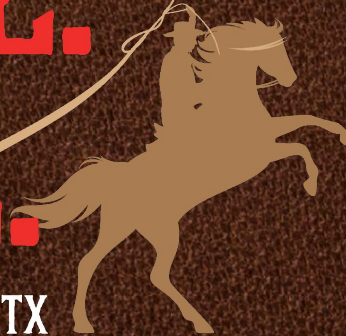


# EDUCATE. ELEVATE. INSPIRE.



Grace Hill®

FORT WORTH, TX



October 13-16, 2025



# The Power of Soft Skills:

## Elevating Service and Strengthening Relationships



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MAA



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# Did You Know?

- **75%** of hiring managers don't believe recent entrants into the workforce have adequate soft skills.
- **53%** of property management teams state retention is top concern.
- **60%** of multifamily employees are gen Z & millennials.
- **68%** of Gen Z and Millennial employees report feeling stressed out at work and have high anxiety.
- **35%** of companies invest intentionally on soft skill training and development

# From Pain Points to Performance:

## The Six Essential Soft Skills for Multifamily Teams

1. **Communication & Responsiveness**
2. **Conflict Resolution**
3. **Leadership & Mentoring**
4. **Employee Well-being & Resilience**
5. **Customer Service & Resident Experience**
6. **Adaptability/Learning & Change**

\*sources: WSJ, Building & Moving and Inman



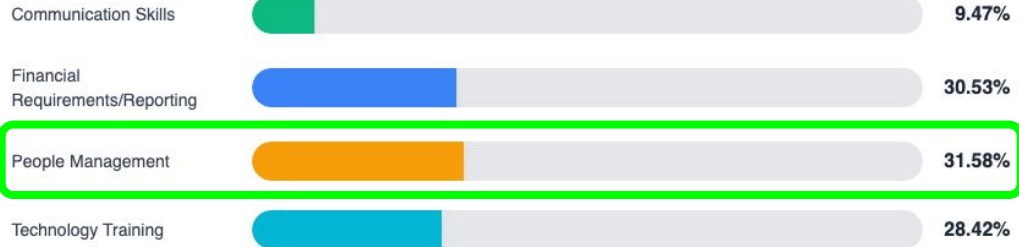


# Where Do You Feel You Need More Training?



## MANAGERS MATTER SURVEY

### Q5: What areas do you feel you need more development?

Answered: 95 Skipped: 4



#### Detailed Results Table

ANSWER CHOICES	RESPONSES (N)	PERCENTAGE (%)
 Communication Skills	9	9.47%
 Financial Requirements/Reporting	29	30.53%
 People Management	30	31.58%
 Technology Training	27	28.42%

Total Responses: 95

**What is the top skill that  
onsite teams need to be  
successful in today's world?**

# What's Missing Here?



# Building the Foundation

- Policies
- Training
- Professional Development



# Policies

- More than 1000 policies specifically designed for multifamily
- Based on current industry best practices
- Federally compliant
- Fully customizable





# Grace Hill's New Training Content Strategy

- Moving to microlearning
- Just-in-time learning
- Traditional for legal or regulatory content
- Sparks







# Professional Development

## Why invest?

- **8X return on investment\***
- **Reduces staff retention**
- **Increased confidence and self awareness**
- **Stronger engagement at work**
- **Building bench strength**





# Leadership Coaching

Coaching transforms soft skills into leadership superpowers

## Why It's Different and Valuable:

- **Personalized Growth**
- **Performance & Impact**
- **Confidential Partner**

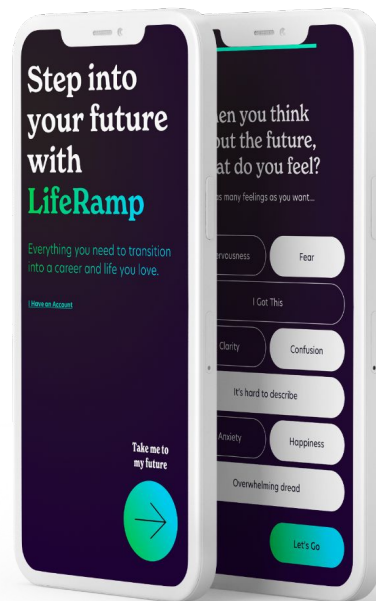




# Human led - tech enabled “Coach in your pocket”

LifeRamp provides a proven talent development solution that democratizes coaching and soft skills learning at scale for **real estate** professionals.

- 1:1 coaching
- Experiential events
- AI infused
- Personalized soft skills training
- Monthly insights & analytics







# How would you describe your ideal **Coaching Culture?**

## **Most common answers:**

1. In Person versus Virtual
2. Support, collaboration, and continuous learning
3. Coaching that empowers me to take what I've learned and use it.
4. A Coach who leads by example
5. Coaching with a growth-oriented mindset



# Measuring Soft Skills in Action

- Surveys
- Mystery Shopping
- Reputation
- Realync Virtual Tours
- Performance HQ Analytics
- Intelligence Plus



# Strategies Leaders Can Adopt in 2026

Signature experiences that combine 1:1 and 1 to many generally create the best impact.



1. Implement **Leadership and well-being coaching** of some kind to drive performance and retention.
2. Foster key **soft skill development training** in key areas that are critical for your organization.
3. **Experiential events** to engage disparate remote teams



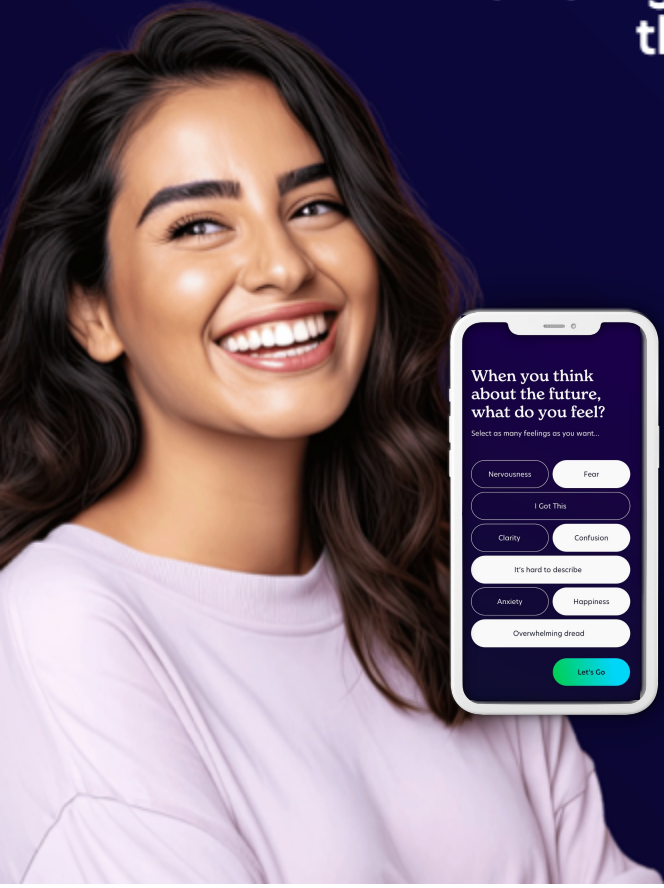


**Think about a recent positive review or resident survey comment you've received.**

What specific soft skill (e.g., active listening, empathy, professionalism) from your team do you believe was the direct cause of that positive (or negative) feedback?

# LifeRamp

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Thank you for attending!