Measuring EliseAI's Impact on Resident NPS with Grace Hill's Survey Data

Elise^AI

Foreword

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For over 30 years, Grace Hill has represented the industry's most trusted source of resident feedback and operational insights. Now, climbing expectations and new challenges demand an even sharper focus on the resident experience. Our commitment remains the same: Helping owners and operators improve the performance of their people, properties, and portfolios.

Our new partnership with EliseAI represents this commitment. EliseAI's innovative ResidentAI products, combined with Grace Hill's robust resident survey data, deliver an exciting first-of-its-kind view into how AI positively impacts resident satisfaction. We are proud to partner with forward-thinking technology suppliers in this shared mission to equip multifamily with tools that drive lasting growth.

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Executive Summary

EliseAI, the leading provider of AI and automation solutions for the multifamily industry, partnered with Grace Hill, multifamily's preeminent provider of survey and reputation management tools, to measure the impact of EliseAI's ResidentAI products on resident Net Promoter Score (NPS). This key customer loyalty metric measures how likely customers are to recommend a company, product, or service to others — a crucial part of reputation management for multifamily operators. Analysis conducted on Grace Hill survey data from January 2022 to August 2025, comparing pre-launch and post-launch EliseAI Maintenance implementations across mutual clients, showed **an average +2.8% resident NPS improvement across all rating areas post-launch**, as well as a staggering **+7.1% increase in resident ratings of overall value received for their rent.**

Modern Multifamily Operations: Higher Expectations, Tighter Margins

It's never been harder to run a multifamily community than it is right now. In today's competitive leasing environment, it is difficult to push rents. Payroll budgets continue to balloon as staffing remains a core challenge, and the cost of materials remains stubbornly high. Meanwhile, the multifamily industry also has to contend with another emerging trend that has been proven to have a larger than expected impact on NOI: elevated expectations. Renters expect more from their property manager than ever before, including faster responses, curated amenities, greater transparency, seamless tech integration, and higher standards of care.

Today's renters are accustomed to seamless, hyper-personalized buyer journeys pioneered by brands like Netflix, Uber, Amazon, and DoorDash. A burrito magically appears at your front door at the push of a button, your next favorite binge-watch show is automatically suggested by a proprietary algorithm that knows your preferences better than you do, and getting from A to Z no longer requires hailing a cab because a car is already waiting for you the minute you step outside. And when the modern renter packs up their belongings to move into your community, they're packing those elevated expectations too. So how does this impact NOI? It's simple: happy residents renew; angry residents move out.

Today, over 600 multifamily, student, and affordable housing operators across the country rely on EliseAI to automate communications and workflows throughout the full prospect-through-resident lifecycle, creating new efficiencies that improve responsiveness to residents, accelerate leasing velocity, and lower costs. We've quantified the impact of EliseAI on occupancy rates before—ALN Apartment Data shows that EliseAI-enabled communities achieve a +2% occupancy rate delta against their non-EliseAI-enabled comps—but we've stopped short of measuring the impact of EliseAI on overall resident satisfaction levels. That is, until now.

EliseAI + Grace Hill: A Collaboration Between Leading Multifamily Brands

EliseAI recently joined Grace Hill's Survey Partner Program, bringing together two well-known multifamily suppliers. From this initial partnership came the seeds of an idea: could survey data be used to quantify the impact of EliseAI's ResidentAI products on resident satisfaction?

After running an extensive analysis of 3 years of resident NPS data (January 2022-August 2025) from over 300 communities around the country that leverage both Grace Hill's Resident Surveys and EliseAI's Maintenance product, the answer became clear—EliseAI's products have driven significant increases in resident satisfaction scores at these communities compared to their comps. This net rating increase against market averages includes overall satisfaction with maintenance, average speed of reply from management, perceived value for rent, and more.

Higher Maintenance Satisfaction Scores Start with EliseAI

For many residents, maintenance operations are a black box. They submit a work order and wait for help to arrive. That can take hours, days, or, in some cases, weeks, while the resident receives no visibility into what's going on behind the scenes. In a world where brands like Domino's have introduced the ability to track your pizza from kitchen to oven to car and finally to your house, this complete lack of visibility and proactive updates doesn't sit well with the modern renter.
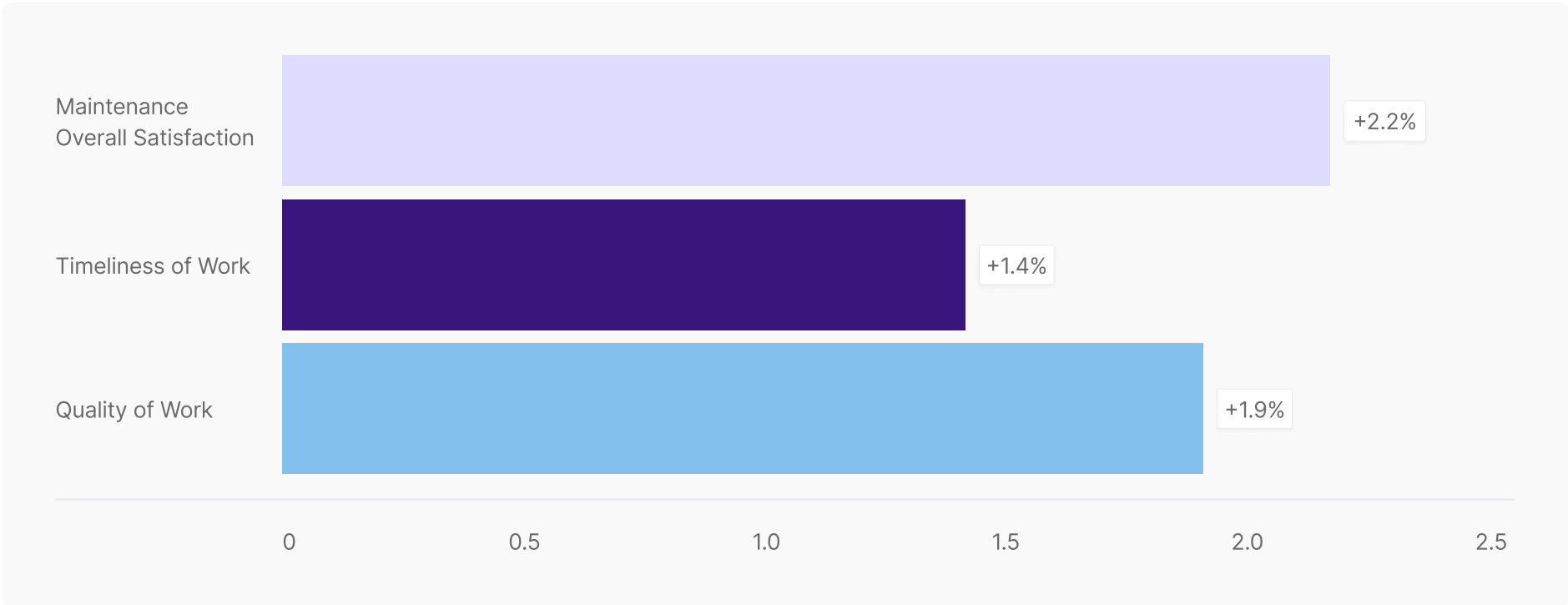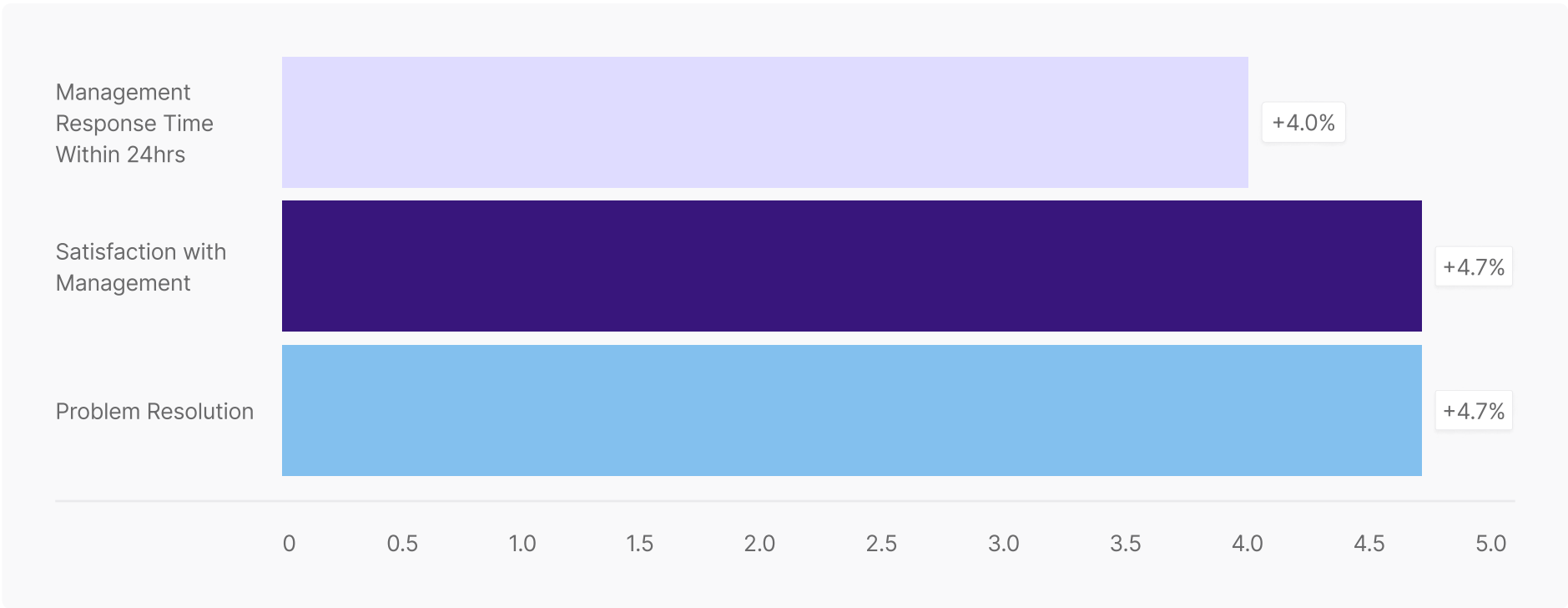

EliseAI's Maintenance product dramatically simplifies the process of managing both routine and emergency work orders, using conversational AI to extract key operational details from resident messages, automatically create work orders, propose troubleshooting guidance, and provide real-time follow-up on work order status. This combination of simplified work order creation, increased resident visibility into maintenance operations, and increased average speed of resolution has driven outsized impacts on a variety of maintenance-related NPS scores, including a +1.4% increase on timeliness of work, a 1.9% bump to average quality of work scores, and a +2.2% increase in overall resident satisfaction with maintenance compared.

Overall, this analysis of Grace Hill's Resident Survey data solidifies a theory that the EliseAI team has held internally but never measured numerically—ResidentAI products make a quantitative difference in the way residents feel about maintenance effectiveness. But the impact doesn't end there—it extends to significant impacts on other components of the resident experience.

Moving Beyond Maintenance: Responsiveness and Satisfaction with Management

The impact of EliseAI's Maintenance tool on resident engagement and satisfaction levels also extends to the way residents feel about their management companies at large, a key finding that quantifies EliseAI's contribution to elevated renewal rates. Operators leveraging the Maintenance product realize a +4% score increase in responsiveness levels, with automated AI-powered follow-up messages keeping residents in the loop at all times. This responsiveness is translated to a 4.7% delta for overall satisfaction with management—a massive swing that can have a meaningful impact on NOI.

Similarly, residents at communities leveraging EliseAI's Maintenance tool showed an increase of 4.7% for problem resolution times. Instead of maintenance operations being a drag on renewal rates, operators leveraging EliseAI can turn responsiveness and proactivity into a competitive growth lever—another result that Grace Hill's Resident Survey data clearly showed.

Management Response Time Within 24hrs	+4.0%
Satisfaction with Management	+4.7%
Problem Resolution	+4.7%

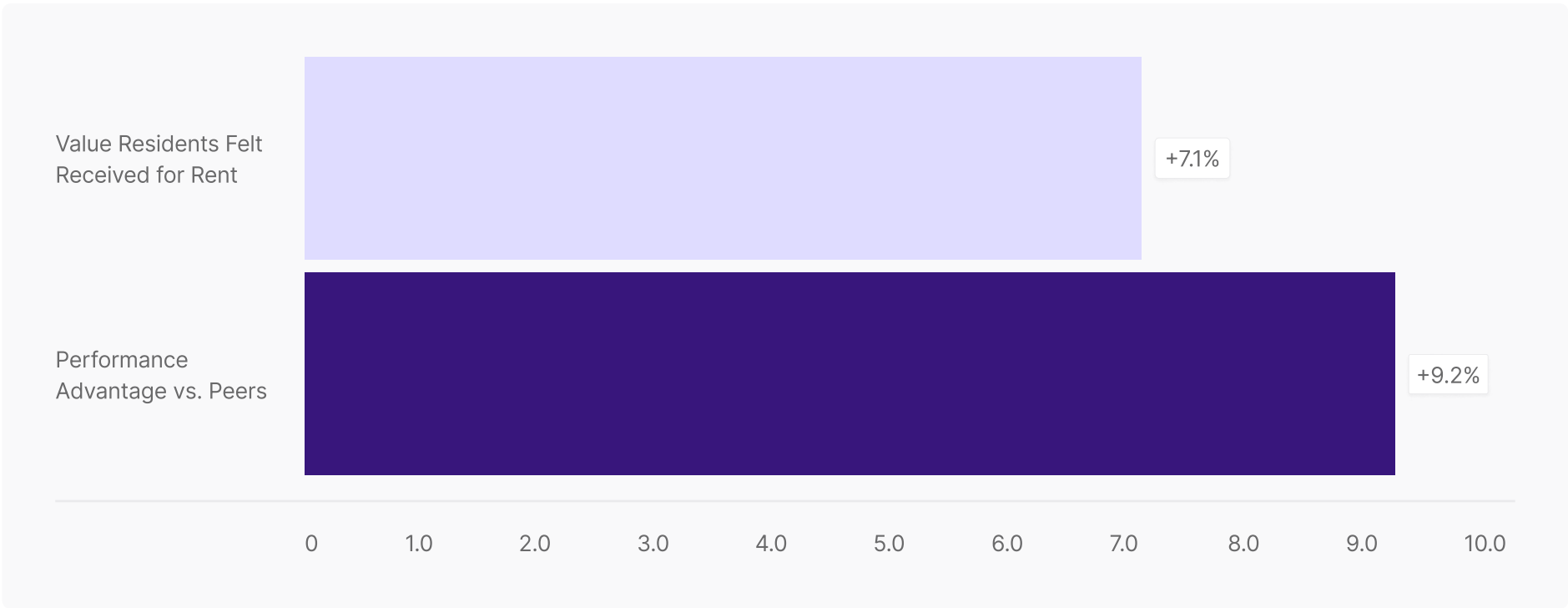0   0.5   1.0   1.5   2.0   2.5   3.0   3.5   4.0   4.5   5.0

The Monetary Impact: Perceived Value for Rent and Competitive Differentiation

Communities leveraging EliseAI's Maintenance product saw concrete impacts on more generalized resident sentiment areas, with two key focus areas of note: perceived value received for rent and performance advantage vs. comparable communities in the area. For one, operators who implemented EliseAI's Maintenance product boosted residents' perceived value received for rent by 7.1%, demonstrating that responsiveness directly translates to how residents view their living arrangements from a financial perspective. In a time of compressed NOI and flattening rents in high-supply areas, ensuring your residents feel they're receiving value for what they pay is absolutely crucial in order to boost renewal rates and protect revenue.

EliseAI users also reported a +9.2% boost in overall maintenance performance relative to comparable assets in the area, quantifying the impact of AI on overall maintenance operations and showing how AI can be a competitive differentiator. And the gap will widen as the technology improves, meaning operators who transition to AI tools early receive outsized benefits that continue to pay off down the line. In a tight financial climate where operators are fighting for every renewal, leveraging every competitive advantage is key—something EliseAI Maintenance customers know well.

Value Residents Felt Received for Rent	+7.1%
Performance Advantage vs. Peers	+9.2%

0   1.0   2.0   3.0   4.0   5.0   6.0   7.0   8.0   9.0   10.0

Key Takeaway: Happier Residents and Thicker Operating Margins Start with EliseAI

This collaboration between EliseAI and Grace Hill is the first survey to empirically quantify the impact of AI on the resident experience for multifamily operators. While anecdotal evidence abounds and individual case studies have made the impact of EliseAI on maintenance operations clear, this landmark analysis demonstrates that impact at scale. When we look at the impact of EliseAI's Maintenance product on resident NPS from a 10,000-foot view, it's clear that the technology is a much-needed response to the increasingly demanding, modern renter. When it comes to consumer experiences, we are already living in the future—and Grace Hill data shows that with EliseAI, you can ensure you're meeting those customers exactly where, when, and how they want to be met.

Population & Methodology

Grace Hill performed an analysis of mutual customers and properties between EliseAI's Maintenance customers and those of Grace Hill. Analysis was conducted on surveys from January 2022 to August 2025, comparing pre-launch and post-launch EliseAI Maintenance implementations across mutual clients. Average time periods varied across properties, with an overall average of pre-launch time period at 8.4 quarters and post-launch at 3.5 quarters. Grace Hill analyzed a total of 296 properties pre-launch and 317 properties post-launch. Total customer properties in the Grace Hill Resident Survey database without an EliseAI Maintenance launch were 1,917. One customer analyzed did not have any data for its properties post-launch. Results were also benchmarked against multifamily industry averages, excluding EliseAI properties.

Questions?

Get in touch with us here to learn how EliseAI's products can help improve the resident experience at your communities.