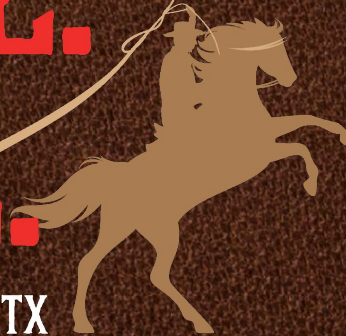


EDUCATE. ELEVATE. INSPIRE.



Grace Hill®

FORT WORTH, TX



October 13-16, 2025



Riding High on Resident Feedback

Unlocking Survey Gold

EDUCATE.
ELEVATE.
INSPIRE.



Grace Hill

FORT WORTH, TX



Steve Wunch
Wunch Keynotes &
Consulting



Shannon Hanrahan
Customer Success
Manager



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



**EDUCATE.
ELEVATE.
INSPIRE.**

 Grace Hill | FORT WORTH, TX



AGENDA

Unlocking Survey Gold Through Response Rates

- The Untapped Power of Feedback
- Driving Higher Response Rates
- From Feedback to Action
- Success Stories
- Q & A

**EDUCATE.
ELEVATE.
INSPIRE.**

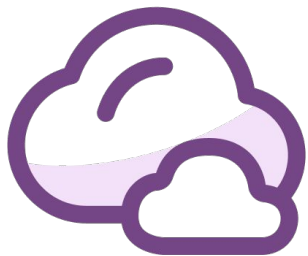


Grace Hill®

FORT WORTH, TX



The Untapped
Power of
Feedback



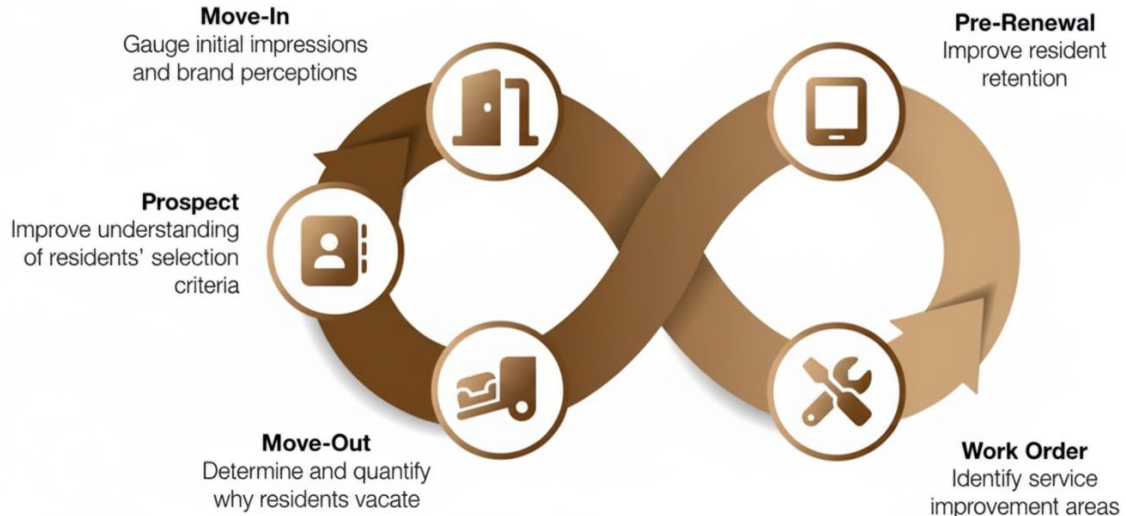
What's the biggest barrier you believe keeps your residents from completing surveys?



Ongoing Moments That Matter Resident Surveys

Create positive experiences throughout the resident lifecycle with well-timed surveys!

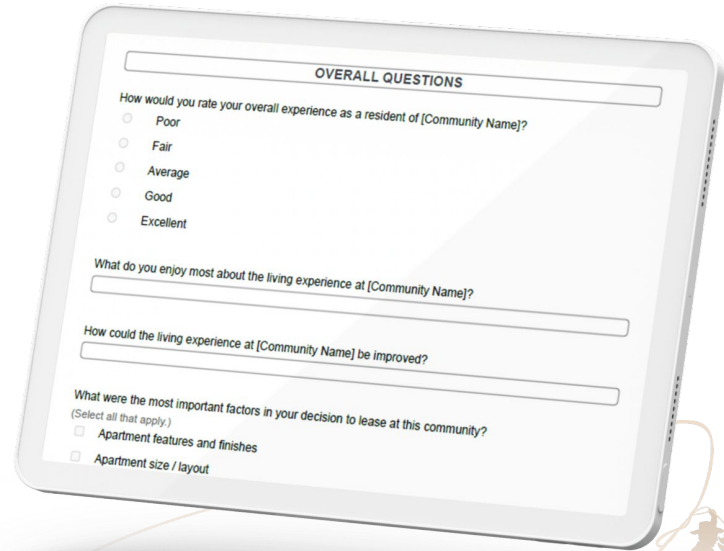
Available Now in
PerformanceHQ



Annual Resident Surveys

For a deep dive into overall satisfaction, our annual survey program captures survey feedback from all your residents during a focused survey window, giving you a clear and actionable view of how your community is performing.

Available Now in
PerformanceHQ



OVERALL QUESTIONS

How would you rate your overall experience as a resident of [Community Name]?

- ☐ Poor
- ☐ Fair
- ☐ Average
- ☐ Good
- ☐ Excellent

What do you enjoy most about the living experience at [Community Name]?

How could the living experience at [Community Name] be improved?

What were the most important factors in your decision to lease at this community?
(Select all that apply.)

- ☐ Apartment features and finishes
- ☐ Apartment size / layout

WANTED

— DEAD OR ALIVE —



RESIDENT RETENTION

17-22%

Kingsley Average Response Rates

\$4,000

Avg turnover costs

60%

Resident retention



**EDUCATE.
ELEVATE.
INSPIRE.**



Grace Hill®

FORT WORTH, TX



Driving Higher
Response
Rates

Motivate through Communication

1% Different - Better drive response

- Promote your survey
- Make surveys easy to complete
- Provide Incentives
- Follow-Up with residents who haven't completed the survey
- Share the results



EDUCATE. ELEVATE. INSPIRE.

Grand Prize Drawing

Community Challenge

Golden Ticket Instant Win

**Posters with QR code to
videos in common areas**

**Email and Social Media
Announcements**



**EDUCATE.
ELEVATE.
INSPIRE.**



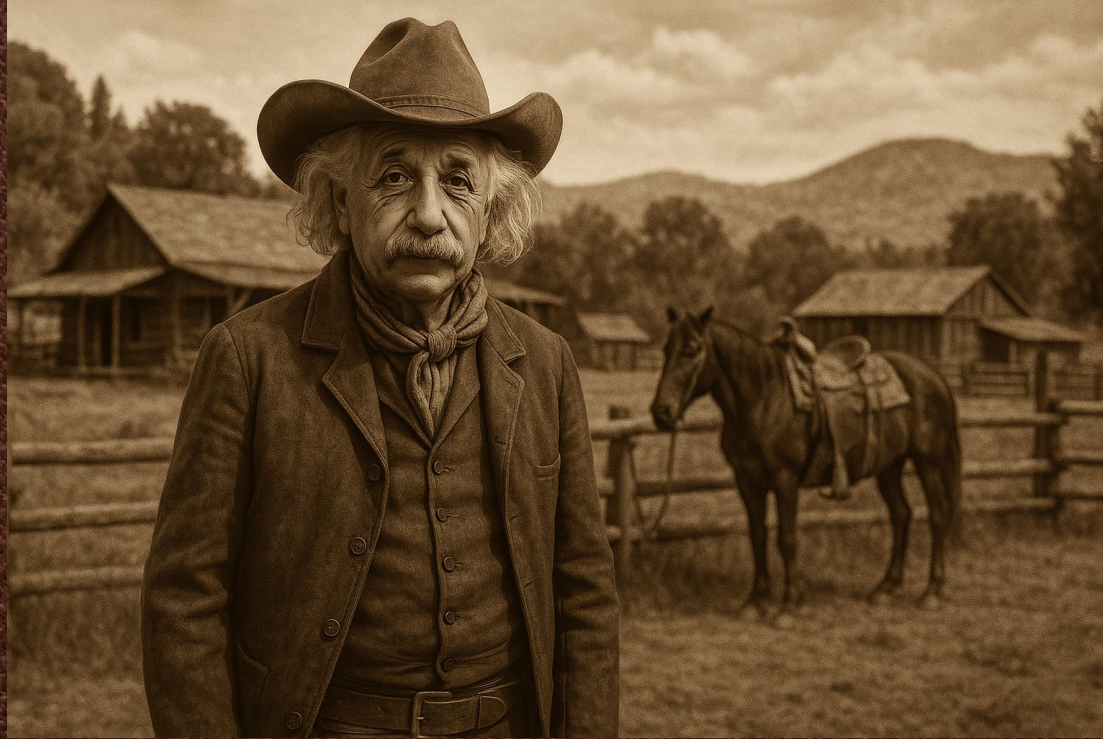
Grace Hill®

FORT WORTH, TX



From Feedback
to “Action”





INSANITY:
Doing the SAME
THING...the SAME
WAY...and
expecting
DIFFERENT
RESULTS.

- NOT Albert Einstein

Video - It's MORE Than Just a



- Builds Trust
- Creates Psychological Proximity in the lack of Physical Proximity
- Connects Emotionally
- Eliminates Misinterpretation



Use Cases/Ideas - Managers



Possible Timeline - Managers

Welcome & Introduction

Send a personalized welcome message that introduces yourself and welcomes the new resident to life at your community.

Offer any pertinent information that is important during their first few days but don't overwhelm with too much info.

Event Invitation

By now you probably have your next resident event scheduled.

Reach out to new residents with a personal invitation to attend.

Service Failures

When things go wrong, personalized video messages create a sense of value and make the residents feel like a priority.

Always offer the option to schedule a time to come and speak to you in person (CTA)

Own the issue and be sure to follow-up/follow through

Two Weeks After Move-In

This is a great chance to touch base and see how their move went, and if there are any service items needed since they moved in.

Set the stage for your next touchpoint.

Personalized Touchpoints

Use every opportunity to touch base with residents – build a cadence that has a personalized message every month (30-60-90-120)

Request Google Review

Renewal Reminders

Holidays | Events |



Use Cases/Ideas - Leasing



Possible Timeline - Leasing

Internet / Inbound Lead

Phone call within 15 min – Leave VM alerting that video is on its way.

Email with intro video to put a face to the name of who called.

Direct them to reply, call, or schedule time with you to learn more.



Tour Scheduled

If not, if/when you receive a notification that the video is viewed, schedule a follow-up task to call or send additional video to at least get a response as to why not, what you can support them with, etc.



Tour Complete

Send personalized thank you video with next steps and CTA of what is next.



Personalized Touchpoint

Try and relate to something learned on the tour. This is a great opportunity to send helpful info, event schedule, etc.



Deposit Dance

Send congratulations video + guide through process of what happens next.



Move-In Process

Provide personalized instruction on their move-in checklist along with lease signing information



Video Tours

Nothing rivals seeing the "actual apartment home" – quick and easy, and "authentic" video tours with Realync!



Request Google Review

Renewal Reminders

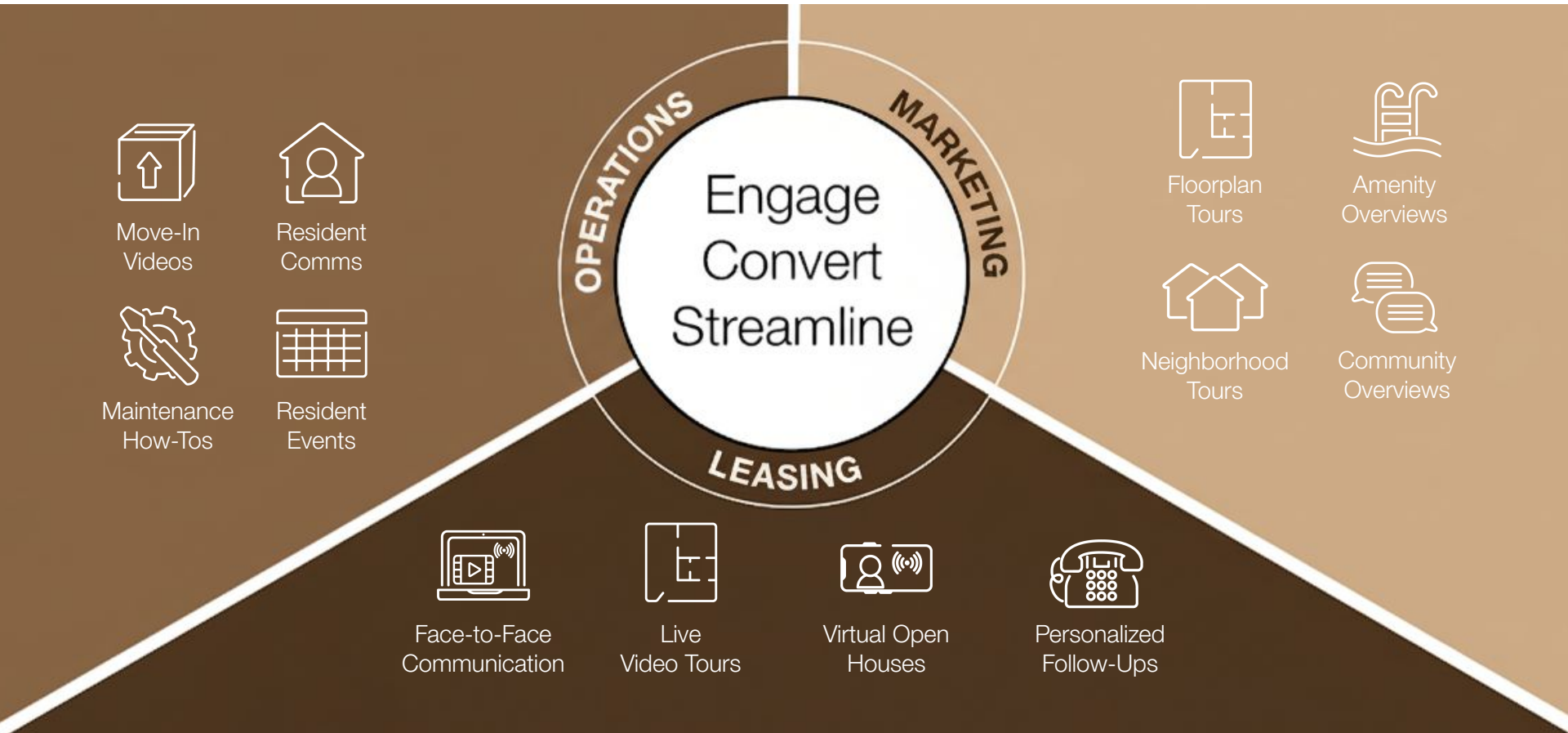
Holidays | Events



Use Cases/Ideas - Leasing



Resident Lifecycle ROI



Realync Is Multifamily's Complete Virtual Solution



Pre-Recorded Videos

Create, edit, and share built-for-multifamily video content.



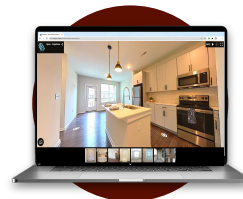
Live Video Tours

Connect with prospects live and guide them through your community.



Virtual Self-Guided Video Tours

Let prospects explore your community 24/7 from your website.



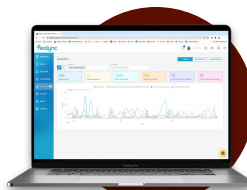
360 Virtual Tours

Capture and house your unit-level media in one place at scale with ease.



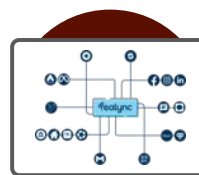
AI Suite

Live tour insights, photo extraction, video quality scores, translation services, and more.



Analytics & Enterprise Controls

Gain real-time insights and get instant notifications.



Integration Partners

Automate tasks and enhance communication with Realync's integrations.



Prospects and Residents Who
Engage
With Realync Videos Are

3X

More Likely To Rent and Renew.



Use Cases/Ideas - Service/Maintenance



Possible Timeline - Maintenance

Introduction to Residents

A personalized video introduction for new residents – helps them to put a “face to the name” when it comes to the Maintenance/Service team.

Also, makes them feel more comfortable about who will be in their apartment tending to service needs during their time with us.

Preventive Maintenance Schedules

Sharing through personalized video what the schedule is for preventive maintenance, and when a resident should expect to see the service team at their home.

Weather Related Info

Provide personalized instruction regarding what to do in case of freeze warnings, flash flood possibilities, etc.

Post Service Request

A personalized video letting the resident know that their Service Request has been taken care of (could also involve a demonstration of work completed) and asking if there is anything else that they need?

If so, leverage CTA taking them to the Resident Portal to submit additional requests.

Community Quirks/How-To

Provide personalized instruction regarding the unique features of their apartment home and any other areas of the community they'd need to know “how to”



Use Cases/Ideas - Concierge



Possible Timeline - Concierge

Move-In & Pre-Move Touch Points

- Welcome message
- Moving day message
- First week check in

Personal Milestones & Occasions

- Birthdays or Lease
- Anniversaries
- Pet Milestones
- After Service Tickets Are Closed

Move-Out & Loyalty Opportunities

- Notice to Vacate Follow-Up
- Move-Out Week "Thank You"
- Referral Incentive Invite

Living Experience Enhancements

- Amenity Reminders / Introductions
- Event Invites & VIP Previews
- Package Overflow or Special Deliveries
- Seasonal Reminders

Bonus: Concierge "Weekly Highlights" Series

- A quick weekly video from the concierge sharing:
 - Events this week
- Amenity availability (pool closures, guest suite openings)
- Local tips (new restaurant openings, street closures)
- A "resident of the week" or spotlight moment





Don't Overthink It!



PEOPLE AREN'T LOOKING FOR

PERFECTION...

THEY'RE LOOKING FOR

CONNECTION

EDUCATE.
ELEVATE.
INSPIRE.



Grace Hill®

FORT WORTH, TX



Dear Valued Residents:

Every year, our residents participate in the KingsleySurvey resident survey, which addresses the overall community experience at **Cowtown Place**. We want to extend our heartfelt thanks to each and every one of you who participated in 2024 Your feedback helped us to achieve an “**Excellent**” rating! We are so pleased that you have confidence in our service and in our community. Your input is always important to us as we strive to make your living experience at **Cowtown Place** one of quality and comfort.

Our goal is to improve continually upon your living experience year after year and 2025 was no different. From your previous survey feedback the following improvements were made:

- Upgraded Pool Furniture
- Monthly parking passes for guest through our online portal
- Discounted Resident Guest Parking
- Steam cleaning of all hallway carpets
- Monthly parking deck sweeping
- Monthly events with your neighbor
- Extra Maintenance Technician to help maintain requests

Ad Hoc and Pulse Resident Surveys



Pulse Surveys

Capture ongoing feedback and monitor trends between annual surveys, helping you keep your “finger on the pulse” of current resident sentiment.

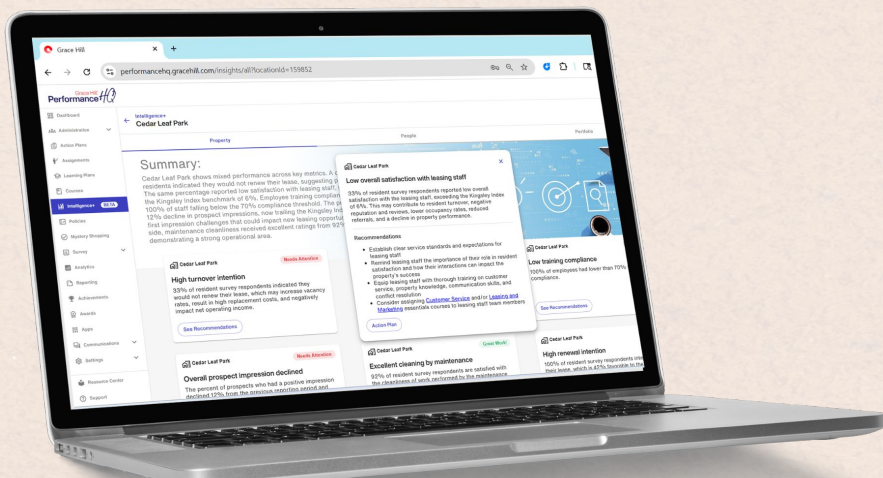
Ad Hoc Surveys

Quickly collect resident feedback on a time-sensitive topic, community event, or amenity upgrade to make informed decisions and ensure resident satisfaction.

Coming Soon to
PerformanceHQ

Introducing Intelligence+

Take the guesswork out of improving resident satisfaction.

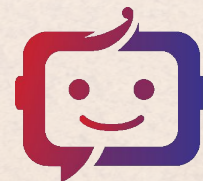


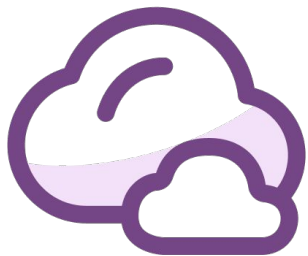
Intelligence+ is a new prescriptive analytics solution within PerformanceHQ that turns your resident survey data into AI-summarized insights and guided next steps.

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.

Take a Tour





Sum it up: your 1% survey slogan?



**EDUCATE.
ELEVATE.
INSPIRE.**

Q & A



Grace Hill®

FORT WORTH, TX





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



**EDUCATE.
ELEVATE.
INSPIRE.**



Grace Hill®

FORT WORTH, TX



Ignite Conversions with Realync



**Inbound
Lead**

Evergreen VS Personal



**Pre-Tour
Reminder**

Provide Helpful Tips:
Parking/Entrance/How
to Find You, etc.



**Post Tour
Thank You**

Share a Highlight or
Takeaway from Tour +
Encourage Next Step.
Home Visit, Event,
etc.



**Cold
Leads/Waitlist**

Leverage a Realync video
message to reignite a lead
who's gone "cold" and to create
momentum with your Waitlist
applicants when apartments
come available!

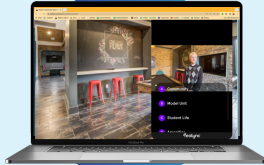


Enhance Your Realync Tools with Powerful Add-Ons



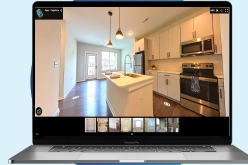
Realync Studios

Let our team record, edit,
and publish your
media.



Virtual Self-Guided Tours

Allow Prospects to explore
your community
24/7 online.



360 Tours

Create unit-level media
at scale with
ease.



Virtual Staging

Create stunning, furnished
visuals and bring the
space to life.



A Grace Hill Solution