



CENTURY APARTMENTS WIN THE 2012 NATIONAL RESIDENT SATISFACTION AWARD!

SatisFacts (www.SatisFacts.com) is excited to announce that Century Apartment Homes is a 2012 national resident satisfaction award winner. SatisFacts works with nearly 200 management companies and over a million apartment homes nationally. Century Apartment Home's hard work has not gone unnoticed – evidenced by last year's SatisFacts program results showing high levels of resident satisfaction. By successfully delivering an outstanding resident experience, the company's residents reward this effort with higher lease renewal rates and less resistance to rent increases. And the ability to proudly promote the company as a best-of-breed service provider is immensely important in today's ratings-obsessed world.

Doug Miller, founder and president of SatisFacts, adds, "We've always said that winning a national award validates that a company not only 'talks the talk' about service delivery, but also 'walks the walk.' Our clients recognize that everyone wins when there is a passion for delivering world-class service. Residents reward the community with their renewal, and reduced turnover grows NOI. And due to the impact of ratings on generating quality traffic, dramatic marketing advantages can be realized by being able to leverage scores and awards to boost a property and company's online reputation. The hard work is meeting and exceeding resident expectations. Leveraging this performance is the easy part with SatisFacts, due to being able to use award logos in advertising and marketing programs, post scores online via our relationships with TurnSocial and PropertySolutions, and being able to seamlessly integrate ratings directly into property pages on ApartmentRatings.com via the powerful Verified Resident Program."

ANNUAL SURVEYS: COMPANY AWARDS



SatisFacts™:

SatisFacts™ (www.satisfacts.com), a division of Internet Brands, is the industry's retention and reputation management authority, working with hundreds of management companies and more than a million apartment units nationally. SatisFacts' feedback and reputation management systems Take the Guesswork Out of Retention™, and help clients reduce turnover, grow NOI and boost online reputations. To obtain more information, contact Doug Miller, SatisFacts, at 866.655.1490 x100 or dmiller@satisfacts.com.