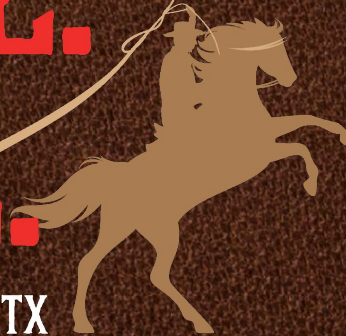


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October 13-16, 2025



Survey Power

Turning Resident Feedback Into Marketing Gold



Robert McAllen
Sr. Director Product
Management



Shannon Hanrahan
Customer Success
Manager



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Grace Hill's
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POST

Post photos,
videos and event
updates daily

TAG

Don't forget to
tag @GraceHill



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AGENDA

Turning Resident Feedback Into Marketing Gold

- The Untapped Power of Feedback
- Identifying your Marketing Gold
- Turning Feedback into Brand Ambassadors
- Q & A

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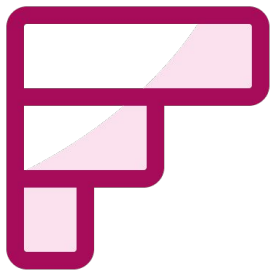


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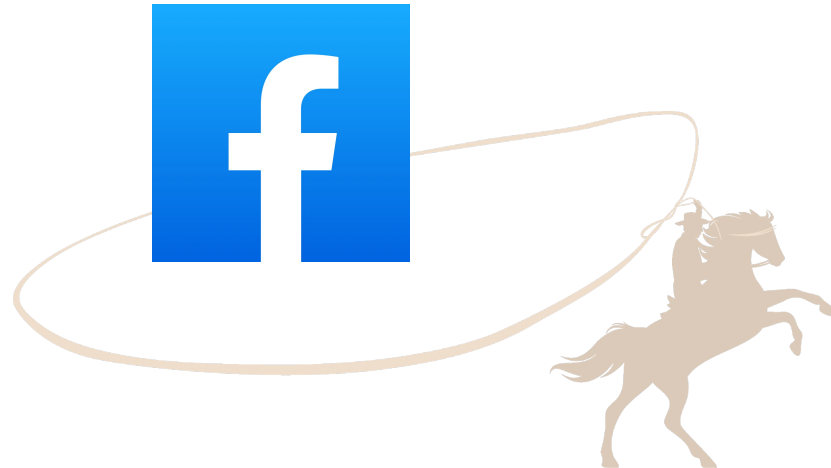
The Untapped
Power of
Feedback



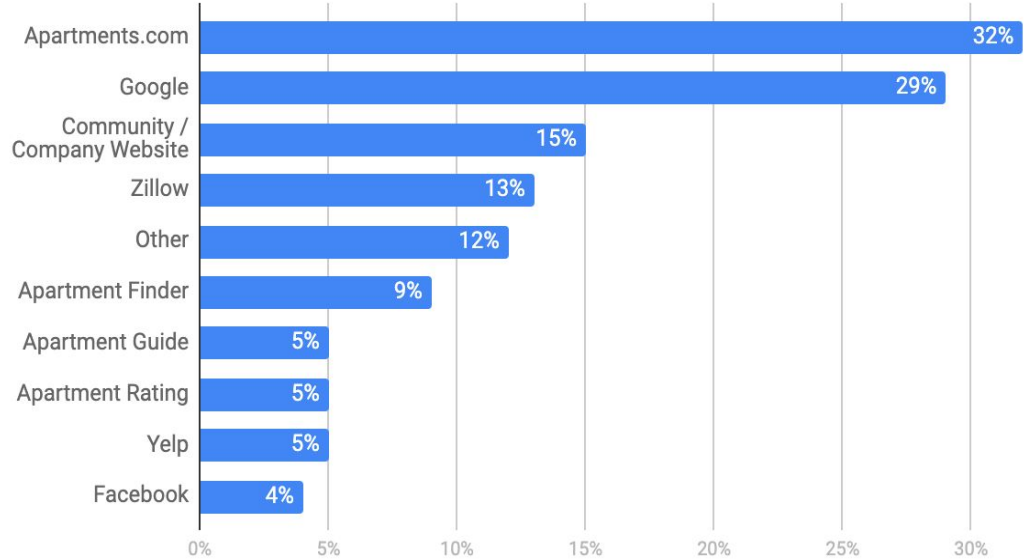
Where do prospects see you most?



Where do prospects see you most?



Online Resources Used to Learn About Community

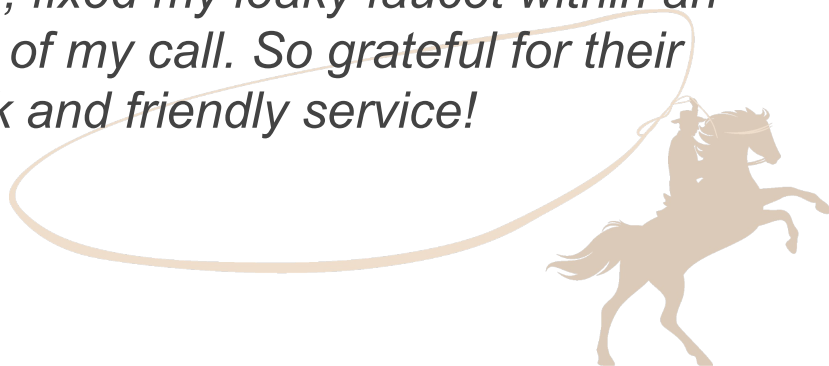


The Untapped Power of Feedback

Which of these would make YOU want to live here?

Good place to live.

The maintenance team, especially John, fixed my leaky faucet within an hour of my call. So grateful for their quick and friendly service!



Framework for utilizing Resident Feedback

Specific Details

Great quotes mention concrete features or outcomes

Emotion

Look for feelings that drive leasing decisions: comfort, safety, peace of mind, convenience, community connection.

Visual Storytelling

Can imagine the scenario?

Your Brand

Is it specific to your community or your property management company? Ensure no personal information, fits your brand voice, and aligns with your positioning

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Identifying Your
Marketing Gold

Marketing Gold

Specific, emotional, authentic, visual, and tied to your brand

Do: Ask broadly for reviews, welcome all feedback, no gating

Don't: Incentivize only positive reviews or hide negative ones.

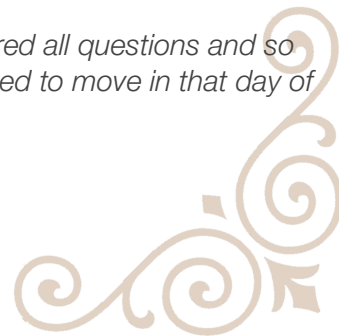


Weak

- *They provided the information I needed.*

Strong

- *Shannon was amazing! She answered all questions and so much more. I was so excited I wanted to move in that day of my tour.*





What type of positive feedback do you think would resonate most with prospective residents?



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Quote Mining: From Raw Feedback to Marketing Gold

1. Scan for Demand Drivers

- a. Circle quotes that mention your top leasing features: maintenance responsiveness, noise levels, Wi-Fi reliability, pet amenities, parking convenience, safety features, or community atmosphere.

2. Polish your Diamonds

- a. Edit each selected quote to 1-2 punchy sentences. Remove filler words, keep the authentic voice, but tighten for maximum impact. Think "elevator pitch" length.

3. Choose your Champion

- a. Select the quote with the clearest "proof" for a feature you actively promote. This becomes your multi-channel marketing asset foundation.

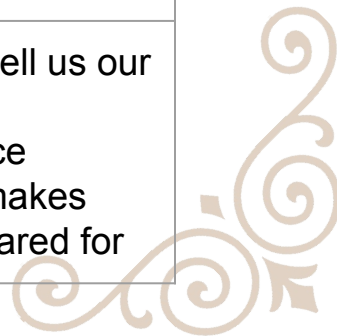


Resident Feedback Treasure Hunt!

It's not just about quoting a resident - it's about weaving their authentic voice into ever interaction.

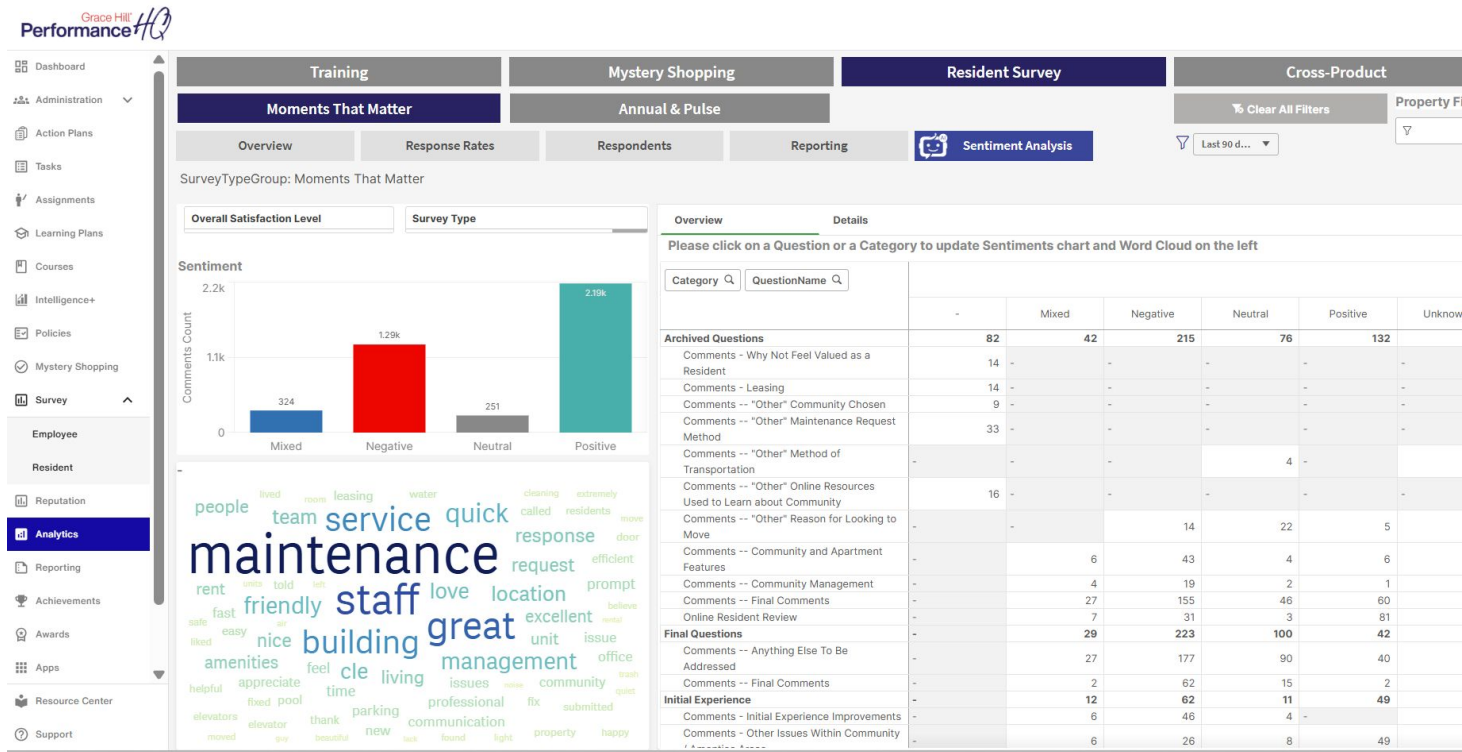
1. Use the resident comments.
2. Identify a Social Media Post Headline
3. Identify how to use this for a brochure or testimonial
4. How would you utilize this information on a Tour?

Resident Quote	Social Media Post/Headline	Brochure/ Testimonial	Tour Script One-Liner
Maintenance fixed my AC the same day I called!	Fast, reliable service when you need it most.	Our maintenance team responds quickly and efficiently	Residents tell us our same-day maintenance response makes them feel cared for



PHQ Survey- Sentiment Analysis

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Turning
Feedback into
Brand
Ambassadors



Beyond quoting a resident, what's a creative way to showcase feedback to make it more impactful?



Execution Framework & Team Roles

Success requires clear ownership and streamlined processes. Here's how to structure your team for maximum impact with minimal overhead:



Lead Facilitator Role

Manages timing, delivers teaching moments, and provides live content edits during quote mining sessions. Ensures quality standards and maintains session momentum.



Producer/Technical Support

Handles polls, drops QR codes and links, collects share-outs from participants, manages virtual tools, and documents successful examples for future sessions.



Essential Materials Ready

Quote-mining worksheets, remix templates, KPI tracker links, timer setup, demo assets, and take-home materials with QR codes for immediate access.

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Your Weekly Content & Compliance Cadence

Consistency drives results. Here's your sustainable system for turning resident feedback into a steady stream of authentic marketing content while staying compliant:

Weekly Publishing Rhythm

- 1 new quote-driven listing caption
- 1 short-form social reel featuring resident voice
- 1 Google Business Post with authentic feedback
- Email newsletter blurb highlighting community praise

Daily Reputation Management

Respond to all new public reviews within 48-72 hours.

Thank positive reviewers and address concerns professionally. Consistent engagement shows prospects you care about resident satisfaction.



Compliance-Safe Review Request: "Thanks for your survey feedback! You can also share a public review—positive or negative—to help others learn from your experience."

Essential KPIs to Track

CTR

Listing Click-Through

To "Schedule a Tour" button

Views

Social Engagement

Video views, saves, profile taps

48h

Response Time

Average review response speed



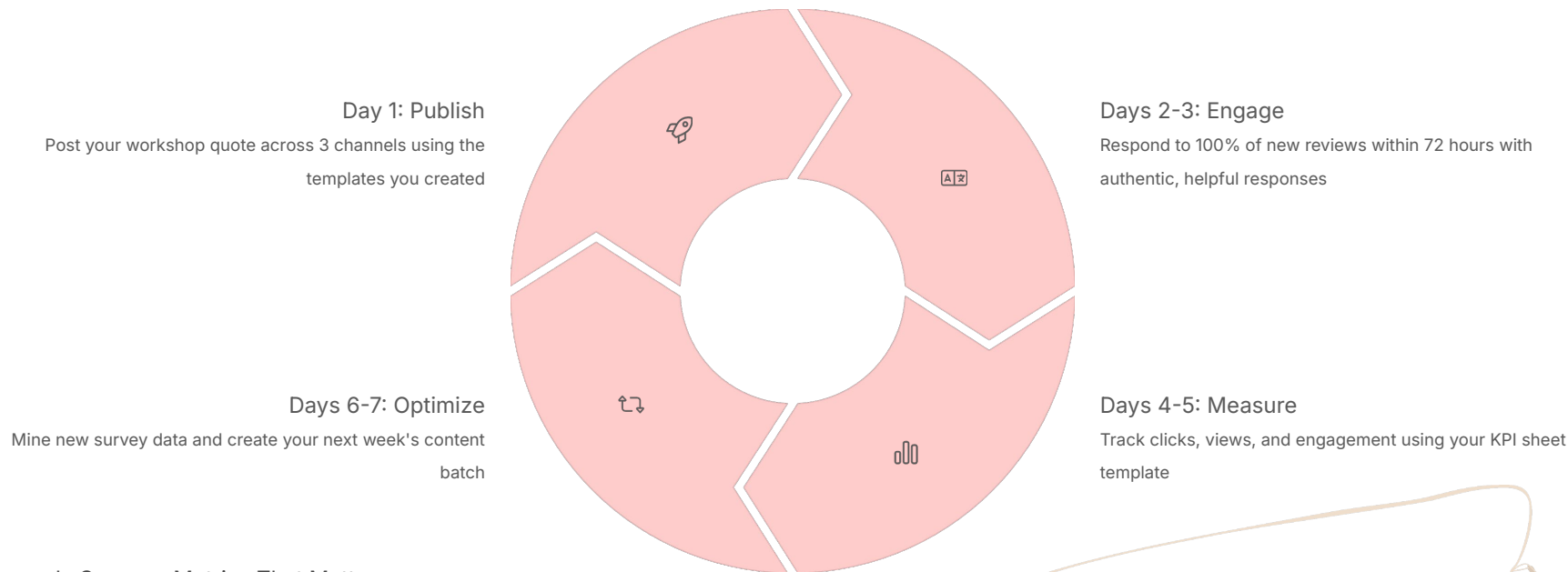
Tours

Conversion Metrics
Tours booked, apps started



Your 7-Day Challenge: From Workshop to Results

Learning happens in the workshop, but success happens in execution. Here's your roadmap for immediate implementation and measurable results:



Example Success Metrics That Matter

- 90%+ participants leave with 3 finished assets
- 2+ live posts published within 48 hours
- Confidence scores increase by 2+ points
- Review response time under 72 hours



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Call to Action

Your Marketing Playbook

Pick one platform. Write 2-3 concrete ways you could integrate survey feedback next month?

Resident Quote	Best Channel(s)	How Would You Adapt It?
"The pool area is always so quiet and relaxing."	Instagram Story or Community Website Amenities page	Use a visual pool shot on Instagram; highlight "peaceful retreat" on the amenities page



What Our Residents Are Saying



Community & Atmosphere

- "It really feels like home here — everyone is friendly, and the community events make it easy to meet people."
- "I've lived in a few places before, but this is the first time I've actually known my neighbors and felt part of a real community."
- "There's such a warm and welcoming vibe here — even my dog gets excited to see the neighbors!"



Maintenance & Service

- "Maintenance requests are handled so quickly — it's clear the staff really care about keeping everything running smoothly."
- "The team here goes above and beyond. I mentioned a small leak, and it was fixed the same day!"



Amenities & Lifestyle

- "The pool and fitness center are spotless — it feels like living at a resort!"
- "I love being able to work from the clubhouse during the day and relax by the fire pit at night — best of both worlds."
- "The amenities are amazing, but it's the attention to detail that makes the difference — everything's always clean and well cared for."



Location & Convenience

- "It's the perfect location — close to work, restaurants, and parks. I barely use my car anymore!"
- "I can walk to everything I need, and it still feels peaceful and private. That balance is hard to find."



Management & Overall Experience

- "The management team really listens — I've seen them take feedback and actually make improvements."
- "I've renewed my lease twice already, and honestly, I can't imagine living anywhere else."

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Q & A



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