



WinnResidential Ranks as a Top Five Multifamily Property Management Company for Overall Resident Satisfaction

Prospective and Current Residents Give Company High Marks in Anonymous Surveys

BOSTON (March 15, 2023) – WinnResidential, the property management arm of WinnCompanies, placed among the top five multifamily operators in the United States for overall satisfaction in 2022, based on the results of anonymous surveys returned by more than 11,000 prospective and current residents.

The high-ranking marks the second year in a row the company achieved Elite 5 status as one of the top five management companies in the nation for resident satisfaction, according to Kingsley, the multifamily industry's leading business intelligence provider.

"In the all-important area of prospect and resident satisfaction, WinnResidential truly stands out as an industry leader. The commitment to excellence throughout the WinnResidential organization is readily apparent both in their performance and in the resident feedback they garner," said **James Craine, project manager for Grace Hill**, which owns KingsleySurveys as part of its suite of multifamily and commercial real estate benchmarking tools.

To qualify for Elite 5 performance, a management company must survey approximately 90 percent of the prospects and residents in its portfolio; survey current residents prior to the renewal date for their lease; and outperform the national Kingsley Index for resident satisfaction.

"Our property management teams work hard every day to deliver quality service through thousands of interactions with residents," said **Patrick Appleby, president of WinnResidential**. "These anonymous survey results are proof that they are making a difference in the quality of life for households within a wide range of communities across the country."

WinnResidential manages 65,200 apartments at 630 properties in 17 states and the District of Columbia.

The 2022 Kingsley results placed six apartment communities in the top 100 in the nation for resident satisfaction in 2022: Manomet Place II, a mixed-income community in New Bedford, MA, owned by WinnCompanies; The Residences at Portwalk, a market-rate community in Portsmouth, NH, owned by Cathartes Private Investments; Tai Tung Village, a low-income community in Boston, MA, owned by the Chinese Benevolent Association of New England; Mountain View Villas, an affordable community in Indian Wells, CA, owned by the Indian Wells Housing Authority; and The Wauregan, an affordable community in Norwich, CT, owned by Heritage Housing, Inc.

Those properties were among 68 WinnResidential communities in nine states that exceeded the Kingsley Index benchmark for overall satisfaction – meaning they scored higher than the composite satisfaction score of competitors.

Overall, WinnResidential properties received 2022 scores that outpaced the national Kingsley Index in four categories – likelihood of lease renewal, leasing staff professionalism, overall satisfaction with management and overall satisfaction with maintenance.

WinnResidential has engaged KingsleySurveys since 2016 to provide robust resident and tenant lifecycle surveys, benchmarks and insights designed to drive improved customer satisfaction and, ultimately, retention.

“There’s no better marketing than satisfied residents at a well-managed property,” said **Peg Barrows, vice president of marketing and operations support for WinnResidential**. “We’re looking to improve our performance at every community we operate in 2023.”

The company distributed more than 95,500 e-mail surveys to residents in 2022 to measure satisfaction from prospective residents, residents who recently moved into a property, residents from whom a work order was completed, residents at the mid-point in their lease and residents approaching the end of their lease.

About WinnCompanies

[WinnCompanies](#) is an award-winning, national owner, developer and manager of high-impact affordable, middle income, mixed-income, market rate and military housing communities. Founded in Boston in 1971 and supported by 3,900 team members in 23 states and the District of Columbia, WinnCompanies is one of the nation’s largest multi-family housing managers with 105,600 residential and military apartment homes under management. It is a leading manager of affordable housing and privatized U.S. military housing in the United States. The company also owns 125 apartment communities in 11 states and the District of Columbia.

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