

THE PROCESS



- 1 You can register through the program website by the program registration deadline.
- 2 The research team sends confirmation of registration and instructions to you within 24 hours of submission, creates and sends invoices for program costs within 30 days.
- 3 You will complete the first part of the survey process, the Employer Benefits and Policies Questionnaire (EQ), where the research team gathers important information about organization policies, practices and demographics.
- 4 Your employees complete surveys via online or traditional paper survey methods, according to your selection at registration.
- 5 When the survey process ends, the research team sorts and analyzes the gathered data and determines the "Best Places to Work Multifamily®" list.
- 6 You will receive notification as to whether or not your company made the list.
- 7 You will receive an Insights Report within a month of receiving the notification.
- 8 Multifamily Leadership then produces a special edition magazine highlighting organizations named to the "Best" list, and holds a special awards gala to reveal the rankings at the annual Multifamily Awards Show.

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*If you want to know
if it's a great place
to work, you ask
the people who
work there.*

”

2021 Company Profiles



RECOGNIZING GREATNESS IN MULTIFAMILY

Our “Best Places to Work Multifamily®” program results in significant organizational benefits for all who participate.

Whether or not you think your organization would receive a “Best Places to Work Multifamily®” distinction, we encourage you to participate. Gathering feedback from your employees will provide you with a baseline so you can see where your organization can improve.

When an organization appears on the Best Places to Work Multifamily® list, management, employees, and other stakeholders feel an overwhelming sense of pride within the organization. The Best Places to Work Multifamily® award affirms an employee’s sense of belonging within the organization, therefore increasing employee engagement and retention. Organizations named to the Best Places to Work Multifamily® list can see a tremendous impact on any marketing they conduct. They can use the distinction to enhance their employee recruiting efforts, increase effectiveness of the organization’s marketing to reach residents, and improve their reputation in the community, state, or industry.

2021 BEST PLACES TO WORK IN MULTIFAMILY

REGISTER TODAY AT
[BESTPLACESTOWORKMULTIFAMILY.COM](https://bestplacestoworkmultifamily.com)

BEST PLACES TO WORK MULTIFAMILY®

The results of the survey process prove an invaluable tool for any participating organization, even if they do not make the list. After completion of the survey process, all participating organizations have the option to receive the Employee Feedback Report, which includes employee feedback for each survey question, employee comments, and aggregate organizational benchmarks. Benchmarking data allows organizations to compare their scores to the overall averages of both the list-making organizations as well as all program participants. To conduct this kind of in-depth research independently would normally cost between \$5,000 and \$10,000 in consulting fees.



Highridge Costa

330 West Victoria Street | Gardena, CA | housingpartners.com

Highridge Costa has been a leader in affordable housing for 27 years. With a concentration in family, senior, and homeless supportive housing, they build living communities that meet both individual and city growth planning needs all across the country. Every city is different, but the goals are similar. Build housing for those most in need. To that end, they work with cities to build attractive, smart, high-density, multi-dwelling living communities for working Americans, many of whom are priced out of the "for sale" market.

Highridge Costa is working to create a "Blueprint for a Better Nation" with streamlined construction, elegant design, creative financing and community outreach. These well-planned, attractive, affordable housing solutions keep senior citizens, homeless individuals, teachers, nurses, retail workers, firefighters and police officers living in the communities where they work —

"We share incredible stories of the gratitude we have received from our residents so that everyone in the company can know what they are all contributing to every day. It's a great feeling to know the good we are all doing."

»» MICHAEL COSTA | PRESIDENT & CEO

and close to the people who rely on them, which is their ultimate goal. At the end of the day, everyone in America deserves a safe and attractive place to call home.

When you ask an employee why they like working for Highridge Costa, overwhelmingly the answer is because the company and leaders truly care about everyone. One of their core values is to motivate each other to maintain a balanced focus on family, health, and work while creating an exceptional employee experience. Every benefit that is offered, explicit or implicit, does just that and the impact

is reflected in the atmosphere of the company, which can be felt the moment you walk through the door. Associates are encouraged to prioritize family, take time off to rest and recharge, and to have fun at work.

When employees are happy, the company is happy.

Blueprint for a Better Nation



WHAT MAKES THEM GREAT



THE CAT GETS THE CORNER OFFICE



Employees can bring pets to the office. They even have a cat with its own office who is known to wander around and curl up with employees. Department lunches and catered meetings are all a common occurrence as well. Even during the pandemic, they sent treats home to enjoy during virtual meetings, held virtual Zoom happy hours, and sent Harry & David gift baskets for employee birthdays.



BETTER THAN BREAKFAST AT TIFFANY'S



Recognition and celebration is great for employee morale. During each quarterly all-company meeting, an employee, selected by leadership, is recognized with the President's Award for outstanding performance. For every 5 years of employment, employees are recognized with the Service Award and a gift from Tiffany & Co. The gift grows in size and value for each additional 5 years of service.



GOING ABOVE AND BEYOND IS CAUSE FOR CELEBRATION

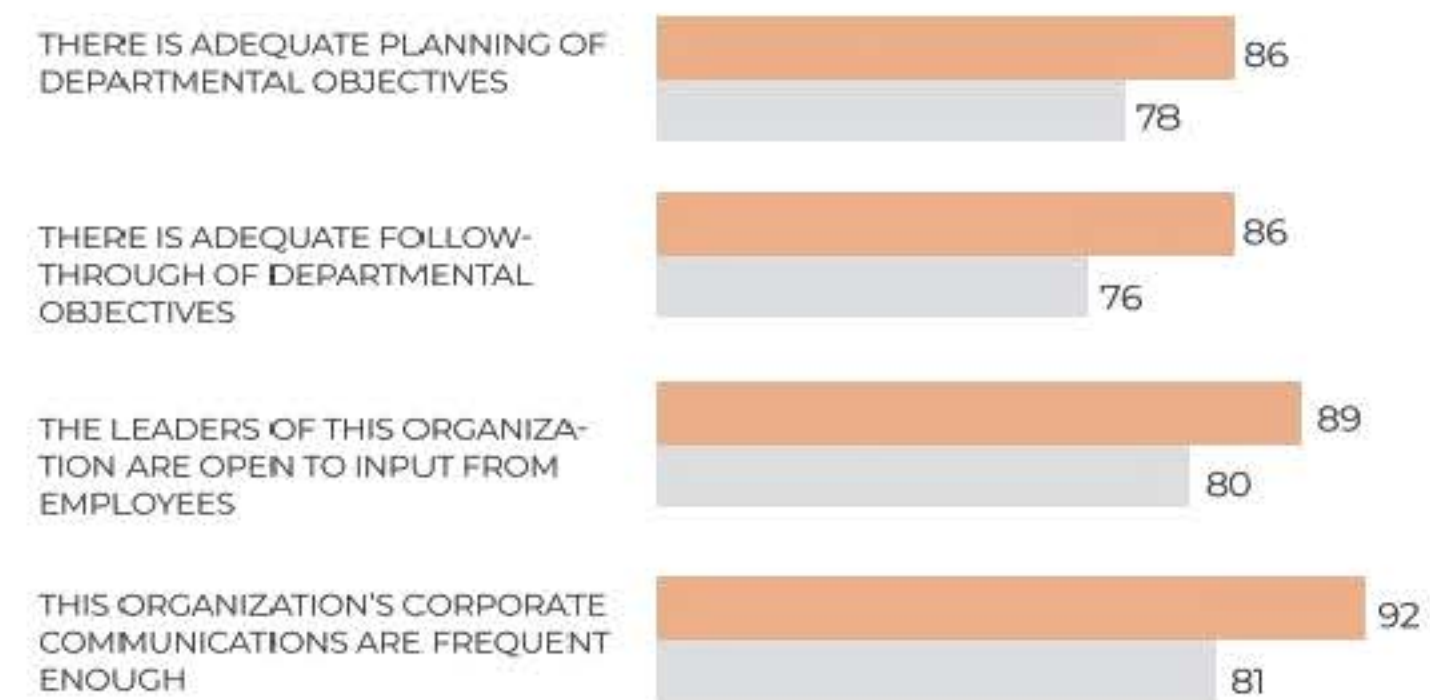
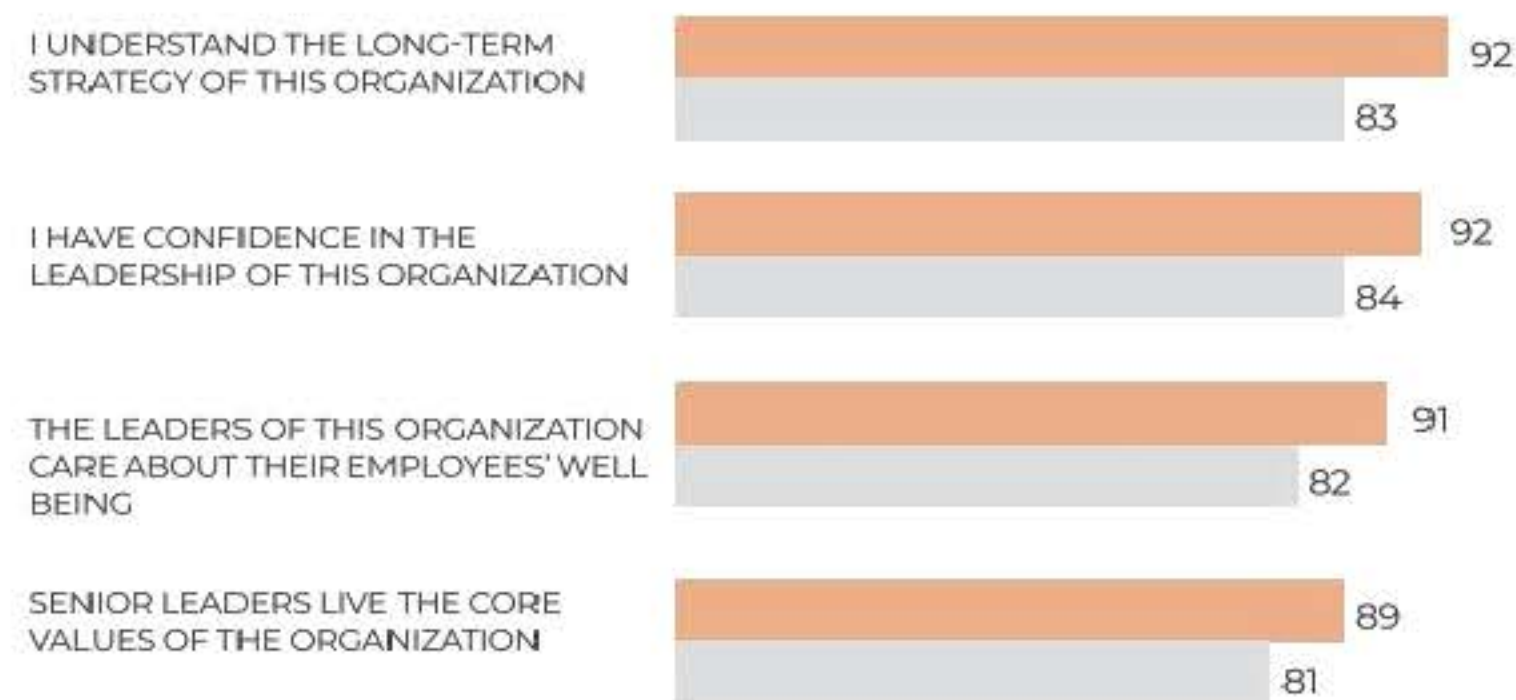


In a normal year, Highridge Costa has company outings such as visiting the Porsche Experience Center for an intense day of fun. They also have an everyday relaxed dress code to promote a relaxed collegial environment.

BEST PLACES TO WORK MULTIFAMILY®



The chart below provides a glimpse into some of the results from the detailed employer benchmark report from participating organizations. The orange bar represents the percentage of Best Places to Work in Multifamily while the light grey bar represents the percentage of all other program participants.



“ To us, being named one of the Best Places to Work validates our efforts to put employees first. We’ve always wanted to be a place where people wanted to work — and that has been reflected in every action we’ve taken and policy that we’ve put in place. To be recognized for this is an honor that we are very grateful to receive. ”

**Michael Costa, President & CEO
Highridge Costa**

“ We participate in Best Places to Work Multifamily® to get anonymous feedback from our employees. We use the results to help plan our employee strategy for the next year, examining areas we can build a better workplace, improve communication, and respond to employees’ opinions we may not otherwise have known. It has been an added benefit and an honor to have been a finalist all 4 years we have participated! It is useful in building our brand with clients and prospective employees too. We will continue to make this part of our team strategy! ”

**Tom Gwyn, Owner
Apartment Dynamics**