




Strategy. Research. Consulting.  
[www.kingsleyassociates.com](http://www.kingsleyassociates.com)



# Alliance Residential Company

## 2015 Q1 CORE Program Community YTD Report

**Preston Park**



**April 2015**

**Contact:**  
**Kingsley Associates**  
**1-877-908-1220**

**EXECUTIVE SUMMARY**  
**PROJECT OVERVIEW AND METHODOLOGY**

Kingsley Associates was commissioned by Alliance Residential Company to conduct its 2015 Q1 CORE Program. The goal of the assessment was to gauge resident satisfaction throughout the Alliance Residential Company portfolio as a means of improving performance, increasing retention, maximizing portfolio value and achieving operational excellence.

**Response Rates:**

| Community YTD Report   | Respondents   | Potential Respondents | Response Rate |
|--|---------------|-----------------------|---------------|
| Preston Park -- Move-in  | 7             | 18                    | 38.9%         |
| Preston Park -- Pre-renewal                                    | 1             | 10                    | 10.0%         |
| Preston Park -- Prospect                                       | 2             | 21                    | 9.5%          |
| Preston Park -- Service Request                                | 28            | 137                   | 20.4%         |
| <b>Alliance Residential Company Multifamily 2015 Portfolio</b> | <b>12,899</b> | <b>74,094</b>         | <b>17.4%</b>  |

**Timeline:**

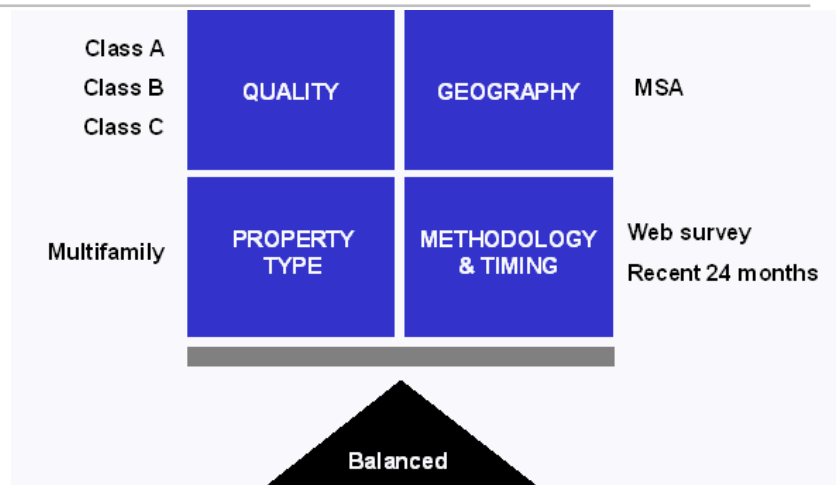


*Weekly launches each Wednesday, with reminder emails sent 4 and 9 days after initial invitation.*

**Kingsley Index:**

Results from the 2015 assessment are compared to the Kingsley Index, enabling Alliance Residential Company to benchmark its community and portfolio results against the largest and most comprehensive performance-benchmarking database in the industry.

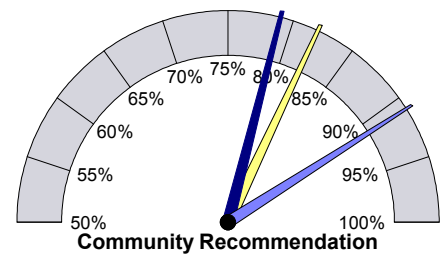
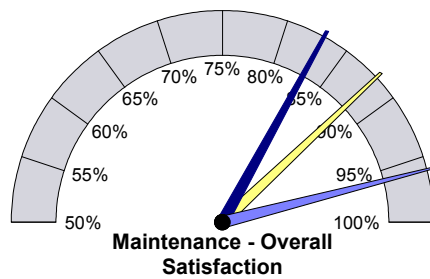
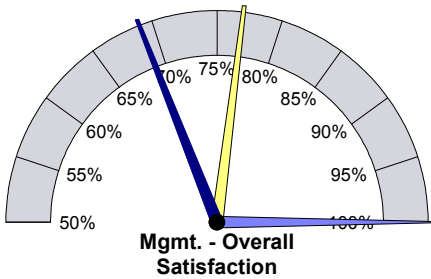
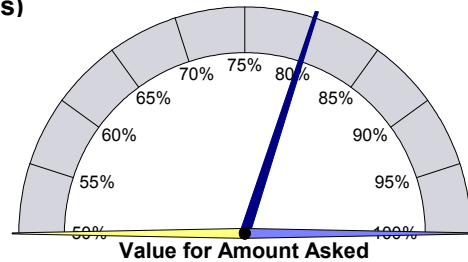
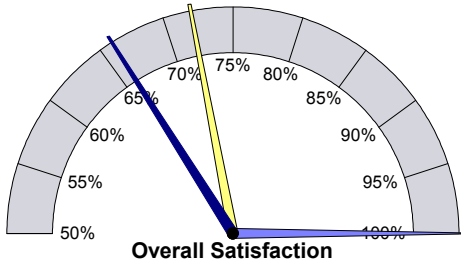
Compiled from over 30 years of analyzing the performance of real estate industry leaders, the proprietary Index represents the industry standard for measuring customer satisfaction.



**EXECUTIVE SUMMARY**  
**PERFORMANCE DASHBOARD**

**Kingsley Associates' Key Performance Indicators (KPIs)**

**% of Satisfied Residents (4s and 5s)**



■ = Report percentage    ■ = Kingsley Index    ■ = Portfolio percentage

A needle pointing to 50% indicates that the percentage of residents rating the area 4 or 5 is 50% or less. If no needles are present in a gauge, there were no responses for that question.

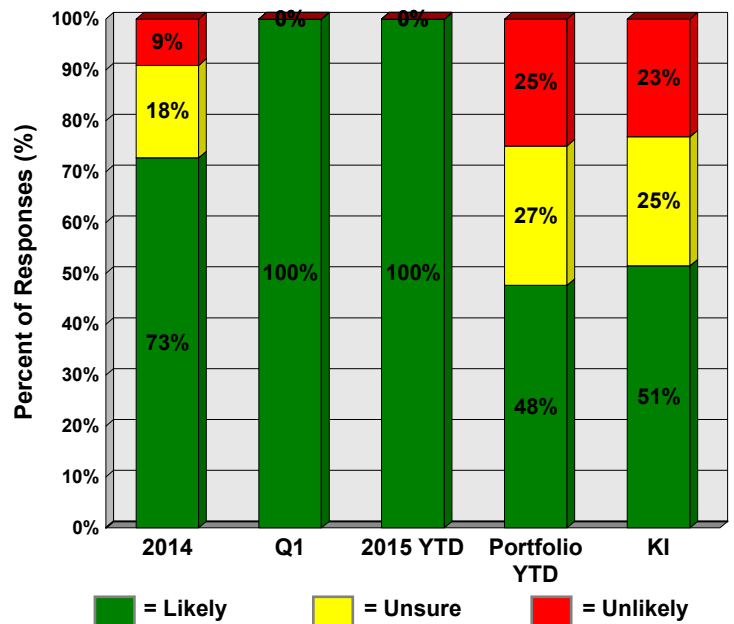
**Resident Satisfaction Matrix**

| Assessment Category  | Satisfaction Indicator |
|----------------------|------------------------|
| Leasing              | ■                      |
| Community Management | ■                      |
| Maintenance          | ■                      |
| Community Features   | ■                      |
| Apartment Features   | ■                      |

Satisfaction indicators represent the intra-portfolio percentile ranking.



**Renewal Decision**



Overall Questions

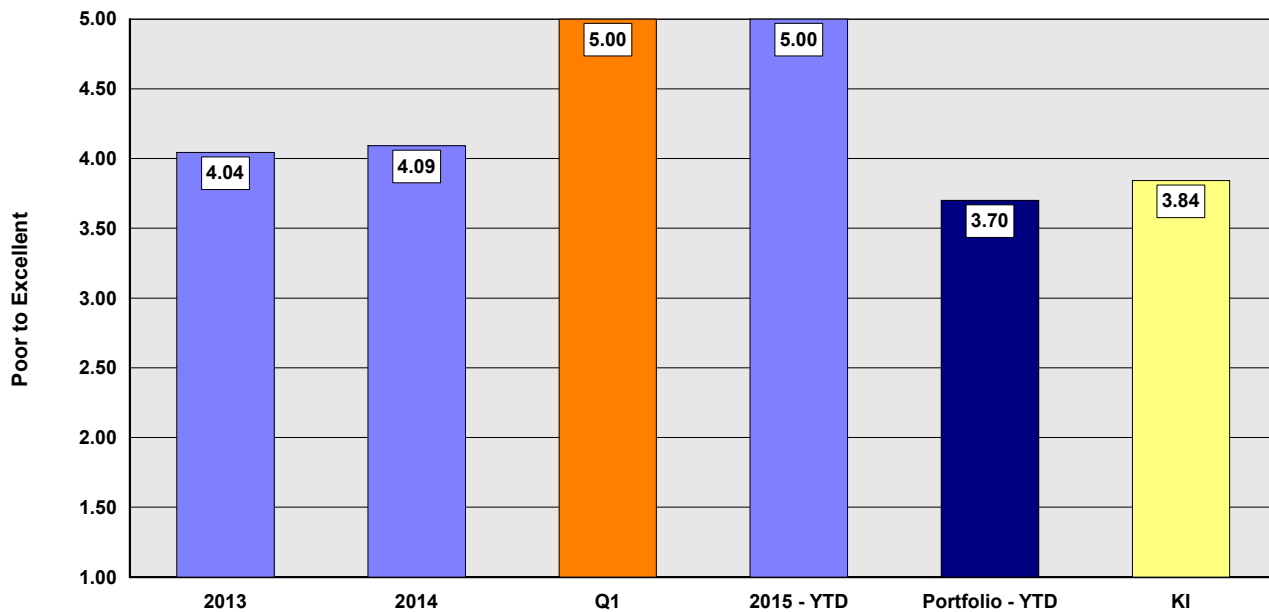
Question : Overall Satisfaction

Importance : ☆ ☆ ☆

Question Text : *How would you rate your overall satisfaction as a resident?*

- 1 = Poor
- 2 = Fair
- 3 = Average
- 4 = Good
- 5 = Excellent

Comparison of Average Scores



| Overall Satisfaction                           | Number of Responses | Average Rating | Dissatisfied |           | Neutral    | Satisfied  |             |
|--|---------------------|----------------|--------------|-----------|------------|------------|-------------|
|  |                     |                | 1            | 2         | 3          | 4          | 5           |
| Preston Park 2013                              | 23                  | 4.04           | 0%           | 0%        | 26%        | 43%        | 30%         |
| Preston Park 2014                              | 11                  | 4.09           | 0%           | 18%       | 9%         | 18%        | 55%         |
| Q1   | 1                   | 5.00           | 0%           | 0%        | 0%         | 0%         | 100%        |
| <b>Preston Park 2015 - YTD</b>                 | <b>1</b>            | <b>5.00</b>    | <b>0%</b>    | <b>0%</b> | <b>0%</b>  | <b>0%</b>  | <b>100%</b> |
| <b>Alliance Residential Company 2015 - YTD</b> | <b>1,957</b>        | <b>3.70</b>    | <b>6%</b>    | <b>9%</b> | <b>18%</b> | <b>40%</b> | <b>26%</b>  |
| <b>Kingsley Index - Multifamily</b>            |                     | <b>3.84</b>    | <b>4%</b>    | <b>7%</b> | <b>16%</b> | <b>45%</b> | <b>27%</b>  |

*Overall Questions*  
**Comparison of Survey Types**

**Question** : Overall Satisfaction  
**Importance** : ☆ ☆ ☆  
**Question Text** : *How would you rate your overall satisfaction as a resident?*

---

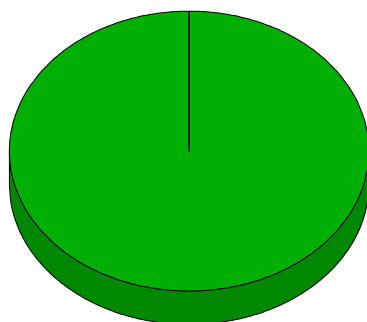
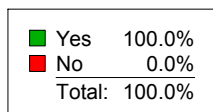
■ 1 = Poor  
■ 2 = Fair  
■ 3 = Average  
■ 4 = Good  
■ 5 = Excellent

| Overall Satisfaction                    | Number of Responses | Average Rating | Percent 4s / 5s |
|---|---------------------|----------------|-----------------|
| Preston Park 2015 - YTD                 | 1                   | 5.00           | 100%            |
| Alliance Residential Company 2015 - YTD | 1,957               | 3.70           | 66%             |
| Kingsley Index - Multifamily            |                     | 3.84           | 72%             |
| <b>KINGSLEY INDEX - SURVEY TYPES</b>    |                     |                |                 |
| Kingsley Index - Pre-renewal            |                     | 3.84           | 72%             |
| <b>SURVEY TYPES</b>                     |                     |                |                 |
| Pre-renewal                             | 1                   | 5.00           | 100%            |

*Initial Experience*

**Question** : Community Staff Greeted You

**Question Text** : *Did the staff greet you appropriately and make you feel welcome when you visited the community?*



**Distribution of Responses: Community Staff Greeted You**

| Responses | 2015 Responses | 2015 Percent (%) | 2014 Percent (%) | Portfolio Percent (%) | Kingsley Index |
|-----------|----------------|------------------|------------------|-----------------------|----------------|
| Yes       | 6              | 100 %            | 94 %             | 93 %                  | --             |
| No        | 0              | 0 %              | 6 %              | 7 %                   | --             |

**Total Responses:** 6 18 2,047

*Initial Experience*  
**Comparison of Survey Types**

Question : Community Staff Greeted You  
 Importance : N/A  
 Question Text : *Did the staff greet you appropriately and make you feel welcome when you visited the community?*

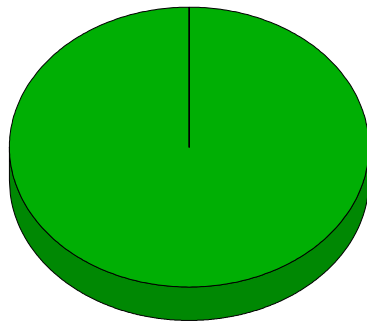
| Community Staff Greeted You             | Number of Responses | Dist. of Responses (%) |      |
|---|---------------------|------------------------|------|
|   |                     | No                     | Yes  |
| Preston Park 2015 - YTD                 | 6                   | 0%                     | 100% |
| Alliance Residential Company 2015 - YTD | 2,047               | 7%                     | 93%  |
| SURVEY TYPES                            |                     |                        |      |
| Move-in                                 | 6                   | 0%                     | 100% |

Initial Experience

Question : Lease Prepared Correctly

Question Text : *Please indicate if the lease was prepared correctly on the day of your move.*

|               |        |
|---------------|--------|
| Yes           | 100.0% |
| No            | 0.0%   |
| Total: 100.0% |        |



Distribution of Responses: Lease Prepared Correctly

| Responses | 2015 Responses | 2015 Percent (%) | 2014 Percent (%) | Portfolio Percent (%) | Kingsley Index |
|-----------|----------------|------------------|------------------|-----------------------|----------------|
| Yes       | 7              | 100 %            | 100 %            | 92 %                  | --             |
| No        | 0              | 0 %              | --               | 8 %                   | --             |

Total Responses: 7 18 1,974



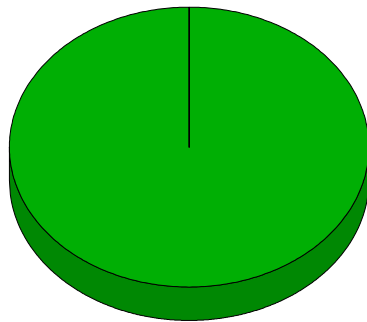
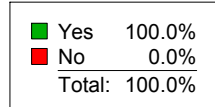
*Initial Experience*  
**Comparison of Survey Types**

Question : Lease Prepared Correctly  
 Importance : N/A  
 Question Text : *Please indicate if the lease was prepared correctly on the day of your move.*

| Lease Prepared Correctly                | Number of Responses | Dist. of Responses (%) |      |
|---|---------------------|------------------------|------|
|   |                     | No                     | Yes  |
| Preston Park 2015 - YTD                 | 7                   | 0%                     | 100% |
| Alliance Residential Company 2015 - YTD | 1,974               | 8%                     | 92%  |
| <b>SURVEY TYPES</b>                     |                     |                        |      |
| Move-in                                 | 7                   | 0%                     | 100% |

Initial Experience

Question : Apartment Keys Ready at Move-in  
 Question Text : *Please indicate if the apartment keys were ready on the day of your move.*



Distribution of Responses: Apartment Keys Ready at Move-in

| Responses | 2015 Responses | 2015 Percent (%) | 2014 Percent (%) | Portfolio Percent (%) | Kingsley Index |
|-----------|----------------|------------------|------------------|-----------------------|----------------|
| Yes       | 7              | 100 %            | 94 %             | 92 %                  | 95 %           |
| No        | 0              | 0 %              | 6 %              | 8 %                   | 5 %            |

Total Responses: 7 17 1,972





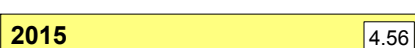
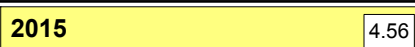


*Initial Experience*  
**Comparison of Survey Types**







Question : Apartment Keys Ready at Move-in  
 Importance : N/A  
 Question Text : *Please indicate if the apartment keys were ready on the day of your move.*

| Apartment Keys Ready at Move-in         | Number of Responses | Dist. of Responses (%) |      |
|---|---------------------|------------------------|------|
|   |                     | No                     | Yes  |
| Preston Park 2015 - YTD                 | 7                   | 0%                     | 100% |
| Alliance Residential Company 2015 - YTD | 1,972               | 8%                     | 92%  |
| Kingsley Index - Multifamily            |                     | 5%                     | 95%  |
| <b>KINGSLEY INDEX - SURVEY TYPES</b>    |                     |                        |      |
| Kingsley Index - Move-in                |                     | 5%                     | 95%  |
| <b>SURVEY TYPES</b>                     |                     |                        |      |
| Move-in                                 | 7                   | 0%                     | 100% |

*Leasing*  
**Rating Areas**

Scale: 1 = poor, 2 = fair, 3 = average, 4 = good, 5 = excellent

| ★ Leasing Staff - Knowledge          |   | Count    | Avg. Rating | % 4s and 5s |
|--------------------------------------|---|----------|-------------|-------------|
| Preston Park                         | 2013  | 8        | 4.75        | 100%        |
| Preston Park                         | 2014   | 2        | 4.00        | 50%         |
| Preston Park - YTD                   | 2015   | <b>2</b> | <b>3.50</b> | <b>50%</b>  |
| Alliance Residential Company - YTD   | 2015   | 2,197    | 4.38        | 87%         |
| Kingsley Index                       | 2015   | --       | 4.56        | 91%         |
| <b>KINGSLEY INDEX - SURVEY TYPES</b> |   |          |             |             |
| KI - Prospect                        | 2015   | --       | 4.56        | 91%         |
| <b>QUARTERS</b>                      |   |          |             |             |
| Q1                                   |        | 2        | 3.50        | 50%         |
| <b>SURVEY TYPES</b>                  |   |          |             |             |
| Prospect                             |        | 2        | 3.50        | 50%         |

| ★ Leasing Staff - Made You Feel Important |   | Count    | Avg. Rating | % 4s and 5s |
|---|---|----------|-------------|-------------|
| Preston Park                              | 2013  | 8        | 4.75        | 100%        |
| Preston Park                              | 2014   | 2        | 4.00        | 50%         |
| Preston Park - YTD                        | 2015   | <b>2</b> | <b>3.50</b> | <b>50%</b>  |
| Alliance Residential Company - YTD        | 2015   | 2,207    | 4.26        | 83%         |
| <b>QUARTERS</b>                           |   |          |             |             |
| Q1  |        | 2        | 3.50        | 50%         |
| <b>SURVEY TYPES</b>                       |   |          |             |             |
| Prospect                                  |        | 2        | 3.50        | 50%         |

*Leasing*  
**Rating Areas, continued**

Scale: 1 = poor, 2 = fair, 3 = average, 4 = good, 5 = excellent

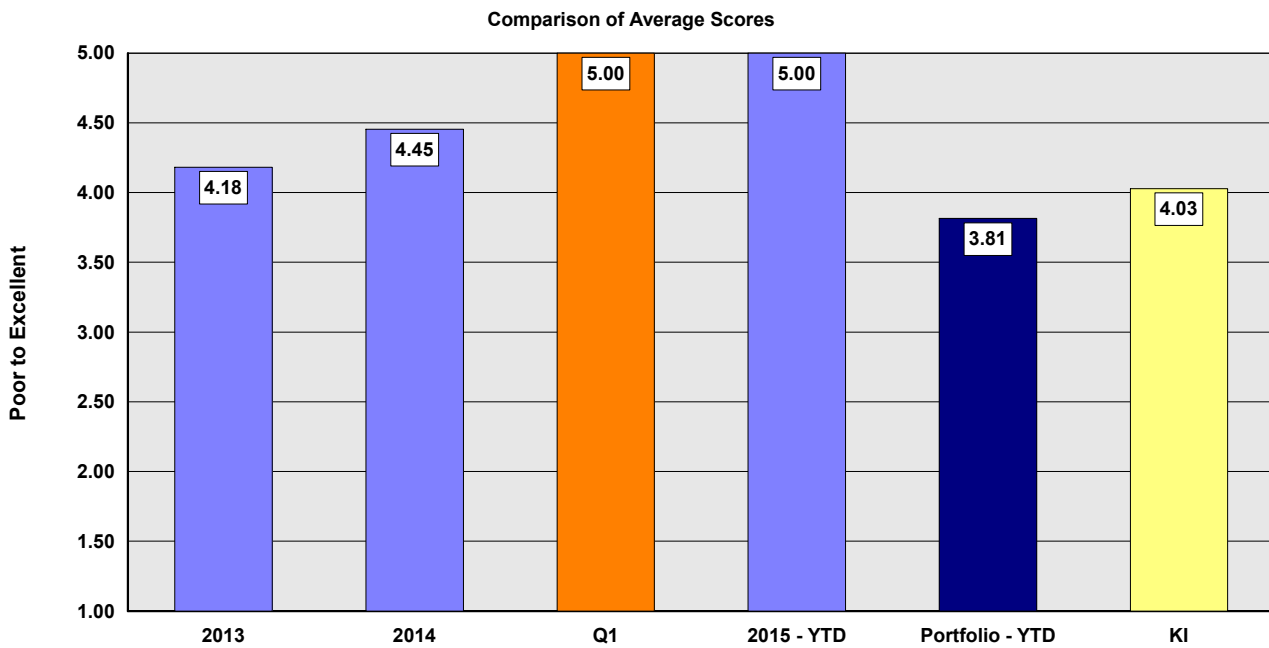
| ★ Leasing Staff - Professionalism / Courtesy |  | Count    | Avg. Rating | % 4s and 5s |
|--|--|----------|-------------|-------------|
| Preston Park                                 | 2013 <span style="float: right;">4.88</span> | 8        | 4.88        | 100%        |
| Preston Park                                 | 2014 <span style="float: right;">4.00</span> | 2        | 4.00        | 50%         |
| Preston Park - YTD                           | 2015 <span style="float: right;">4.00</span> | <b>2</b> | <b>4.00</b> | <b>50%</b>  |
| Alliance Residential Company - YTD           | 2015 <span style="float: right;">4.45</span> | 2,201    | 4.45        | 88%         |
| Kingsley Index                               | 2015 <span style="float: right;">4.61</span> | --       | 4.61        | 92%         |
| <b>KINGSLEY INDEX - SURVEY TYPES</b>         |  |          |             |             |
| KI - Prospect                                | 2015 <span style="float: right;">4.61</span> | --       | 4.61        | 92%         |
| <b>QUARTERS</b>                              |  |          |             |             |
| Q1   | <span style="float: right;">4.00</span>      | 2        | 4.00        | 50%         |
| <b>SURVEY TYPES</b>                          |  |          |             |             |
| Prospect                                     | <span style="float: right;">4.00</span>      | 2        | 4.00        | 50%         |

| ★ Lease Length Options Clearly Explained |  | Count    | Avg. Rating | % 4s and 5s |
|--|--|----------|-------------|-------------|
| Preston Park                             | 2013 <span style="float: right;">4.75</span> | 8        | 4.75        | 100%        |
| Preston Park                             | 2014 <span style="float: right;">4.00</span> | 2        | 4.00        | 50%         |
| Preston Park - YTD                       | 2015 <span style="float: right;">4.50</span> | <b>2</b> | <b>4.50</b> | <b>100%</b> |
| Alliance Residential Company - YTD       | 2015 <span style="float: right;">4.33</span> | 2,186    | 4.33        | 84%         |
| Kingsley Index                           | 2015 <span style="float: right;">4.45</span> | --       | 4.45        | 88%         |
| <b>KINGSLEY INDEX - SURVEY TYPES</b>     |  |          |             |             |
| KI - Prospect                            | 2015 <span style="float: right;">4.45</span> | --       | 4.45        | 88%         |
| <b>QUARTERS</b>                          |  |          |             |             |
| Q1                                       | <span style="float: right;">4.50</span>      | 2        | 4.50        | 100%        |
| <b>SURVEY TYPES</b>                      |  |          |             |             |
| Prospect                                 | <span style="float: right;">4.50</span>      | 2        | 4.50        | 100%        |

Community Management

Question : Mgmt. - Overall Satisfaction  
 Importance : ☆ ☆ ☆  
 Question Text : *Please rate your overall satisfaction with management.*

- 1 = Poor
- 2 = Fair
- 3 = Average
- 4 = Good
- 5 = Excellent



| Mgmt. - Overall Satisfaction                   | Number of Responses | Average Rating | Dissatisfied |           | Neutral    | Satisfied  |             |
|--|---------------------|----------------|--------------|-----------|------------|------------|-------------|
|  |                     |                | 1            | 2         | 3          | 4          | 5           |
| Preston Park 2013                              | 22                  | 4.18           | 5%           | 0%        | 18%        | 27%        | 50%         |
| Preston Park 2014                              | 11                  | 4.45           | 0%           | 0%        | 0%         | 55%        | 45%         |
| Q1   | 1                   | 5.00           | 0%           | 0%        | 0%         | 0%         | 100%        |
| <b>Preston Park 2015 - YTD</b>                 | <b>1</b>            | <b>5.00</b>    | <b>0%</b>    | <b>0%</b> | <b>0%</b>  | <b>0%</b>  | <b>100%</b> |
| <b>Alliance Residential Company 2015 - YTD</b> | <b>1,899</b>        | <b>3.81</b>    | <b>8%</b>    | <b>9%</b> | <b>14%</b> | <b>31%</b> | <b>38%</b>  |
| <b>Kingsley Index - Multifamily</b>            |                     | <b>4.03</b>    | <b>5%</b>    | <b>6%</b> | <b>12%</b> | <b>36%</b> | <b>41%</b>  |

*Community Management*  
**Comparison of Survey Types**

**Question** : Mgmt. - Overall Satisfaction  
**Importance** : ☆ ☆ ☆  
**Question Text** : *Please rate your overall satisfaction with management.*

---

■ 1 = Poor  
■ 2 = Fair  
■ 3 = Average  
■ 4 = Good  
■ 5 = Excellent

| Mgmt. - Overall Satisfaction            | Number of Responses | Average Rating | Percent 4s / 5s |
|---|---------------------|----------------|-----------------|
| Preston Park 2015 - YTD                 | 1                   | 5.00           | 100%            |
| Alliance Residential Company 2015 - YTD | 1,899               | 3.81           | 69%             |
| Kingsley Index - Multifamily            |                     | 4.03           | 77%             |
| <b>KINGSLEY INDEX - SURVEY TYPES</b>    |                     |                |                 |
| Kingsley Index - Pre-renewal            |                     | 4.03           | 77%             |
| <b>SURVEY TYPES</b>                     |                     |                |                 |
| Pre-renewal                             | 1                   | 5.00           | 100%            |

Community Management  
 Rating Areas

Scale: 1 = poor, 2 = fair, 3 = average, 4 = good, 5 = excellent

| ★★ Mgmt. - Responsiveness            |           | Count | Avg. Rating | % 4s and 5s |
|--------------------------------------|-----------|-------|-------------|-------------|
| Preston Park                         | 2013 4.29 | 21    | 4.29        | 81%         |
| Preston Park                         | 2014 4.20 | 10    | 4.20        | 90%         |
| Preston Park - YTD                   | 2015 5.00 | 1     | 5.00        | 100%        |
| Alliance Residential Company - YTD   | 2015 3.83 | 1,871 | 3.83        | 69%         |
| Kingsley Index                       | 2015 4.03 | --    | 4.03        | 76%         |
| <b>KINGSLEY INDEX - SURVEY TYPES</b> |           |       |             |             |
| KI - Pre-renewal                     | 2015 4.03 | --    | 4.03        | 76%         |
| <b>QUARTERS</b>                      |           |       |             |             |
| Q1                                   | 5.00      | 1     | 5.00        | 100%        |
| <b>SURVEY TYPES</b>                  |           |       |             |             |
| Pre-renewal                          | 5.00      | 1     | 5.00        | 100%        |

| ★★ Mgmt. - Professionalism / Courtesy |           | Count | Avg. Rating | % 4s and 5s |
|---------------------------------------|-----------|-------|-------------|-------------|
| Preston Park                          | 2013 4.14 | 22    | 4.14        | 73%         |
| Preston Park                          | 2014 4.60 | 10    | 4.60        | 100%        |
| Preston Park - YTD                    | 2015 4.00 | 1     | 4.00        | 100%        |
| Alliance Residential Company - YTD    | 2015 4.00 | 1,860 | 4.00        | 74%         |
| Kingsley Index                        | 2015 4.19 | --    | 4.19        | 82%         |
| <b>KINGSLEY INDEX - SURVEY TYPES</b>  |           |       |             |             |
| KI - Pre-renewal                      | 2015 4.19 | --    | 4.19        | 82%         |
| <b>QUARTERS</b>                       |           |       |             |             |
| Q1                                    | 4.00      | 1     | 4.00        | 100%        |
| <b>SURVEY TYPES</b>                   |           |       |             |             |
| Pre-renewal                           | 4.00      | 1     | 4.00        | 100%        |

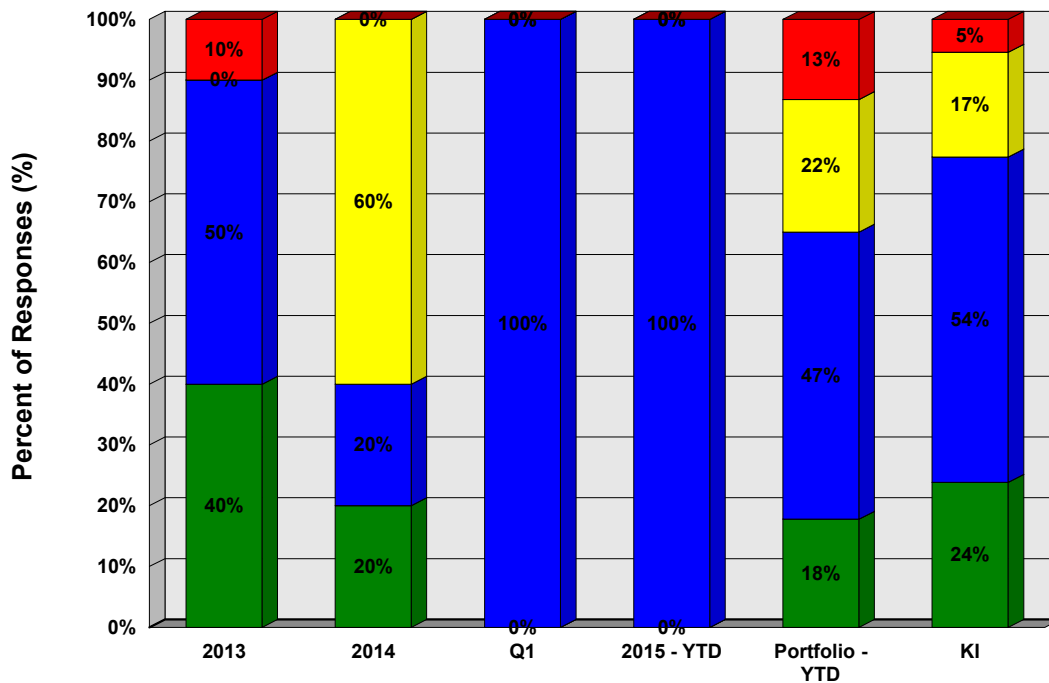


Community Management

**Question** : Community Management Response Time  
**Importance** : N/A  
**Question Text** : *How long does it generally take management to respond to non-emergency calls?*

- 48+ hours
- 24-48 hours
- 2-24 hours
- Within 2 hours

Distribution of Responses: Community Management Response Time



| Community Management Response Time             | Number of Responses | Distribution of Responses (%) |             |              |                |
|--|---------------------|-------------------------------|-------------|--------------|----------------|
|  |                     | 48+ hours                     | 24-48 hours | 2-24 hours   | Within 2 hours |
| Preston Park 2013                              | 10                  | 10 %                          | 0 %         | 50 %         | 40 %           |
| Preston Park 2014                              | 5                   | 0 %                           | 60 %        | 20 %         | 20 %           |
| Q1   | 1                   | 0 %                           | 0 %         | 100 %        | 0 %            |
| <b>Preston Park 2015 - YTD</b>                 | <b>1</b>            | <b>0 %</b>                    | <b>0 %</b>  | <b>100 %</b> | <b>0 %</b>     |
| <b>Alliance Residential Company 2015 - YTD</b> | 1,564               | <b>13 %</b>                   | 22 %        | 47 %         | 18 %           |
| <b>Kingsley Index - Multifamily</b>            |                     | <b>5 %</b>                    | 17 %        | 54 %         | 24 %           |

*Community Management*  
**Comparison of Survey Types**

Question : Community Management Response Time  
 Importance : N/A  
 Question Text : *How long does it generally take management to respond to non-emergency calls?*

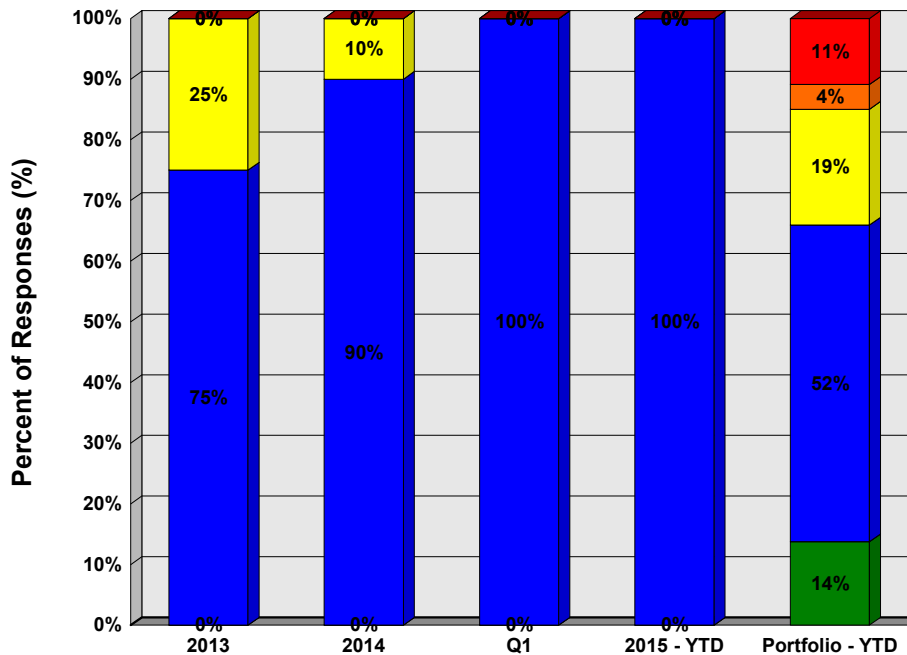
| Community Management Response Time      | Number of Responses | Distribution of Responses (%) |             |            |                |
|---|---------------------|-------------------------------|-------------|------------|----------------|
|   |                     | 48+ hours                     | 24-48 hours | 2-24 hours | Within 2 hours |
| Preston Park 2015 - YTD                 | 1                   | 0 %                           | 0 %         | 100 %      | 0 %            |
| Alliance Residential Company 2015 - YTD | 1,564               | 13 %                          | 22 %        | 47 %       | 18 %           |
| Kingsley Index - Multifamily            |                     | 5 %                           | 17 %        | 54 %       | 24 %           |
| <b>KINGSLEY INDEX - SURVEY TYPES</b>    |                     |                               |             |            |                |
| Kingsley Index - Pre-renewal            |                     | 5 %                           | 17 %        | 54 %       | 24 %           |
| <b>SURVEY TYPES</b>                     |                     |                               |             |            |                |
| Pre-renewal                             | 1                   | 0 %                           | 0 %         | 100 %      | 0 %            |

Community Management

**Question** : Current Contact with Community Management  
**Importance** : N/A  
**Question Text** : *What frequency of communication do you currently receive from management?*

- Once a week
- Once a month
- Once a quarter
- Twice a year
- Never

Distribution of Responses: Current Contact with Community Management



| Current Contact with Community Management | Number of Responses | Distribution of Responses (%) |              |                |              |             |
|---|---------------------|-------------------------------|--------------|----------------|--------------|-------------|
|   |                     | Never                         | Twice a year | Once a quarter | Once a month | Once a week |
| Preston Park 2013                         | 4                   | 0%                            | 0%           | 25%            | 75%          | 0%          |
| Preston Park 2014                         | 10                  | 0%                            | 0%           | 10%            | 90%          | 0%          |
| Q1  | 1                   | 0%                            | 0%           | 0%             | 100%         | 0%          |
| Preston Park 2015 - YTD                   | 1                   | 0%                            | 0%           | 0%             | 100%         | 0%          |
| Alliance Residential Company 2015 - YTD   | 1,804               | 11%                           | 4%           | 19%            | 52%          | 14%         |

*Community Management*  
**Comparison of Survey Types**

Question : Current Contact with Community Management  
 Importance : N/A  
 Question Text : *What frequency of communication do you currently receive from management?*

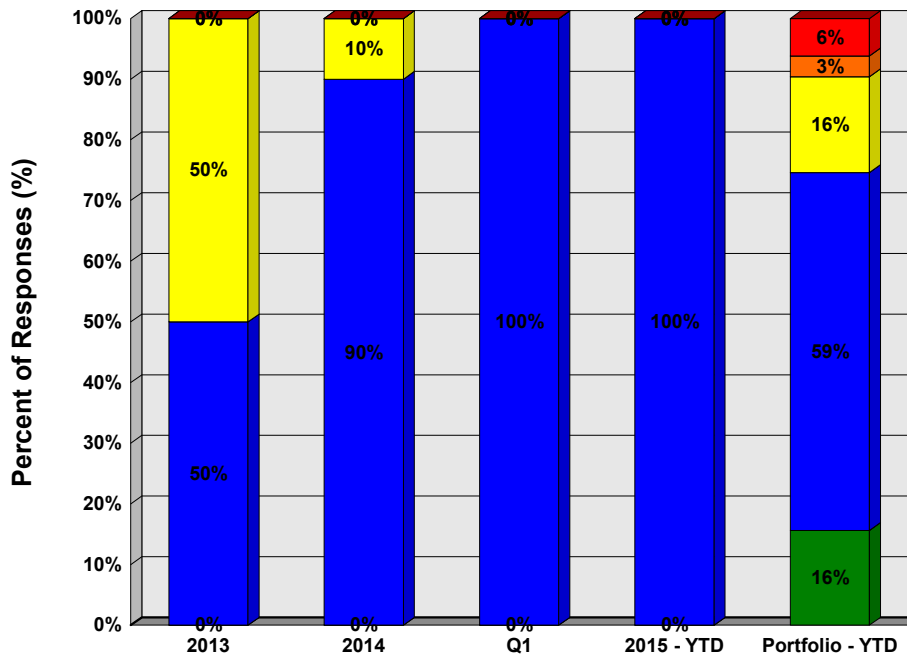
| Current Contact with Community Management | Number of Responses | Distribution of Responses (%) |              |                |              |             |
|---|---------------------|-------------------------------|--------------|----------------|--------------|-------------|
|   |                     | Never                         | Twice a year | Once a quarter | Once a month | Once a week |
| Preston Park 2015 - YTD                   | 1                   | 0 %                           | 0 %          | 0 %            | 100 %        | 0 %         |
| Alliance Residential Company 2015 - YTD   | 1,804               | 11 %                          | 4 %          | 19 %           | 52 %         | 14 %        |
| <b>SURVEY TYPES</b>                       |                     |                               |              |                |              |             |
| Pre-renewal                               | 1                   | 0 %                           | 0 %          | 0 %            | 100 %        | 0 %         |

Community Management

**Question** : Preferred Contact with Community Management  
**Importance** : N/A  
**Question Text** : *What frequency of communication do you prefer to receive from management?*

- Once a week
- Once a month
- Once a quarter
- Twice a year
- Never

Distribution of Responses: Preferred Contact with Community Management



| Preferred Contact with Community Management    | Number of Responses | Distribution of Responses (%) |              |                |              |             |
|--|---------------------|-------------------------------|--------------|----------------|--------------|-------------|
|  |                     | Never                         | Twice a year | Once a quarter | Once a month | Once a week |
| Preston Park 2013                              | 4                   | 0%                            | 0%           | 50%            | 50%          | 0%          |
| Preston Park 2014                              | 10                  | 0%                            | 0%           | 10%            | 90%          | 0%          |
| Q1   | 1                   | 0%                            | 0%           | 0%             | 100%         | 0%          |
| Preston Park 2015 - YTD                        | 1                   | 0%                            | 0%           | 0%             | 100%         | 0%          |
| <b>Alliance Residential Company 2015 - YTD</b> | 1,785               | 6%                            | 3%           | 16%            | 59%          | 16%         |

*Community Management*  
**Comparison of Survey Types**

Question : Preferred Contact with Community Management  
 Importance : N/A  
 Question Text : *What frequency of communication do you prefer to receive from management?*

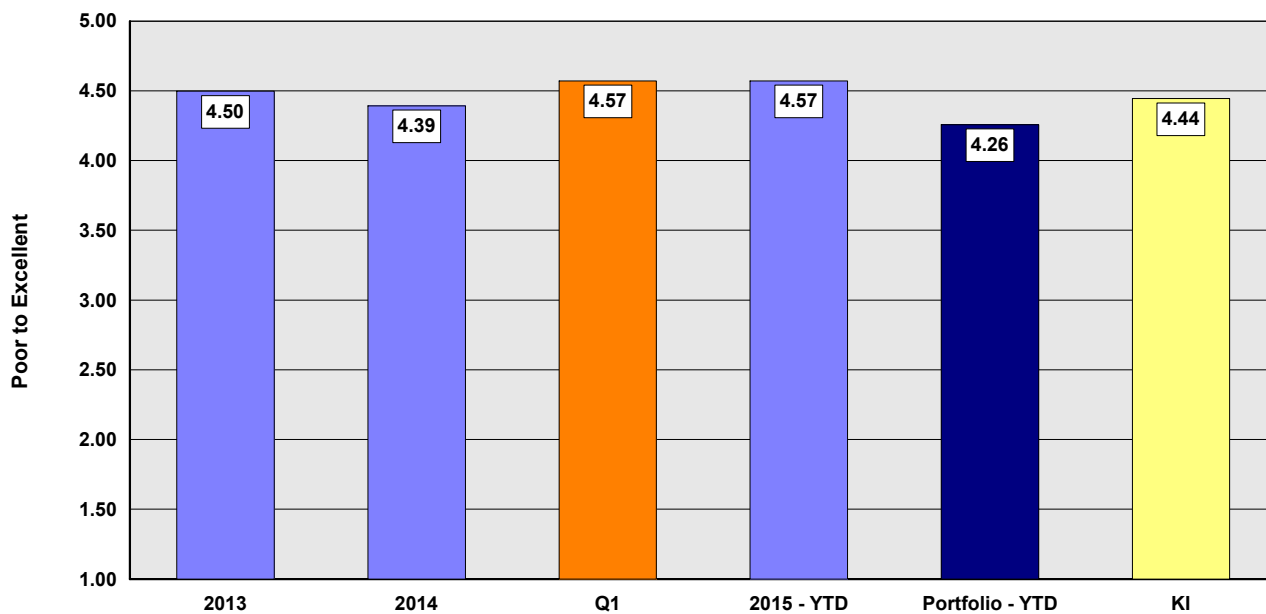
| Preferred Contact with Community Management | Number of Responses | Distribution of Responses (%) |              |                |              |             |
|---|---------------------|-------------------------------|--------------|----------------|--------------|-------------|
|   |                     | Never                         | Twice a year | Once a quarter | Once a month | Once a week |
| Preston Park 2015 - YTD                     | 1                   | 0 %                           | 0 %          | 0 %            | 100 %        | 0 %         |
| Alliance Residential Company 2015 - YTD     | 1,785               | 6 %                           | 3 %          | 16 %           | 59 %         | 16 %        |
| <b>SURVEY TYPES</b>                         |                     |                               |              |                |              |             |
| Pre-renewal                                 | 1                   | 0 %                           | 0 %          | 0 %            | 100 %        | 0 %         |

Maintenance

Question : Maintenance - Overall Satisfaction  
 Importance : ☆  
 Question Text : *Please rate your overall satisfaction with maintenance.*

- 1 = Poor
- 2 = Fair
- 3 = Average
- 4 = Good
- 5 = Excellent

Comparison of Average Scores



| Maintenance - Overall Satisfaction             | Number of Responses | Average Rating | Dissatisfied |           | Neutral   | Satisfied  |            |
|--|---------------------|----------------|--------------|-----------|-----------|------------|------------|
|  |                     |                | 1            | 2         | 3         | 4          | 5          |
| Preston Park 2013                              | 159                 | 4.50           | 2%           | 3%        | 5%        | 25%        | 65%        |
| Preston Park 2014                              | 102                 | 4.39           | 5%           | 5%        | 4%        | 19%        | 68%        |
| Q1   | 28                  | 4.57           | 0%           | 4%        | 0%        | 32%        | 64%        |
| <b>Preston Park 2015 - YTD</b>                 | <b>28</b>           | <b>4.57</b>    | <b>0%</b>    | <b>4%</b> | <b>0%</b> | <b>32%</b> | <b>64%</b> |
| <b>Alliance Residential Company 2015 - YTD</b> | <b>8,312</b>        | <b>4.26</b>    | <b>6%</b>    | <b>4%</b> | <b>7%</b> | <b>23%</b> | <b>60%</b> |
| <b>Kingsley Index - Multifamily</b>            |                     | <b>4.44</b>    | <b>4%</b>    | <b>3%</b> | <b>5%</b> | <b>21%</b> | <b>67%</b> |

*Maintenance*  
**Comparison of Survey Types**

**Question** : Maintenance - Overall Satisfaction  
**Importance** : ☆  
**Question Text** : *Please rate your overall satisfaction with maintenance.*

■ 1 = Poor  
■ 2 = Fair  
■ 3 = Average  
■ 4 = Good  
■ 5 = Excellent

| Maintenance - Overall Satisfaction      | Number of Responses | Average Rating | Percent 4s / 5s |
|---|---------------------|----------------|-----------------|
| Preston Park 2015 - YTD                 | 28                  | 4.57           | 96 %            |
| Alliance Residential Company 2015 - YTD | 8,312               | 4.26           | 83 %            |
| Kingsley Index - Multifamily            |                     | 4.44           | 88 %            |
| <b>KINGSLEY INDEX - SURVEY TYPES</b>    |                     |                |                 |
| Kingsley Index - Service Request        |                     | 4.47           | 89 %            |
| Kingsley Index - Pre-renewal            |                     | 4.32           | 86 %            |
| <b>SURVEY TYPES</b>                     |                     |                |                 |
| Service Request                         | 27                  | 4.59           | 96 %            |
| Pre-renewal                             | 1                   | 4.00           | 100 %           |



*Maintenance*  
**Rating Areas**

Scale: 1 = poor, 2 = fair, 3 = average, 4 = good, 5 = excellent

| ★ Maintenance - Responsiveness       |  | Count     | Avg. Rating | % 4s and 5s |
|--------------------------------------|--|-----------|-------------|-------------|
| Preston Park                         | 2013 <span style="float: right;">4.42</span> | 158       | 4.42        | 87%         |
| Preston Park                         | 2014 <span style="float: right;">4.33</span> | 102       | 4.33        | 86%         |
| Preston Park - YTD                   | 2015 <span style="float: right;">4.43</span> | <b>28</b> | <b>4.43</b> | <b>82%</b>  |
| Alliance Residential Company - YTD   | 2015 <span style="float: right;">4.24</span> | 8,254     | 4.24        | 82%         |
| Kingsley Index                       | 2015 <span style="float: right;">4.45</span> | --        | 4.45        | 88%         |
| <b>KINGSLEY INDEX - SURVEY TYPES</b> |  |           |             |             |
| KI - Pre-renewal                     | 2015 <span style="float: right;">4.32</span> | --        | 4.32        | 85%         |
| KI - Service Request                 | 2015 <span style="float: right;">4.47</span> | --        | 4.47        | 88%         |
| <b>QUARTERS</b>                      |  |           |             |             |
| Q1                                   | <span style="float: right;">4.43</span>      | 28        | 4.43        | 82%         |
| <b>SURVEY TYPES</b>                  |  |           |             |             |
| Pre-renewal                          | <span style="float: right;">5.00</span>      | 1         | 5.00        | 100%        |
| Service Request                      | <span style="float: right;">4.41</span>      | 27        | 4.41        | 81%         |

*Maintenance*  
**Rating Areas, continued**

Scale: 1 = poor, 2 = fair, 3 = average, 4 = good, 5 = excellent

| ★ Maintenance - Professionalism / Courtesy |  | Count     | Avg. Rating | % 4s and 5s |
|--|--|-----------|-------------|-------------|
| Preston Park                               | 2013 <span style="float: right;">4.62</span> | 159       | 4.62        | 94%         |
| Preston Park                               | 2014 <span style="float: right;">4.55</span> | 101       | 4.55        | 90%         |
| Preston Park - YTD                         | 2015 <span style="float: right;">4.57</span> | <b>28</b> | <b>4.57</b> | <b>93%</b>  |
| Alliance Residential Company - YTD         | 2015 <span style="float: right;">4.47</span> | 8,195     | 4.47        | 88%         |
| Kingsley Index                             | 2015 <span style="float: right;">4.62</span> | --        | 4.62        | 93%         |
| <b>KINGSLEY INDEX - SURVEY TYPES</b>       |  |           |             |             |
| KI - Pre-renewal                           | 2015 <span style="float: right;">4.49</span> | --        | 4.49        | 90%         |
| KI - Service Request                       | 2015 <span style="float: right;">4.64</span> | --        | 4.64        | 93%         |
| <b>QUARTERS</b>                            |  |           |             |             |
| Q1   | <span style="float: right;">4.57</span>      | 28        | 4.57        | 93%         |
| <b>SURVEY TYPES</b>                        |  |           |             |             |
| Pre-renewal                                | <span style="float: right;">4.00</span>      | 1         | 4.00        | 100%        |
| Service Request                            | <span style="float: right;">4.59</span>      | 27        | 4.59        | 93%         |

| ★ Maintenance - Quality of Work      |  | Count     | Avg. Rating | % 4s and 5s |
|--------------------------------------|--|-----------|-------------|-------------|
| Preston Park                         | 2013 <span style="float: right;">4.47</span> | 135       | 4.47        | 90%         |
| Preston Park                         | 2014 <span style="float: right;">4.46</span> | 91        | 4.46        | 86%         |
| Preston Park - YTD                   | 2015 <span style="float: right;">4.59</span> | <b>27</b> | <b>4.59</b> | <b>96%</b>  |
| Alliance Residential Company - YTD   | 2015 <span style="float: right;">4.37</span> | 6,427     | 4.37        | 86%         |
| Kingsley Index                       | 2015 <span style="float: right;">4.51</span> | --        | 4.51        | 89%         |
| <b>KINGSLEY INDEX - SURVEY TYPES</b> |  |           |             |             |
| KI - Service Request                 | 2015 <span style="float: right;">4.51</span> | --        | 4.51        | 89%         |
| <b>QUARTERS</b>                      |  |           |             |             |
| Q1                                   | <span style="float: right;">4.59</span>      | 27        | 4.59        | 96%         |
| <b>SURVEY TYPES</b>                  |  |           |             |             |
| Service Request                      | <span style="float: right;">4.59</span>      | 27        | 4.59        | 96%         |

*Maintenance*  
**Rating Areas, continued**

Scale: 1 = poor, 2 = fair, 3 = average, 4 = good, 5 = excellent

| ★ Maintenance - Notification of Completed Work |           | Count     | Avg. Rating | % 4s and 5s |
|--|-----------|-----------|-------------|-------------|
| Preston Park                                   | 2013 4.41 | 135       | 4.41        | 87%         |
| Preston Park                                   | 2014 4.39 | 89        | 4.39        | 87%         |
| Preston Park - YTD                             | 2015 4.59 | <b>27</b> | <b>4.59</b> | <b>93%</b>  |
| Alliance Residential Company - YTD             | 2015 4.38 | 6,388     | 4.38        | 86%         |
| Kingsley Index                                 | 2015 4.64 | --        | 4.64        | 93%         |
| <b>KINGSLEY INDEX - SURVEY TYPES</b>           |           |           |             |             |
| KI - Service Request                           | 2015 4.64 | --        | 4.64        | 93%         |
| <b>QUARTERS</b>                                |           |           |             |             |
| Q1   | 4.59      | 27        | 4.59        | 93%         |
| <b>SURVEY TYPES</b>                            |           |           |             |             |
| Service Request                                | 4.59      | 27        | 4.59        | 93%         |

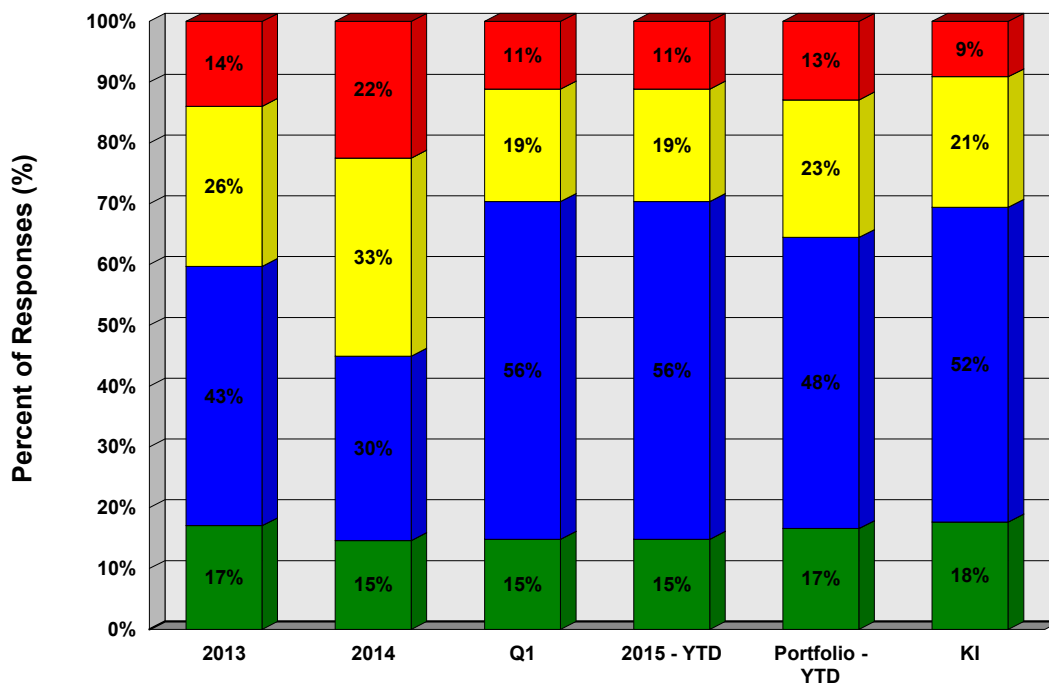
| ★ Cleanliness After Maintenance Work is Performed |           | Count     | Avg. Rating | % 4s and 5s |
|---|-----------|-----------|-------------|-------------|
| Preston Park                                      | 2013 4.47 | 136       | 4.47        | 89%         |
| Preston Park                                      | 2014 4.45 | 87        | 4.45        | 87%         |
| Preston Park - YTD                                | 2015 4.67 | <b>27</b> | <b>4.67</b> | <b>96%</b>  |
| Alliance Residential Company - YTD                | 2015 4.48 | 6,339     | 4.48        | 89%         |
| Kingsley Index                                    | 2015 4.64 | --        | 4.64        | 93%         |
| <b>KINGSLEY INDEX - SURVEY TYPES</b>              |           |           |             |             |
| KI - Service Request                              | 2015 4.64 | --        | 4.64        | 93%         |
| <b>QUARTERS</b>                                   |           |           |             |             |
| Q1  | 4.67      | 27        | 4.67        | 96%         |
| <b>SURVEY TYPES</b>                               |           |           |             |             |
| Service Request                                   | 4.67      | 27        | 4.67        | 96%         |

Maintenance

Question : Maintenance Response Time  
 Importance : N/A  
 Question Text : *How long does it generally take maintenance to respond to non-emergency calls?*

- 48+ hours
- 24-48 hours
- 2-24 hours
- Within 2 hours

Distribution of Responses: Maintenance Response Time



| Maintenance Response Time                      | Number of Responses | Distribution of Responses (%) |             |             |                |
|--|---------------------|-------------------------------|-------------|-------------|----------------|
|  |                     | 48+ hours                     | 24-48 hours | 2-24 hours  | Within 2 hours |
| Preston Park 2013                              | 129                 | 14 %                          | 26 %        | 43 %        | 17 %           |
| Preston Park 2014                              | 89                  | 22 %                          | 33 %        | 30 %        | 15 %           |
| Q1   | 27                  | 11 %                          | 19 %        | 56 %        | 15 %           |
| <b>Preston Park 2015 - YTD</b>                 | <b>27</b>           | <b>11 %</b>                   | <b>19 %</b> | <b>56 %</b> | <b>15 %</b>    |
| <b>Alliance Residential Company 2015 - YTD</b> | 6,351               | <b>13 %</b>                   | 23 %        | 48 %        | 17 %           |
| <b>Kingsley Index - Multifamily</b>            |                     | <b>9 %</b>                    | 21 %        | 52 %        | 18 %           |

*Maintenance*  
**Comparison of Survey Types**

Question : Maintenance Response Time  
 Importance : N/A  
 Question Text : *How long does it generally take maintenance to respond to non-emergency calls?*

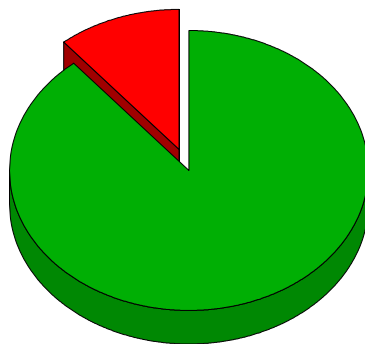
| Maintenance Response Time               | Number of Responses | Distribution of Responses (%) |             |            |                |
|---|---------------------|-------------------------------|-------------|------------|----------------|
|   |                     | 48+ hours                     | 24-48 hours | 2-24 hours | Within 2 hours |
| Preston Park 2015 - YTD                 | 27                  | 11 %                          | 19 %        | 56 %       | 15 %           |
| Alliance Residential Company 2015 - YTD | 6,351               | 13 %                          | 23 %        | 48 %       | 17 %           |
| Kingsley Index - Multifamily            |                     | 9 %                           | 21 %        | 52 %       | 18 %           |
| <b>KINGSLEY INDEX - SURVEY TYPES</b>    |                     |                               |             |            |                |
| Kingsley Index - Service Request        |                     | 9 %                           | 21 %        | 52 %       | 18 %           |
| <b>SURVEY TYPES</b>                     |                     |                               |             |            |                |
| Service Request                         | 27                  | 11 %                          | 19 %        | 56 %       | 15 %           |

Maintenance

Question : Maintenance - Work Completed to Your Satisfaction

Question Text : *Was the work completed to your satisfaction?*

|               |       |
|---------------|-------|
| Yes           | 88.9% |
| No            | 11.1% |
| Total: 100.0% |       |



Distribution of Responses: Maintenance - Work Completed to Your Satisfaction

| Responses | 2015 Responses | 2015 Percent (%) | 2014 Percent (%) | Portfolio Percent (%) | Kingsley Index |
|-----------|----------------|------------------|------------------|-----------------------|----------------|
| Yes       | 24             | 89 %             | 88 %             | 87 %                  | 91 %           |
| No        | 3              | 11 %             | 12 %             | 13 %                  | 9 %            |

Total Responses: 27 90 6,406

*Maintenance*  
**Comparison of Survey Types**

Question : Maintenance - Work Completed to Your Satisfaction  
 Importance : N/A  
 Question Text : *Was the work completed to your satisfaction?*

| Maintenance - Work Completed to Your Satisfaction | Number of Responses | Dist. of Responses (%) |      |
|---|---------------------|------------------------|------|
|   |                     | No                     | Yes  |
| Preston Park 2015 - YTD                           | 27                  | 11 %                   | 89 % |
| Alliance Residential Company 2015 - YTD           | 6,406               | 13 %                   | 87 % |
| Kingsley Index - Multifamily                      |                     | 9 %                    | 91 % |
| <b>KINGSLEY INDEX - SURVEY TYPES</b>              |                     |                        |      |
| Kingsley Index - Service Request                  |                     | 9 %                    | 91 % |
| <b>SURVEY TYPES</b>                               |                     |                        |      |
| Service Request                                   | 27                  | 11 %                   | 89 % |

# KINGSLEY ASSOCIATES

## Business intelligence for the real estate industry

The most successful firms in real estate rely on Kingsley Associates for cutting-edge business intelligence solutions. With a depth and breadth of insight unmatched in the industry, we bring thought leadership and passionate client service to every engagement. Let us partner with you to unlock the value in your organization and its relationships.



- Unmatched real estate expertise
- Actionable results
- Unparalleled benchmarking via the Kingsley Index<sup>SM</sup>
- Customized, full-service approach

### Research & Benchmarking

- Tenant and resident satisfaction programs
- Broker perception surveys
- Associate/employee engagement programs
- Client and investor surveys
- Compensation research
- Fund structuring and fee benchmarking
- Portfolio performance scorecards

### Consulting

- Organizational structuring
- Succession planning
- Competitive positioning assessment

**SAN FRANCISCO:**  
44 Montgomery Street  
Suite 1430  
San Francisco, CA 94104  
415.777.1140

**ATLANTA:**  
229 Peachtree Street NE  
Suite 1100  
Atlanta, GA 30303  
770.908.1220

[www.kingsleyassociates.com](http://www.kingsleyassociates.com)