



CASE STUDY

RXR Realty

Raises ESG standards and GRESB score with Grace Hill PolicyPartner and KingsleySurvey solutions.

“Your GRESB score really makes a difference. If you’re not going up, everyone else is moving ahead of you. Ensuring we had real policies, direction for onboarding, and a read on our tenant satisfaction benefitted our ESG initiatives. PolicyPartner and KingsleySurveys’ collaborative efforts have helped us to continue to achieve higher GRESB scores.”

— Michael Aisner, RPA, LEED AP
SVP, Property Management
RXR Realty



OVERVIEW

RXR Realty is a leading real estate owner, investor, operator, and developer committed to building socially, economically, and environmentally responsible communities in the New York City, Long Island, Westchester County and Connecticut markets.

CHALLENGE

RXR wanted to improve their Environmental, Social & Governance (ESG) standards to increase sustainability and attract investors. In evaluating their current ESG status, it was uncovered that company policy was the greatest area of need. Numerous recent acquisitions had resulted in a lack of policy standardization and onboarding support, but no one wanted to take on the overwhelming task of organizing and updating policies. In addition, they needed a system of collecting feedback from tenants to develop targeted action plans and further improve ESG standards.

SOLUTION

During multiple onsite working sessions, PolicyPartner worked closely with RXR to consolidate and update existing policies and fill any critical gaps. Together they established a single gatekeeper and developed a cohesive digital policy manual that can be accessed online and automatically updated. In addition, RXR implemented regular Kingsley tenant surveys to monitor tenant satisfaction with items like cleaning, security, and heating and cooling.

Benefits

Investor Relations

“Having a high GRESB score is becoming more and more important as investors get savvy. They are not just looking at the bottom line. They want to know who they’re doing business with. We can post our policy and survey implementations in our GRESB score. And that helps us differentiate ourselves in the market.”



Onboarding

“Policies are now a part of our onboarding program. We can assign the policy handbook and the quiz. So we know our employees have read it. We can sign off on the fact that they’ve been given this tool and know all the details on being an RXR property manager.”



Results

Accountability

“The last thing we want is for our property management offices to miss something because policies are not consistent or outdated. The decentralized system left too much room for uncertainty and inconsistency in our accountability. PolicyPartner takes the guesswork out of it.”



Property Management 2.0

“One of the things that RXR is pushing is a digital solution. We’re trying to take property management from a 1.0 solution to a 2.0 solution. The 1.0 solution is your three-ring binder. That 2.0 solution is a digital handbook that is consistently updated on the web and available on your cell phone. Embracing technology makes us more efficient and effective.”



POLICIES

RXR now has an online policy manual that can be easily accessed, searched, and updated on any device. Updates and update notifications are automatically released, so everyone always has the same information. The manual is assigned at onboarding, and employee acknowledgment is automatically required and documented. Inconsistent employee policy and outdated three-ring binders are a thing of the past.

SURVEYS

Tenant surveys and reports are managed from Kingsley’s easy-to-use online platform, and targeted action plans are developed to ensure any necessary corrective action is taken promptly. The leasing team has seen improved results since implementation.

“Kingsley is a recognized and leading name in the industry. So when our vendors and tenants get the survey, they know it’s a real request for information and they trust that their participation is not going to be misrepresented.”
