



GROW

Learning Management System



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- HEATHER JONES, GROW

If learning is like building,

then each lesson is one more brick in the structure, adding up to a stable knowledge base. And just as buildings are constructed one piece at a time, so are the lessons of GROW Learning Management System, an innovative, customizable program built specifically for multifamily firms. Not to mention, its education lessons are shaped by a veteran of the industry.

/// “What we’ve designed is something completely different than anything multifamily has ever seen before — our classes are fun, animated, mobile and convenient,” says GROW President Heather Jones, who founded the company in 2015 upon spending the majority of her career in multifamily, which started in the early ‘90s. /// GROW breaks complex lessons into bite-sized chunks, cleverly named “tidbits,” transforming a dull three-hour lesson that might otherwise be as forgettable as it is tedious, into multiple 10-minute or less mini lessons that better cement ideas in place. /// Jones’ insights into the learning needs of this industry were crystalized through experience, as her own job background in the multifamily industry led her to working in nearly every onsite/corporate position and getting familiarized with every angle. /// “I’ve managed property all over the United States, from Class A to Class D, and in every type of submarket,” she says.



TECH/ED

Along the way, it was hard not to notice that technologically-speaking, the sector’s operations always seemed a little behind the times. /// “Multifamily has always traditionally been about five years behind the rest of every other industry as far as technology goes.” /// Education is an integral part of success for the multifamily space, but most training programs look antiquated in our age of accessible mobile learning. Very few companies today offer adaptable e-learning that can be updated easily. Jones understood it was time for something new.



CUSTOMIZATION

As mentioned, what sets GROW apart from similar platforms is being fully customizable to a business' needs, mobile-friendly so an employee can train on their phone even when not in the office, and incorporative of auditory and visual elements of grasping a concept. For example, replacing wordy text blocks with vibrant, memorable animations better aids in retaining information. All of these tactics come together to offer lessons in the form of tidbit training that allows for more flexible learning schedules. /// Businesses can even have entirely new lessons created if needed. And it doesn't just stop at content. Her team can customize colors, graphics, add multiple banner displays, and adjust the layout to fit the needs of its clients. /// "GROW's courses are very relevant to the learners that are running our properties today," Jones says. "Most people onsite or in the office don't have time to sit down and stare at a screen while outdated info is being drilled into their heads. When I was a Regional Manager, I'd have this long list of classes I needed to take but could never set aside several hours to complete them. With GROW, an associate can easily view a tidbit video while at lunch." /// She describes an example of a large development company that wanted a specific telephone technique class tailored directly to their unique style. The GROW team helped them create a script, developed the class and instantly the client had a custom-made four-minute class for its employees.

GROWTH PATH

The software's "growth paths" are designed to designate hand-picked lessons that align with business' needs and lead employees to learning goals, such as onboarding for new employees, or a fast track to a manager role. /// Also, how many other educational platforms can say they provide an intranet for their clients? This training portal can even be used as an internal messaging medium for administrators to connect to all employees. /// "GROW is a tool that companies can use ongoing — not just when starting up or training new employees," she says, describing how the portal can be turned into a unifying place that reflects the brand culture and feature daily company news. /// GROW is also being marketed to vendors, which is not something the multifamily industry has seen yet. Vendor onboarding and ongoing client training can be deployed seamlessly through the portal. /// The start-up currently has about 30,000 units for which it provides training, and Jones would like to be at 100,000 units and 10 vendors by the end of this year. She also plans to license the classes to companies that have their own learning management system but may not have time to create actual class content. /// "Starting a training company has been a big learning experience. But because I've got such a strong operational background in multifamily, I know what the problems are and I can see the big picture of what needs to be done," Jones says. "We'll have at least 200 classes on the portal by this time next year, and we'll never stop creating classes." ♦

