MARKETING CORPORATE CULTURE

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company culture
(ˈkəmpənē ˈkəlCHər)
(Noun) 1. the personality of a company, from an employee perspective; what it is like to work for. Company culture includes the company mission, values, ethics, expectations, goals, and work environment.
The sum total of all the communications in a company

Happy Customers come from Happy Associates…

So, how are we doing?
How do associates define an awesome company culture?

Can they answer “Yes” to these questions?

- Does your company have a clear understanding of business priorities?
- Do you have opportunity for growth and advancement?
- Does your company have perks and benefits that you value?
- Do you feel like the work you do is valued?
- Do you look forward to going to work every day?
### I can’t get no satisfaction...

Satisfaction with my job is most influenced by:

<table>
<thead>
<tr>
<th>Factor</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Career growth opportunities</td>
<td>36.4%</td>
</tr>
<tr>
<td>Immediate supervisor</td>
<td>28.2%</td>
</tr>
<tr>
<td>Team environment</td>
<td>26.8%</td>
</tr>
<tr>
<td>Compensation</td>
<td>22.9%</td>
</tr>
<tr>
<td>Co-workers</td>
<td>22.7%</td>
</tr>
<tr>
<td>A Good Work-Home balance</td>
<td>21.4%</td>
</tr>
</tbody>
</table>
Why Associates *Continue to Work*

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Career growth opportunities</td>
<td>55.3%</td>
</tr>
<tr>
<td>Compensation/Bonuses</td>
<td>45.3%</td>
</tr>
<tr>
<td>Immediate Supervisor</td>
<td>28.3%</td>
</tr>
<tr>
<td>Co-workers / team environment</td>
<td>21.9%</td>
</tr>
</tbody>
</table>

- It’s not always about the money
- Associates stay for the CULTURE
**Take this job and shove it…**

<table>
<thead>
<tr>
<th>Why Associates <strong>Voluntarily Leave</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Co-Workers/Team environment</td>
<td>41.9%</td>
</tr>
<tr>
<td>No career growth opportunities</td>
<td>40.3%</td>
</tr>
<tr>
<td>Company Reputation</td>
<td>36.2%</td>
</tr>
<tr>
<td>Compensation</td>
<td>27.3%</td>
</tr>
<tr>
<td>Immediate supervisor</td>
<td>19.5%</td>
</tr>
</tbody>
</table>

- Associates leave for the CULTURE
## Advancement and Training

<table>
<thead>
<tr>
<th>Statement</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have tools to perform my job efficiently</td>
<td>85%</td>
</tr>
<tr>
<td>Receive adequate training to perform my job</td>
<td>78%</td>
</tr>
<tr>
<td>Performance reviews are helpful to me</td>
<td>76%</td>
</tr>
<tr>
<td>Someone encourages my development</td>
<td>76%</td>
</tr>
<tr>
<td>Sufficient options for career growth and mobility</td>
<td>75%</td>
</tr>
<tr>
<td>Hiring/promotions are based on merit</td>
<td>63%</td>
</tr>
</tbody>
</table>
Your associates want to hear your
FEEDBACK

One-on-One communication about job performance is critical to employee satisfaction and retention:

• Associates who only receive annual feedback have a 9.0% lower satisfaction than those receiving monthly feedback

• Employees receiving monthly feedback are also 2% more likely to indicate they intend to stay

• Resident overall satisfaction is +4% at communities where associates scored higher on culture surveys

Kingsley Associates 2014 – KEEP Survey
Gallup research shows companies that score above the 50th percentile on either employee or customer engagement tend to deliver 70% higher financial results than companies that score poorly on such measures.

Resident Satisfaction Impacts Property performance

Resident Survey Case Study

Financial implications

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average cost of losing a resident</td>
<td>$4,500</td>
</tr>
<tr>
<td>Increased revenues (12% increase in retention)</td>
<td>$39,000</td>
</tr>
<tr>
<td>Increase in property value</td>
<td>$600,000</td>
</tr>
</tbody>
</table>

Kingsley Associates

Business intelligence for the real estate industry.
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Advice from an industry peer

1. Create a Vision or Purpose statement – see the future
2. Establish clear goals – to define how the future will be achieved
3. Communicate those goals – to everyone involved in supporting them
4. Use Core Values – as a guide to action and personal responsibility
5. Develop talent – to achieve goals and retain associates
6. Empower associates – to make decisions and own the problem
7. Maintain frequent performance evaluations – for accountability and reward
8. Be consistent – in your policies, procedures, and treatment of employees
9. Address both resident and associate needs – driving your overall value
10. Allow balance in employee work and life – be an employer of choice!

Berkshire Property Advisors, as published in HR Magazine, “Driving Results Through Culture”, January 2014
Why Behind Culture?

Culture creates your environment and environment furthers culture!

Engaged and happy employees create higher resident satisfaction!
The Importance of Marketing Corporate Culture

89% of hiring failures are due to the new employee not fitting in with the corporate culture.

46% of employees leave within the first year if they did not understand the corporate culture prior to being hired.

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Gables Residential is an award-winning real estate company specializing in the development and management of multifamily and mixed-use communities.
“I feel very lucky to work with such talent and a company invested in all of its associates. I am looking forward to continue growing with JVM and surpass our company goal!”

“I’ve never loved being apart of a company as much as I love JVM.”
Marketing Corporate Culture

• Rebrand of Our Culture:
  – Employee Survey
  – Focus Groups
  – CORE Card / Kudos

• Results Used to Re-engage Our Employees
  – Online Engagement
  – Corporate Communication
  – Internal Programs
  – Benefits
  – Referrals
Key Elements and Desired Outcomes

- Attracting
- Converting
- Retaining

Technology | Culture
---|---
Person to Person | Consistency of Message
Training and Development |
Have a Process

Interviewing

Onboarding

Training and Development

Reward and Recognition
Recruit and Retain With High Tech and Low Tech

Know your audience
How is your website?
Remember SEO is the way to go
Video is your BFF
Use all channels
Start and promote a referral program
Mind your manners
Be what you say you are
Keep the brand tight
Doing Business The Simpson Way

As a part of our Vision - Taking good care of our employees.

• As a part of our Mission - Create an exceptional employee experience.
• As a part of our Values - A fun and collegial work environment. High performance from our people.
Employee Survey

• Employee satisfaction showed a 4 - 6% increase from prior years two years after corporate culture awareness roll out.

Companies that invest in employee satisfaction generate happier workers, and happier workers are 12% more productive.
Employee Recognition Program

49% of employees say they would leave their job in favor of a company that recognizes employee contributions.

78% of employees say recognition is a major motivator.
Make Your Employees Happy

- A recent study by economists at the University of Warwick found that happiness led to a 12% spike in productivity, while unhappy workers proved 10% less productive.

What Is the Causal Link Between Employee Satisfaction and Company Performance? Companies saw a 7.9% average jump in market value from a 1-star increase in employee satisfaction. " Glassdoor Economic Research