

GREYSTAR SELECTS PEOPLEANSWERS TO PROVIDE TALENT MANAGEMENT SOFTWARE

*PeopleAnswers is a Pre-Employment Screening Software that Uses
Advanced Technology & Behavioral Science*

PeopleAnswers announced a new software licensing agreement with Greystar the largest multifamily property management company in the United States. The software provides an advanced platform to assist with efficiently managing the significant number of electronic resumes and applications candidates submit to Greystar. Greystar's Talent Management team will use the new technology to support their existing process for prescreening and assessing candidates for positions across the United States.

"Property management at the national level requires smart investments and world-class service to remain competitive and provide the best possible value for property owners, as well as residents," said Susan Northcutt, Managing Director of Support Services for Greystar. "PeopleAnswers has a strong presence in our industry and proven success that will allow us to continue improving the quality of people we hire, further supporting our dedication to redefining excellence in apartment living."

PeopleAnswers is a web-based tool with a scale used to evaluate job candidates. PeopleAnswers will identify the [Behavioral DNA[®]](#) of existing team members allowing Greystar to focus on candidates with traits similar to its most successful employees. Customized, behaviorally based [Performance Profiles](#) will help match job candidates with the Greystar position best corresponding with prospects' existing traits and tendencies, resulting in happier employees and lower turnover.

"Property management, like all service-based industries, depends on a strong team to effectively represent the company to property owners and residents," said Gabriel Goncalves, CEO and President of PeopleAnswers. "PeopleAnswers advanced technology will enhance Greystar's ongoing focus to attract the right employees with the skills needed to succeed in the right roles."

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About Greystar

Greystar is a fully integrated multifamily company offering expertise in property management, development and investment throughout the United States. Greystar was founded in 1993 with the intent to become a provider of world-class service in the multifamily real estate business. Greystar's innovative business model integrates the management, development and investment disciplines of the multifamily industry on both national and local levels. Headquartered in Charleston, SC., Greystar manages over 180,000 units in 100+ markets with a team that is more than 5,000 strong and growing. Greystar has invested approximately \$3 billion in multifamily investments since its inception. To learn more about Greystar, visit www.Greystar.com.

About PeopleAnswers

PeopleAnswers provides next-generation, web-based talent assessment systems to help maximize the quality of every hire, reduce turnover and streamline the selection process. Clients are from multiple industries including financial services, healthcare, hospitality, retail and property management. For more information, please visit www.PeopleAnswers.com and <http://blog.PeopleAnswers.com/>.

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