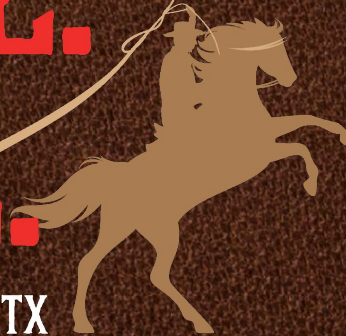


EDUCATE. ELEVATE. INSPIRE.



Grace Hill®

FORT WORTH, TX



October 13-16, 2025



Kendall Pretzer
CEO, Grace Hill



Tami Criswell
VP, Enablement, Grace Hil



Justin Seger
COO, HILLS Properties

OUR MISSION

We help
PEOPLE
Love
where they
LIVE AND
WORK



Core Values at Grace Hill®

G

R

A

C

E



Growth



Respect



Accountability

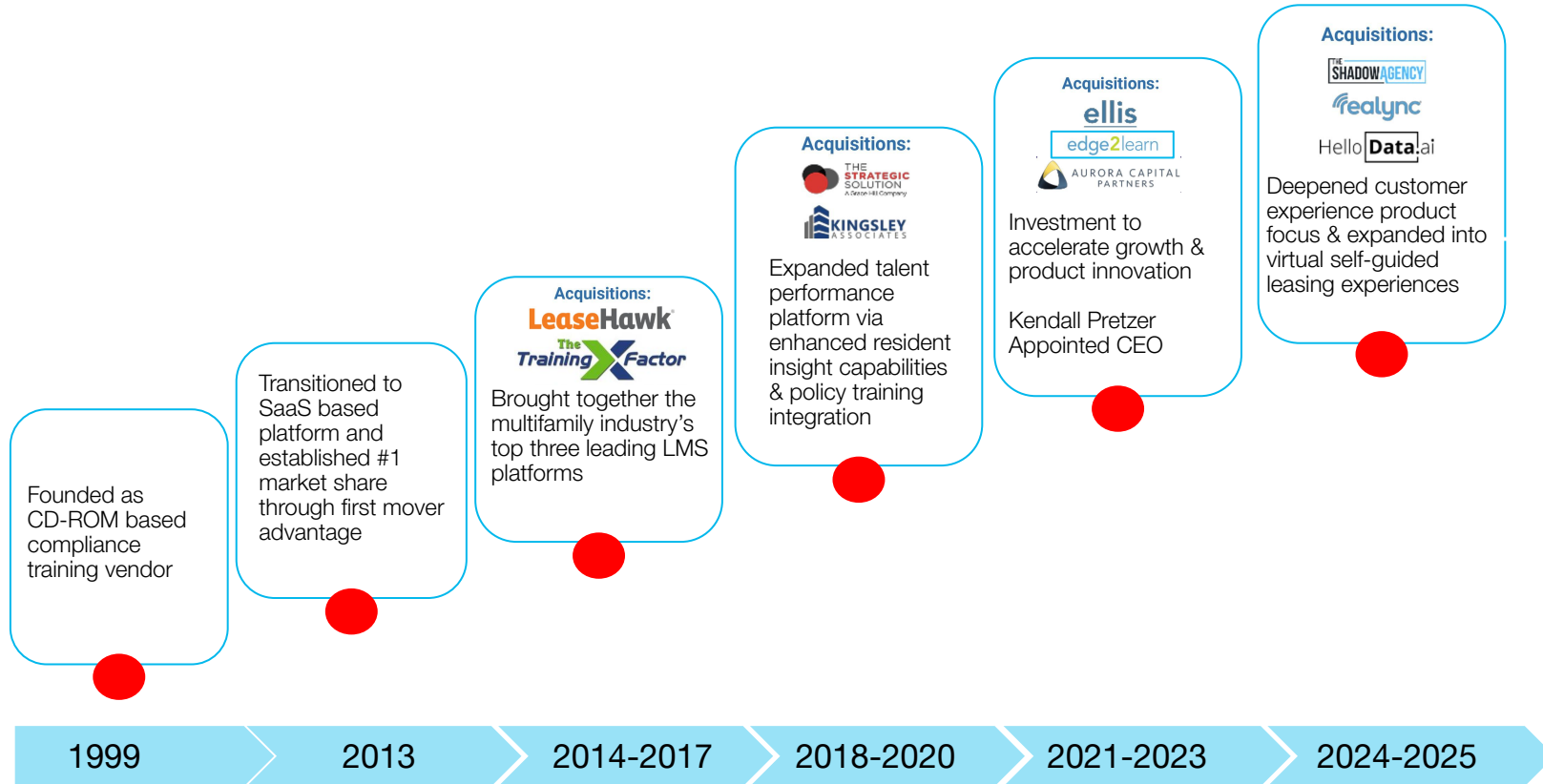


Customer-Centric

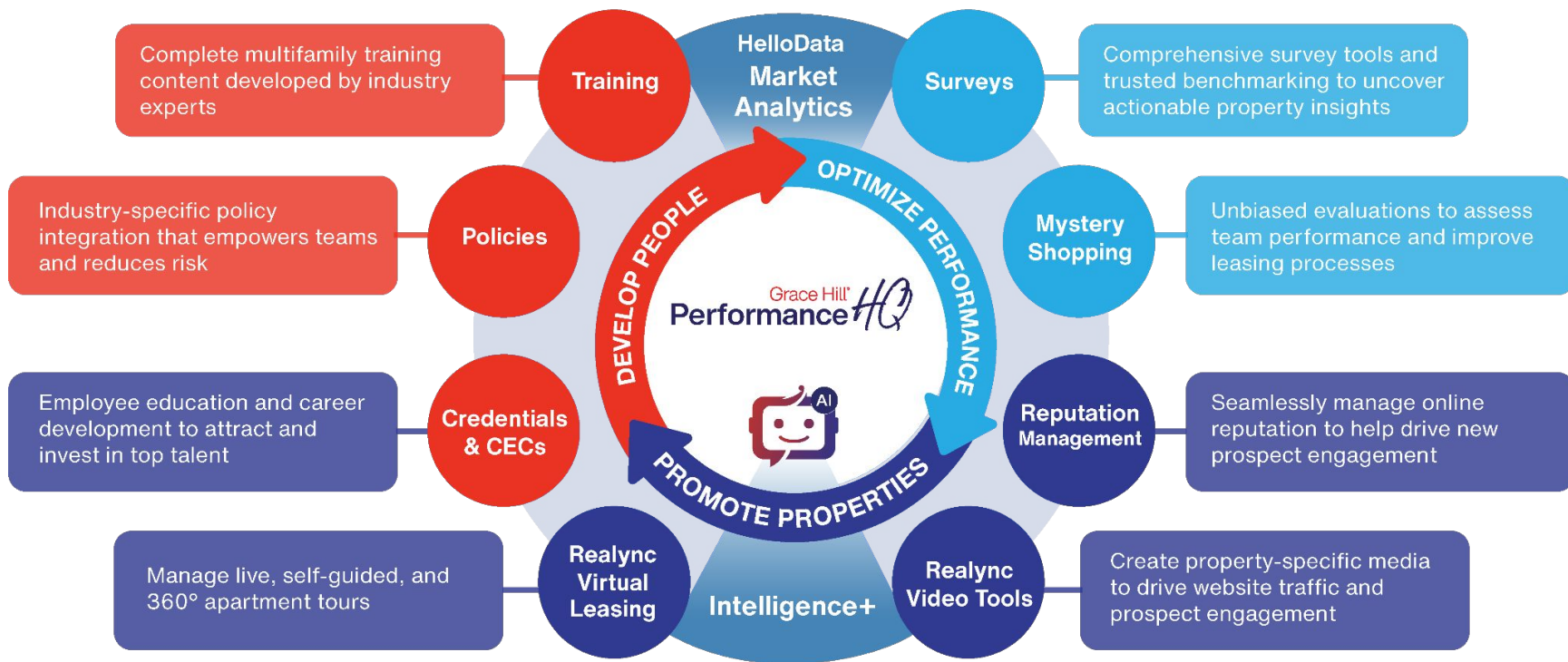


Excellence

Pioneering Real Estate Property Performance Management



Purpose-Built for Your Success





DEVELOP PEOPLE

Set your team up for success and reduce risk.

- Training
- Policies
- Credentials & CECs
- SkillCat Mobile Maintenance Training



OPTIMIZE PERFORMANCE

Uncover opportunities and increase NOI.

- Mystery Shopping
- Surveys
- Intelligence+
- HelloData



PROMOTE PROPERTIES

Showcase your property, build trust, and boost leads.

- Reputation Management
- Realync Virtual Leasing and Video Tools



What to expect this week...

Training and Policy

The screenshot displays the PerformanceHQ3 dashboard interface. On the left is a navigation sidebar with categories like Administration, Action Plans, Tasks, Assignments, Learning Plans, Courses, Intelligence+, Policies, Mystery Shopping, Survey, Reputation, Analytics, Reporting, Achievements, Awards, Apps, Resource Center, and Support. The main content area is titled 'My Dashboard' and includes a 'Customize Dashboard' button. It is divided into several sections: 'Assignments' with items like 'Cybersecurity | 6042', 'Reputation Management - Managing Competitors (Interactive Tutorial)', and 'Leasing Booster: Overcoming Objections'; 'Recommended for You' with 'Active Shooter Awareness', 'Ambling Culture', and 'Human Trafficking in Rental Housing'; 'Latest Releases' with 'Vehicle Safety' and two versions of 'The Leading Edge of Maintenance'; 'Company Compliance' comparing 'My Company' (34%) to 'Industry Average' (78%); and 'My Performance' showing 'Completed Training/Acknowledgements' (14), 'Total Training Hours' (2), and 'Average Score' (0%).

PerformanceHQ3

My Dashboard [Customize Dashboard](#)

Assignments [View All](#)

- Cybersecurity | 6042** [View](#)
Manual: Employee Handbook
Due: 06/30/2025 - 102 Days Overdue
- Reputation Management - Managing Competitors (Interactive Tutorial)** [Play](#) [EN](#)
Due: 07/10/2025 - 92 Days Overdue
- Leasing Booster: Overcoming Objections** [Play](#) [EN](#)
Due: 08/15/2025 - 56 Days Overdue

Recommended for You [View All](#)

- Active Shooter Awareness** [Save](#)
- Ambling Culture** [Save](#)
- Human Trafficking in Rental Housing** [Save](#)

Latest Releases

- Vehicle Safety** [Save](#)
- The Leading Edge of Maintenance | Whirlpool Dishwasher: Motor (Model # DU810SWPU3) (Spanish)** [Save](#)
- The Leading Edge of Maintenance | Whirlpool Dishwasher: Soap Drawer (Model # DU810SWPU3) (Spanish)** [Save](#)

Company Compliance [All](#)

My Company 34%

Industry Average 78%

My Performance [All](#)

My Compliance 63%

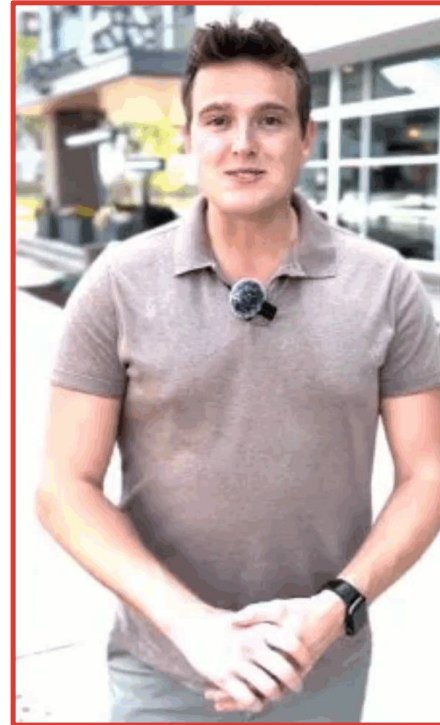
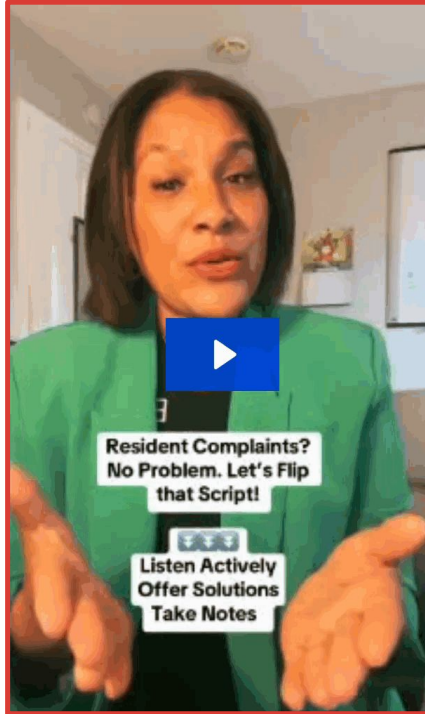
Completed Training/Acknowledgements 14

Total Training Hours 2

Average Score 0%

[View Overdue Assignments](#)

Training: Sparks



Training: Capture Wizard












Courses Browse Courses

Description

☒ Show course overview

Course Instructions & Learning Objectives

Add Activity ×

 Quiz	 Survey	 Homework	 Link
 Upload Document	 Upload Image	 Upload Audio/Video	 Upload SCORM, XAPI, CmiS, AICC
 Page	 Add From Repository	 Interactive Tutorial	

800/800 characters remaining

Language
English

Status
Active

Training Hours
0

Type
On

Release
1.0 (Pending)

Passing Score

Add Existing Course Add Short Course

Policy: Gracie AI





DEVELOP PEOPLE

Set your team up for success and reduce risk.

- Training
- Policies
- Credentials & CECs
- SkillCat Mobile Maintenance Training



OPTIMIZE PERFORMANCE

Uncover opportunities and increase NOI.

- Mystery Shopping
- Surveys
- Intelligence+
- HelloData



PROMOTE PROPERTIES

Showcase your property, build trust, and boost leads.

- Reputation Management
- Realync Virtual Leasing and Video Tools

Surveys, Mystery Shopping, Intelligence+, and HelloData

The screenshot displays the PerformanceHQ dashboard. The left sidebar contains a navigation menu with items: Dashboard, Administration, Action Plans, Tasks, Assignments, Learning Plans, Courses, Intelligence+, Policies, Mystery Shopping, Survey, Reputation, Analytics (highlighted), Reporting, Achievements, Awards, Apps, and Resource Center. The main content area is titled 'My Dashboard' and includes a 'Customize Dashboard' button. It features three columns of widgets: 'Assignments' with items like 'Cybersecurity | 6042', 'Reputation Management - Managing Competitors', and 'Leasing Booster'; 'Recommended for You' with items like 'Active Shooter Awareness', 'Ambling Culture', and 'Human Trafficking in Rental Housing'; and 'Latest Releases' with items like 'Vehicle Safety' and 'The Leading Edge of Maintenance'. At the bottom, there are two summary sections: 'Company Compliance' comparing 'My Company' (34%) to 'Industry Average' (78%), and 'My Performance' showing 'My Compliance' at 63% alongside a table of training metrics.

Metric	Value
Completed Training/Acknowledgements	14
Total Training Hours	2
Average Score	0%

View Overdue Assignments

Resident Surveys: Kingsley Index Benchmark

The screenshot displays the PerformanceHQ interface. On the left is a navigation sidebar with the following items: Assignments, Learning Plans, Courses, Intelligence+, Policies, Mystery Shopping, Survey (highlighted in purple with an upward arrow), Employee, Resident (with a red dot and a callout box), Resource Center, and Support. The main content area is divided into three columns. The first column, titled 'Assignments' with a 'View All' link, contains two items: 'Quick Start: Curb Appeal' with a 'Play' button and 'Reasonable Accommodations and Modifications | 50' with a 'View' button. Both items show a due date of '08/31/2025' and are marked as '20 Days Overdue'. The second column, titled 'Recommended for You' with a 'View All' link, contains two items: 'Coaching Foundations' with a 'Save' button and 'Hendrix New Test' with a 'Save' button. The third column is partially visible and titled 'Latest'.

Now you can access Resident Surveys inside PerformanceHQ with all your Grace Hill solutions!

Surveys: Intelligence+ & Action Plans

Performance IQ

Intelligence+

Overview

Several properties are experiencing significant resident retention challenges, with Azure Gardens, Cedar Leaf Park, The Grandview Lofts, and Twin City Lofts all reporting 33% of residents not planning to renew leases. The Grandview Lofts faces particular concern as 100% of these non-renewals cite community management as the reason. Response time issues are prevalent at Siesta Bay (50%) and Willow Creek Residences (75%), where residents report not receiving responses within 24 hours.

Critical Insights

Azure Gardens Apartments
Needs Attention

High turnover intention
33% of resident survey respondents indicated they would not renew their lease, which may increase vacancy rates, result in high replacement costs, and negatively impact net operating income.

Start Every Day With Instant AI Clarity
Intelligence+ offers a portfolio-wide snapshot that summarizes resident survey feedback, turning hours of manual analysis into seconds of actionable insights.

Next

Needs Attention

View All

Hello Data

PerformanceHQ Grace Hill

Dashboard

Administration
Action Plans
Tasks
Assignments
Learning Plans
Courses
Intelligence+
Policies
Mystery Shopping
Survey
Reputation
Analytics
Reporting
Achievements
Awards
Apps
Resource Center

My Dashboard

Customize Dashboard

Assignments

View All

- Reasonable Accommodations and Modifications | 1150
Manual: Management & Operations
Due: 08/31/2025 - 42 Days Overdue [View](#)
- Ten Strategies for De-Escalation [EN]
Due: 08/31/2025 - 42 Days Overdue [Play](#)
- test [EN]
Due: 08/31/2025 - 42 Days Overdue [Play](#)

Recommended for You

View All

- Coaching Foundations [Save](#)
- Hendrix New Test [Save](#)
- Abandoned Property | 1130
Manual: * Management & Operations [View](#)

Latest Releases

- Vehicle Safety [Save](#)
- Office Safety and Security | 1020
Manual: * Management & Operations [View](#)
- TEST ILT | Attendance Updates Not Working
10/17/2025 3:00 PM - 3:10 PM CDT
Virtual [Save](#)

Company Compliance

All

My Company: 13%

Industry Average: 78%

My Performance

All

My Compliance: 27%

Completed Training/Acknowledgements	157
Total Training Hours	3
Average Score	0%

[View Overdue Assignments](#)

Mystery Shopping

Grace Hill Performance HQ

Dashboard

Administration

Action Plans

Tasks

Assignments

Learning Plans

Courses

Intelligence+

Policies

Mystery Shopping

Survey

Reputation

Analytics

Reporting

Achievements

Awards

Apps

Resource Center

Orders

Search Terms

Filters

Order Shops

Update Status

<input type="checkbox"/>	Type	Id	Employee Name	Location	Status	Date Created	Program Range	Shop Completed Date	Score
<input type="checkbox"/>	✉	255097		Implementation Dept	Ordered	06/19/2024			
<input type="checkbox"/>	💻	255098		Grace Hill Apartments	Ordered	06/19/2024			
<input type="checkbox"/>	✉	255113		Grace Hill Apartments	Ordered		09/01/2024 - 11/30/2024		
<input type="checkbox"/>	✉	255114		Implementation Dept	Ordered		09/01/2024 - 11/30/2024		
<input type="checkbox"/>	✉	255115		Product Team	Ordered		09/01/2024 - 11/30/2024		



DEVELOP PEOPLE

Set your team up for success and reduce risk.

- Training
- Policies
- Credentials & CECs
- SkillCat Mobile Maintenance Training



OPTIMIZE PERFORMANCE

Uncover opportunities and increase NOI.

- Mystery Shopping
- Surveys
- Intelligence+
- HelloData

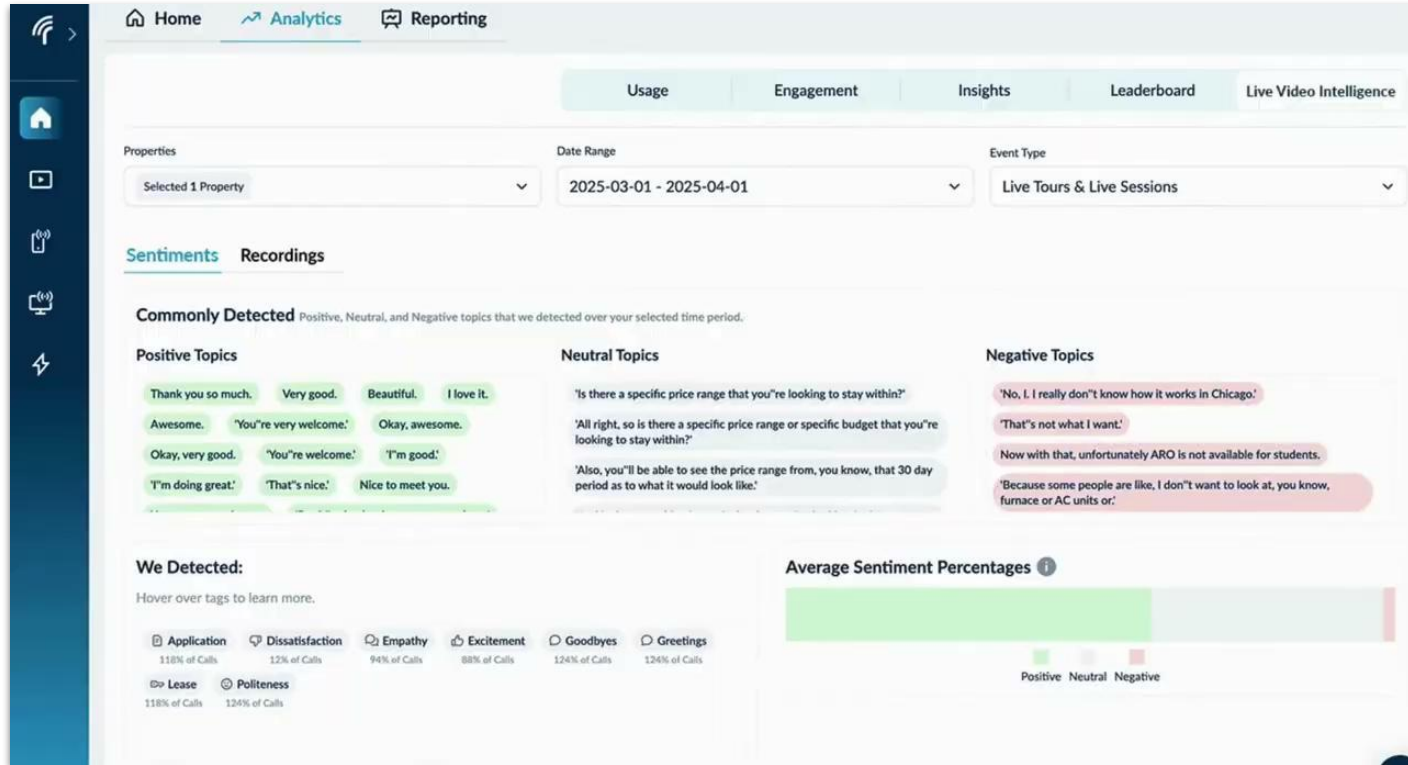


PROMOTE PROPERTIES

Showcase your property, build trust, and boost leads.

- Reputation Management
- Realync Virtual Leasing and Video Tools

Realync Virtual Leasing and Video Tools



Reputation Management

The screenshot displays the PerformanceHQ Reputation Management dashboard. The interface includes a left-hand navigation menu with options such as Dashboard, Administration, Action Plans, Tasks, Assignments, Learning Plans, Courses, Intelligence+, Policies, Mystery Shopping, Survey, Reputation (highlighted), Analytics, Reporting, Achievements, Awards, Apps, Resource Center, and Support. The main content area is titled 'Snapshot' and features a 'Business Health' section. This section contains an 'Executive Summary' powered by PULSE AI, which provides a detailed overview of the business's reputation challenges and opportunities. It also includes a 'Review Risk Profile' section that breaks down reviews by risk category, showing counts for various risks like Harassment, Theft, Discrimination, Employee Safety, Customer Safety, and Unfair Business Practices. Below the Business Health section, there are three smaller sections: 'Signals' (insights generated by Pulse AI), 'Risky Review Images' (featured images from risky reviews), and 'Positive Review Images' (featured images from 5-star reviews).

PerformanceHQ

Snapshot

Select an account, group, or location to gain more targeted insights

Business Health

Executive Summary Powered by **PULSE AI**

The business is facing a significant challenge with negative customer perception due to management issues and infrastructure problems, further exacerbated by inaccuracy in online listings compared to industry standards. To surpass competitors, focus on improving operational efficiency, customer service, and accurate online presence.

- Online Listings Accuracy:** Substantially below industry standards with inaccuracies on major platforms like Bing (64%) and Google (39%), potentially misleading customers and harming credibility.
- Customer Feedback:** Predominantly negative, with management and infrastructure issues like security and maintenance detracting from the customer experience, thereby tarnishing the business reputation.
- Positive Customer Interactions:** Specific staff members, notably Chris, are praised for professionalism, suggesting opportunities to leverage individual strengths to improve customer interactions and mitigate negative experiences.

Review Risk Profile

Breakdown of reviews by risk category with an overall risk trend visualization.

Risk Category	Count
Harassment	0
Theft	0
Discrimination	0
Employee Safety	0
Customer Safety	4
Unfair Business Practices	1

Signals

Insights generated by Pulse AI Signals.

How do tenants feel about the communication from management?

Risky Review Images

Featured images from risky reviews detected in the past 3 months

Stay away. 1. All the cockroaches you see in the pictures were there on move-in day! Yes, the first day I moved in. No AC when I was...

Positive Review Images

Featured images from 5 star reviews detected in the past 3 months

There are no 5 star reviews with images detected for this account selection.



DEVELOP PEOPLE

Set your team up for success and reduce risk.

- Training
- Policies
- Credentials & CECs
- SkillCat Mobile Maintenance Training



OPTIMIZE PERFORMANCE

Uncover opportunities and increase NOI.

- Mystery Shopping
- Surveys
- Intelligence+
- HelloData



PROMOTE PROPERTIES

Showcase your property, build trust, and boost leads.

- Reputation Management
- Realync Virtual Leasing and Video Tools



LET'S GET SOCIAL

Use Official Hashtags: #GraceHill #PerformanceSummit #GHImpact

FOLLOW



Follow
Grace Hill's
social media
accounts



POST

Post photos,
videos and event
updates daily

TAG

Don't forget to
tag @GraceHill

