

# Bell Partners Reduces Turnover by 75% with Targeted Maintenance Tech Certification Program

## Key Successes:

- › Reduced employee turnover by 75% for program participants.
- › Awarded 93% of 2024 Maintenance Manager promotions to certified technicians.
- › Increased average associate tenure from 2.3 to 2.7 years.
- › Raised course on-time completion rates by 9%.
- › Achieved company-wide training alignment.



## Summary

- Bell Partners launched the Certified Bell Maintenance Technician (CBMT) program to address inconsistent skills and turnover across maintenance teams.
- The program uses Interplay Learning's assessments, digital courses, and hands-on skill evaluations to build personalized training paths for each associate.
- New hires are trained based on assessed skill gaps; experienced associates only complete training in areas needing reinforcement.
- This approach allowed Bell to hire for cultural fit while accelerating onboarding and development through the program.
- Company-wide adoption was supported by aligning teams on one training topic at a time, creating shared language and focus.
- Since launch, turnover for CBMT participants dropped to 20% vs. 80%, and the average tenure rose from 2.3 to 2.7 years.
- In 2024, 93% of Maintenance Manager promotions were CBMT graduates.
- On-time course completions increased from 66% to 72%.

## Training Challenges

- Inconsistent skills inventory and onboarding process across properties.
- Limited tools to personalize training and monitor progress.
- High turnover among maintenance teams, particularly among new hires.
- Difficulty aligning training focus across departments and regions.

## About Bell Partners

Founded in 1976, Bell Partners is a privately held real estate investment and property management firm focused on multifamily communities. With over 85,000 units under management, Bell is recognized for its commitment to creating communities that residents are proud to call home. The company's values of care, service, integrity, and excellence guide its training and development initiatives for its 2,000+ associates nationwide.

## Training Program Goals

- Customize development plans based on skill assessments to address individual learning needs and improve engagement for 750+ team members.
- Streamline the path to certification using digital content and real-world verification.
- Improve employee retention and internal promotion outcomes.
- Standardize training topics and terminology across properties and regions.
- Expand talent pool by hiring for attitude and developing skills through targeted training.

## Driving Retention and Skill Development with a Data-Driven Certification Program

Bell Partners launched the Certified Maintenance Technician (CBMT) program, a structured certification path powered by Interplay Learning to address inconsistent skills and high turnover across its maintenance teams. The program combines upfront assessments, digital courses, and hands-on skills checks to create individualized development plans for each associate.

New maintenance hires complete an assessment covering core technical topics. Based on their results, they are assigned specific Interplay Learning courses to close skill gaps. After completing the online training, associates perform a real-world skills check with their manager before earning certification for that topic. Once all topics are completed, the associate earns full CBMT status.

This data-driven, blended learning approach has helped Bell Partners hire based on cultural fit and work ethic, rather than only prior experience, supporting a scalable, inclusive development model. The program enables targeted upskilling and accelerated onboarding for seasoned associates by focusing only on areas needing reinforcement.

To drive adoption and consistency, Bell Partners aligned the entire organization to focus on one topic at a time, creating shared language across departments and keeping the program top of mind. The CBMT program has become a foundational part of the company's workforce strategy, dramatically improving retention, accelerating readiness, and fueling internal promotions.

## Proven Results, Real Impact

Since implementation, turnover among Maintenance Associates participating in the program has dropped from 80% to just 20%. The company's average associate tenure increased from 2.3 to 2.7 years, exceeding the industry benchmark of under two years. In 2024, 93% of promotions from Maintenance Technician to Maintenance Manager came from CBMT graduates.

With 72% of CBMT learners completing their coursework on time, well above the company average of 66%, and strong demand from associates to continue learning beyond certification, Bell Partners is now exploring ways to extend the program with continuing education credits (CECs) using Interplay Learning's content.

*"Since implementing the CBMT program powered by Interplay Learning, turnover for Maintenance Associates dropped to 20%, compared to 80% for those not in the program."*



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