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WinnResidential ranks as a top five multifamily property manager for overall resident satisfaction

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Boston, MA For the fourth consecutive year, WinnResidential, the property management arm of WinnCompanies, has ranked among the top five multifamily operators in the United States for overall resident satisfaction based on the results of the industry's most respected benchmarking index.

The 2025 Kingsley Excellence Awards also recognized 68 Winn-managed apartment properties for earning scores from residents that exceeded the Kingsley Index benchmark for overall customer satisfaction. Five of those communities landed in the top 100, receiving marks that make them among the top-performing properties in the nation for resident satisfaction.

The Kingsley Index is real estate's most comprehensive performance benchmarking database used to set, compare and track property performance against industry standards. To earn a Kingsley Excellence Award, either as an Elite 5 multifamily management company or as Top 100 community, winners must exceed Grace Hill's Kingsley Index for overall satisfaction from the prior year.

"We are thrilled to congratulate our longtime and valued partner on winning the Elite 5 award – a true testament to their excellence in resident satisfaction," said James Crane, project manager for Grace Hill. "WinnResidential's commitment shines through not only in the overwhelmingly positive feedback they receive from residents, but also in the exceptional work they do to attract and engage prospects. With a team that is as approachable as it is dedicated, they consistently set the standard in our industry, and we are proud to celebrate this well-deserved achievement together."

Elite 5 companies demonstrate a dedication to providing exceptional service and creating a positive living environment for residents.

To be considered for Elite 5 honors, WinnResidential surveyed approximately 90 percent of the prospects and residents in its portfolio and surveyed current residents prior to the renewal date for their lease.

On average, properties managed by WinnResidential received 2024 scores that outpaced the national Kingsley Index in 11 categories, including value for rent, decision to renew lease, communication, feeling valued as a resident, and overall satisfaction with management.

"The Kingsley survey process is a key tool for holding ourselves accountable to the highest possible

standards for property management,” said WinnResidential President Patrick Appleby. “It’s gratifying when residents recognize the hard work of our team members around the country. Resident feedback is the ultimate measure of what we are doing well and how we can improve our service to make a difference in the quality of life for households we serve.”

Of the 68 Winn-managed communities that ranked higher than the composite satisfaction score of competitors, five received resident ratings that demonstrated an exemplary commitment to exceeding industry standards and providing exceptional living experiences for residents:

CharlesNewtown, an apartment community for 262 low-income households in Charlestown, MA. WinnResidential has managed the community on behalf of the Co-operatives of CharlesNEWtown Housing, Inc., since 1997.

The Residences at Portwalk, a 149-apartment, market-rate property in Portsmouth, NH. WinnResidential has managed the community on behalf of Cathartes Private Investments since 2012.

Smith House, a 132-unit apartment community for seniors in Roxbury, MA. WinnResidential has managed Smith House on behalf of Madison Park Development Corporation since 2008.

Manomet Place II, a 71-apartment, mixed-income community for seniors in New Bedford, MA, which WinnCompanies has owned and managed since 2022.

Voke Lofts, an 84-unit, mixed-income apartment community in Worcester, MA, which WinnCompanies has owned and managed since 2013.

More than 86,300 e-mail surveys were distributed in 2024 at WinnResidential communities 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.

WinnResidential manages nearly 84,000 residential apartments across all income categories at more than 730 properties in 21 states and the District of Columbia. The company has engaged KingsleySurveys since 2016 to provide robust resident and tenant lifecycle surveys, benchmarks and insights designed to drive improved customer satisfaction and, ultimately, resident retention. Together with its privatized military housing affiliate, WinnResidential is responsible for more than 116,000 apartment homes nationwide.

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