



BUSINESS INTELLIGENCE
FOR THE REAL ESTATE INDUSTRY



UNDERSTAND YOUR CUSTOMERS ASSESS YOUR PERFORMANCE ELEVATE YOUR BUSINESS

Since 1985, real estate leaders have turned to Kingsley Associates to provide actionable intelligence through proven survey programs and proprietary industry benchmarks. Our tools and insights drive smarter and more informed decisions focused on enhancing operations, developing customer loyalty, and increasing property and portfolio returns.



WHY PARTNER WITH KINGSLEY?

- **Identify strengths and weaknesses** to focus business initiatives and capital expenditures
- **Develop actionable strategies** to increase satisfaction, revenues, and profitability
- **Strengthen customer loyalty** to increase retention and avoid the cost of replacing a tenant
- **Maintain a competitive market position** by exceeding benchmark goals

Satisfied tenants are **3.5** times more likely to renew their lease than dissatisfied tenants



DATA-DRIVEN SOLUTIONS TO ENHANCE THE CUSTOMER EXPERIENCE



TENANT/ RESIDENT SURVEYS

*Improve satisfaction,
occupancy, and retention*

Organizations that monitor service delivery can set performance standards to drive operational excellence. We evaluate factors affecting satisfaction and renewal.



CLIENT/ INVESTOR SURVEYS

*Stand out among your peers
with a positive reputation*

We uncover key drivers of client and/or investor satisfaction, gauge perceptions of your firm, and drive loyalty through our comprehensive phone interviews and surveys.



EMPLOYEE ENGAGEMENT STUDIES

*Increase your workforce
productivity and profitability*

Employees are a company's most valuable asset. We determine significant motivators of employee engagement, loyalty, retention, and productivity.



BROKER PERCEPTION STUDIES

*Boost your brand image
and close more business*

Think of brokers as your customers when the competition for new tenants is fierce. We take action to assess broker perception and competitive market positioning.

KINGSLEY INDEX™ BENCHMARKS

Compare your portfolio and property performance against industry peers with reliable benchmarks constructed from recent data from **over 20,000 office, logistics, multifamily, and retail properties** around the world



Extensive experience surveying stakeholders in

41  **&**  **18**
countries languages

Each year, we survey

more than 120,000 
commercial tenants
& over 5 million 
prospects and residents



TRUSTED RESEARCH PARTNER OF OVER 200 REAL ESTATE FIRMS INCLUDING

AEW
Aimco
Alliance Residential Company
American Realty Advisors
AXA Investment Managers
Barings
Beacon Capital Partners
Bentall Kennedy
BlackRock
Boston Properties
Brandywine Realty Trust
Brookfield Properties
CBRE
Clarion Partners
CNL Healthcare Properties
COIMA
ConAm
Cortland Partners
Cushman & Wakefield
Digital Realty Trust
Duke Realty
Empire State Realty Trust
Equity Office
Essex Property Trust
First Industrial Realty Trust
FPI Management
Gazeley
GLP
Greystar
HCA
HCP, Inc.
Healthcare Realty Trust
Hines
IDI Logistics
Invesco
Jamestown
JBG Smith
JLL
J.P. Morgan
LaSalle Investment Management
Liberty Property Trust
Lillibridge
Lincoln Property Company
Morgan Stanley
New York Life Investments
NIAM AB
Nuveen, a TIAA Company
PGIM
Piedmont Office Realty Trust
Principal
Prologis
Rockhill Management
RREEF
SL Green
Starwood Capital
STRS Ohio
The RMR Group
Tishman Speyer
Transwestern
Triovent
UBS
Urbanova
USAA Real Estate
Village Green
Vornado Realty Trust
Weidner Apartment Homes
Welltower
WinnCompanies

ENGAGEMENTS WITH

12 of the 15
largest real estate
investment managers



The top 10
largest office
owners



9 of the 15
largest logistics
owners



8 of the 10
largest apartment
managers



SAN FRANCISCO +1 (415) 777 1140 | **ATLANTA** +1 (770) 908 1220