



# The Value of Annual Surveys

Why consistent surveys offer a competitive CRE advantage.



A common question among commercial real estate (CRE) professionals is this: Why should I survey annually? Fair question. But here's what most successful property teams know: Stakeholder experience is more than a feel-good metric — it's a core driver of occupancy, retention, and net operating income (NOI). That's why leading CRE organizations are no longer treating surveys as a check-the-box exercise, but rather a strategic annual rhythm that keeps them aligned with stakeholder needs and market demands.

At Grace Hill, we've seen firsthand how our clients who commit to consistent, annual surveys outperform their peers.

These organizations report not only higher satisfaction and engagement scores but also stronger renewal rates, increased referrals, and a measurable return on investment.

Annual surveys are a proven tool for capturing the voice of your tenants, occupants, investors, and employees at scale. They create structured opportunities that build trust, reinforce a culture of continuous improvement, and provide the timely data needed to make smarter, faster, and more strategic decisions across the portfolio.

## Measurable Impact: Why It Matters

Surveying stakeholders annually is about more than just gathering opinions. It's about creating a feedback loop that fuels long-term loyalty and measurable portfolio performance. When you capture sentiment consistently, you can identify minor issues before they become costly problems — and uncover opportunities to enhance service, communication, and satisfaction.

Annual surveys help property teams move from reactive management to proactive experience design. The result? Fewer surprise move-outs, stronger tenant engagement, lower employee turnover, and smarter operational decisions that directly impact your bottom line. Consider these key findings:

According to research from [MIT and Maastricht University](#), satisfaction with property management is one of the top three reasons tenants cite as to why they are likely to renew. Therefore, increasing tenant satisfaction by just one step on a 5-point scale correlates with:

- 8.6% higher willingness to renew.
- 11.5% higher likelihood to recommend the property.
- 15.8% lower probability of moving out.

Clients who conduct  
annual surveys see

**2% - 3% higher satisfaction scores**  
on average compared to those who survey every 2-3 years.

When sentiment improves, the ripple effects are far-reaching, from higher lease renewal rates to enhanced brand perception. Annual surveys give owners and operators the insight needed to make decisions that are strategic, rather than reactive.



# The Benefits of Annual Tenant Surveys

The results of measuring satisfaction over time speak for themselves. As **Jen Tindle**, Grace Hill's Vice President of Strategic Insights, notes, "Satisfaction improvements don't reset each year. They build. If you're improving year over year, you're stacking progress, not just maintaining it."

An annual cadence provides more than just a snapshot of tenant sentiment — it delivers a structured, repeatable opportunity to deepen relationships, carry out your brand values, and drive meaningful improvements. Grace Hill's clients rely on this insight yearly to set themselves apart in the CRE market.

"Prioritizing tenant experience is a critical part of our mission to Create Exceptional Places of Care. We proudly communicate our accolades and achievements (Kingsley's Elite 5) via our website, LinkedIn, and tenant communications. These achievements affirm our drive and commitment to excellence and superior tenant service. By surveying annually, it's consistently top of mind for our property management teams."

- **Amanda Schroeder** | Senior Director,  
Client Engagement & Business Operations, Lillibridge Healthcare Services, Inc.



**Through KingsleySurveys**, property teams gain a comprehensive view of what matters most to tenants while equipping themselves with the data needed to make smarter, faster decisions. From reducing turnover to strengthening brand perception, the benefits of an annual survey cycle are clear and measurable.



# Six Clear and Measurable Benefits of an Annual Survey Cycle

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An annual survey cycle isn't just a best practice — it's a strategic advantage. Here are six measurable ways it delivers real value for your organization.

## 1. Tenant Survey ROI

Vacancy is expensive and avoidable. Retaining a 10,000 sq. ft. tenant can equate to over **\$427,000** in savings. A single retained lease, driven by better service or timely improvements based on feedback, can make a survey investment more than worth it. Over time, reducing churn and increasing tenant satisfaction directly increases property value and NOI.

## 2. Higher Response Rates

With a yearly rhythm to your survey patterns, you build familiarity and trust. On average, clients who conduct surveys annually achieve response rates that are approximately three percentage points higher than those who survey on a different schedule. Better participation means more data — and more accurate, reliable insight.

## 3. Honest and Actionable Feedback

Stakeholders are more likely to be candid when feedback is gathered by a neutral third party versus direct interaction with a member of the property management team.

**KingsleySurveys** eliminates the friction of direct reporting, allowing for more honest responses and clear, actionable takeaways that teams can act on with confidence.



## 4. Stronger Competitive Positioning

Markets change quickly — and stakeholder needs change with them. Annual surveys help property teams stay ahead by identifying and responding to shifting expectations. When you act on feedback, you demonstrate responsiveness, drive loyalty, and position your property as an experience-first environment in an increasingly competitive landscape.



## 5. Efficient and Streamlined Operations

Annual surveys optimize the process of feedback for both your organization and stakeholders, creating a predictable, repeatable process that integrates smoothly into the property management workflow and ensures a consistent and manageable routine. That means less stress, better planning, and clearer follow-through on action items.

## 6. Year-Over-Year Benchmarking

Without reliable trend data, it's impossible to know whether performance is improving or slipping. Annual surveys enable meaningful year-over-year comparisons, helping teams track progress, detect issues early, and set strategic goals.

Paired with the industry-leading [Kingsley Index™](#), this data becomes even more powerful, allowing you to benchmark your portfolio against thousands of other properties nationwide.

“When I look at our clients who see the biggest gains in overall satisfaction year after year, it’s not because they’re perfect from the beginning; it’s because they take measurement seriously.”

- Jen Tindle | Vice President of Strategic Insights, Grace Hill



When thoughtfully executed, annual surveys become more than a data collection tool; they’re a strategic asset. By consistently engaging stakeholders, acting on feedback, and tracking progress year over year, property teams can turn survey results into real operational wins.

Whether your goal is stronger retention, better service delivery, or a sharper competitive edge, the annual survey process lays the foundation for long-term growth. With Grace Hill, you’re not just delivering surveys — you’re building a more resilient, results-driven portfolio.

# Annual Surveys Are a Smart Investment

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Surveying regularly isn't optional — it's essential. Taking advantage of an annual engagement survey, **Grace Hill's KingsleySurveys** creates a consistent, trusted rhythm of insight that drives stronger retention, higher satisfaction, and smarter operational decisions.

With each annual cycle, you build a clearer picture of expectations, benchmark your performance, and track progress over time. This empowers owners and operators to listen actively, respond effectively, and deliver a best-in-class experience.

If you're ready to transform feedback into a competitive advantage, it's time to make annual surveys a foundational part of your strategy.

Let Grace Hill's experts help you turn ongoing feedback into long-term results. **Contact us today to get started.**

