



HelloData Customer FAQ

What has occurred?

Grace Hill, a leader in talent and customer management solutions for commercial and multifamily real estate, has acquired HelloData, the multifamily industry's leading automated market analysis platform.

When did the acquisition occur?

The acquisition was closed on April 23, 2025

Who is Grace Hill?

For more than 25 years, Grace Hill has served the multifamily and commercial real estate industries. Today, with over 2800 customers, Grace Hill is a trusted technology provider of training, policies, resident and employee surveys, reputation management, mystery shopping services and virtual leasing and video tools. They are privately owned by Los Angeles-based private equity firm Aurora Capital. Grace Hill has more than 280 full and part-time employees and contractors across the U.S and Europe.

Why did Grace Hill acquire HelloData?

Grace Hill is committed to innovation and expanding our portfolio to offer customers best-in-class technology that solves the biggest problems faced by the industry. Over the past few months, as we talked with Marc Rutzen, Tim Gamble and Nicolas Lassaux and understood more about the market analysis platform we instantly knew that this solution has the potential to dramatically help our customers become more efficient in their market research and analysis efforts.

As you are aware, the HelloData team has revolutionized and automated the process for market surveys by providing companies with real-time rent concession and amenity information from over 100,000 public property websites eliminating the time-consuming traditional methods of producing accurate market surveys. We are confident that by working together and combining the talents of both companies, our collective customers and the industry overall will benefit greatly.

How will this acquisition affect my business?

You can expect to continue your interactions with our companies and work with the people you know, love, and trust. **You will use the same products and can expect to experience the same level of support and service.**

As we begin to bring the companies together, your needs will be at the center of our decisions. Any changes will be communicated in advance and in a timely manner.

**Who will lead HelloData going forward?**

HelloData is now part of the Grace Hill organization with Kendall Pretzer as CEO. We are thrilled that the HelloData team is joining Grace Hill. Marc will serve as Executive Vice President with the responsibility of taking care of clients and the overall financial achievement for the HelloData line of business. Tim will be Head of Data Innovation and Nico will serve as our Head of Data Science. They will work with Kendall and the senior leadership team and leverage their years of experience and expertise as we bring the companies together.

What happens to the HelloData employees? Will they join Grace Hill?

Yes! We are excited to welcome the HelloData members to the Grace Hill team. As mentioned previously, the HelloData team and the innovative technology solution they have built are all key reasons why we moved to acquire the company.

What benefits can I expect from HelloData joining Grace Hill?

You can expect that the Grace Hill and HelloData commitment to partnering with customers to solve the industry's greatest market analysis challenges will always be at the forefront of our decisions moving forward. We will continue to offer and develop tools specific to the unique needs of the multifamily industry and to each employee as part of an intentional journey of growth and development.

Will the invoicing process change; do I need to send my payments to a new address?

The invoicing process will remain the same for the foreseeable future. Please continue to remit your payments to the address on your invoices.

Will this transaction affect my contract terms and pricing?

No, we will honor your contract terms and conditions. Any changes will be communicated in advance and in a timely manner.

Will I continue to have multiple points of contact if my company currently uses both companies for different solutions?

You can expect to continue your interactions with our companies and work with the people you know, love, and trust. You will use the same products and can expect to experience the same level of support and service.

What if I have a support question or issue regarding the HelloData platform?

You can expect the same service from the same team you work with currently. HelloData will continue to support the products and deliver the same excellent service you have come to expect.

**How do I learn more about the Grace Hill technology solutions?**

If you are interested in Grace Hill, you may request a [demo](#) or refer to the company [website](#).

What should I do if I have additional questions?

If you have additional questions related to the acquisition of HelloData, please contact us at questions@gracehill.com.