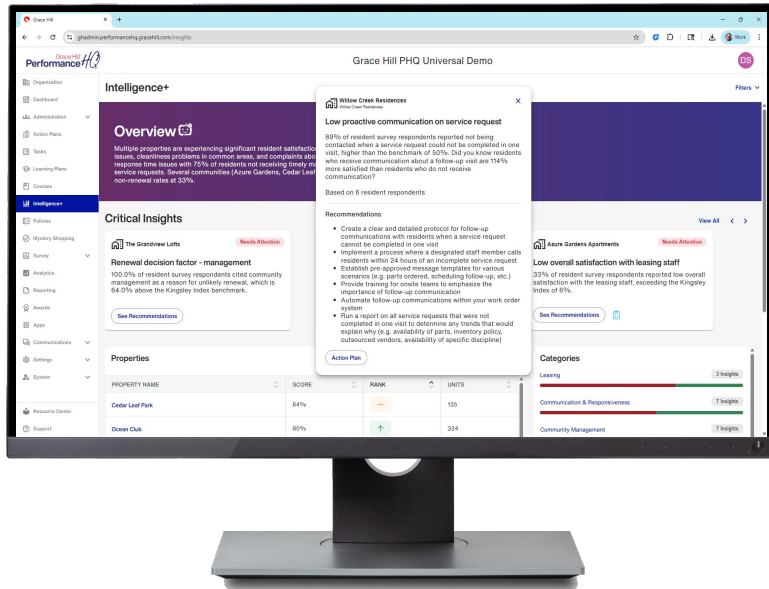
What's the biggest challenges your team faces, when trying to turn resident feedback into concrete, measurable improvements?





## 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 action with confidence across your entire portfolio

- Gracie AI-Summarized Insights
- Tailored Recommendations
- Built-in Action Plans



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## Question:

**Beyond just knowing *what* residents feel, what kind of specific insights or recommendations would be most valuable for your team to act on immediately?**



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Let's take a look!

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# Question:

**What is one element you believe is absolutely critical for an action plan to truly drive accountability and results within your team?**





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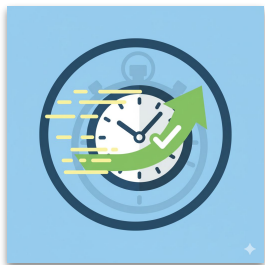
# Real World Impact



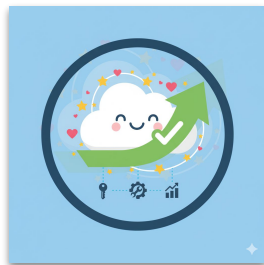


# Perennial Performance

From Feedback to Flourishing



**40 hours per month in  
time savings and  
efficiencies**



**Overall Property Satisfaction  
Outperforming the Kingsley  
Index**

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**Active Action Plans**

Improvements since July 2025	
Prospect Impression	+2 bps
Move-In Day Experience	+4 bps
Overall Community Condition	+3 bps
Amenities / Services	+3 bps
Access to Services	+5 bps
Sense of Community	+3 bps

**Looking Ahead:** Using Intelligence+ score as a KPI to drive desired behaviors, by implementing a bonus structure that rewards team members for making significant improvements based on the insights.

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## Question:

**Hearing Welton's experience,  
what's one area in your  
portfolio where you believe  
targeted recommendations  
could make the biggest  
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**Hearing Welton's experience, what's one area in your portfolio where you believe targeted recommendations could make the biggest impact?**



# Activities

# Activity 1

Take 3 minutes to complete and then we will share

Imagine Intelligence+ has identified that your Maintenance Request Resolution scores are lower than desired, and recommends “Improving communication during the repair process.”

Take 2- 3 minutes to jot down 2 - 3 **specific, actionable steps** your team could implement next week based on this insight





# Activity 2

Take 2 minutes to complete and then we will share

Now, think about a recent piece of resident feedback or a recurring challenge your team has faced. Based on what you've see today, how could the action planning features of Intelligence+ help you create a more structured and accountable plan to address that specific issue?

Consider how the tool's features (tracking accountability) would enhance your current process



# Takeaways

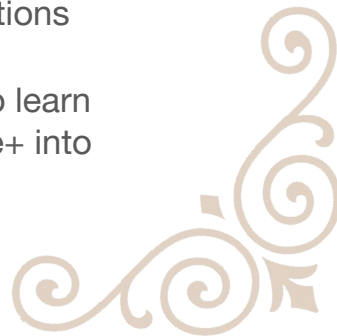
# Key takeaways

Cut through the data noise: Access clear insights and actionable recommendations

- Intelligence+ bridges the gap between feedback and action
- It provides tailored recommendations
- It empowers teams to transform intelligence into accountable action plans
- It drives measurable improvements in service, satisfaction, and retention

## CTA:

- Be sure to visit the Grace Hill Solutions Bar for a personal demo
- Speak with your Grace Hill CSM to learn more about integrating Intelligence+ into your operations







Q&A





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