

## SUCCESS STORY

# Westminster Management



Uses Mystery Shopping to improve leasing performance with minimal time and administration.

### OVERVIEW

Westminster Management is a growing property management company with over 20,000 units in communities across 12 states.

### CHALLENGE

Westminster wanted to assess customer service and leasing practices at the property level so they could support leasing consultants with targeted training and achieve better leasing results. With only two trainers and busy leasing consultants, they needed to minimize in-person training and administration without sacrificing performance.

### SOLUTION

Westminster implemented Grace Hill's easy-to-administer, discrete Mystery Shopping program across all communities. Each property receives a quarterly virtual shop and an internet shop. Shop results are followed by targeted training within the company's Vision LMS to quickly address any skill gaps. There are also more than 30 short booster courses available for upskill training specific to the shop.

#### COMPANY PROFILE



## WESTMINSTER

**Westminster Management**

**Headquarters:** New York, New York

**Portfolio:** 50 communities  
across 12 states

**Footprint:** 20,000 multifamily  
apartments nationwide

**Website:** <https://wmapts.com>

“The thing I like best is taking a good leasing consultant and making them great. Grace Hill's Mystery Shopping gives us the ability to look at their performance from an objective view and make a couple of small changes that can really impact customer service.

“As a trainer, I love the fact that from the time we close out the shop, with two clicks of a mouse, we can assign two five-minute refreshers in Vision on the deadlines we want. And leasing consultants appreciate that we recognize where they need additional training. Grace Hill allows us to give them the support they need with minimal work on our part,” said Elaine Kozloski, Director of Training.

“

I use Grace Hill's shop templates in my in-person training. It's not necessarily about getting 100% on your shop. But it's proven that if you hit all these marks, **you're more likely to get that telephone arrival; you're more likely to get that application.**”



**Elaine Kozloski**  
Director of Training



## RESULTS

Westminster has been able to **identify process adjustments and training** to increase:

- ✓ **Applications**
- ✓ **Tour Completions**
- ✓ **Lease Renewals**



### Identify Missed Opportunities

“One of our largest properties got a zero percent on an in-person shop once because the shopper waited and waited on a tour, and no one ever got to them. Come to find out, two people in the office are just not enough on a Saturday. It really drove home the point that missing that one additional body meant we were letting money walk out the door.”



### Target Training

“Mystery Shopping helps me see where employees are hitting the mark and where they are missing the mark so I can target training instead of wasting my time and theirs on skills they're already good at.”



### Ensure Accurate Results

“I've had to dispute very few shops, so obviously shoppers are trained in a way that gives accurate feedback.”

Learn how Grace Hill's Mystery Shopping solutions can help improve your team's performance!