



2011 NATIONAL PROPERTY AND COMPANY AWARDS: ANNUAL SURVEYS AND INSITE[®]

We are thrilled to announce that among the nearly one hundred and fifty companies working with us, your company is a 2011 national resident satisfaction award winner! Earning this is not a random accomplishment – it's based on perceptions by your residents that the company's leadership and team members are really focused on the best practices that impact satisfaction and retention!

Doug Miller, founder and president of SatisFacts, adds, "Our experience working with nearly a millions units annually means that when we see award winning scores – it validates that a company and their team go well beyond talking about great service, not just 'talking the talk' but also 'walking the walk.' Our clients understand the win-win that comes from delivering superior service: residents win because their satisfaction grows, and they reward the community by renewing their lease; these positive perceptions ultimately positively impact the company and properties' online reputation; and, ownership wins by minimizing turnover, avoiding the \$3,900 cost associated with every move-out, and also reaping the marketing benefits of having a great online reputation."

As Miller has shared in the past, "Quality assurance has always been an area of great passion, focus and attention for our clients, and as it relates to resident feedback, our clients invest time and resources in measuring their performance – understanding the value of opening up the doors of communication with residents due to its impact on bottom line performance. Even more impressive than this customer service delivery focus is a never-ending desire to improve. Our clients are clearly driven to make improving service delivery an on-going process."

All of this explains why our clients shared some very exciting news in our 2011 client satisfaction survey regarding their company's performance during the year: 79% were able to increase rents; 83% reduced concessions; and, 79% passed through resident rent increases. Superior resident satisfaction permits this to happen – residents do reward you for this commitment.

Utilize our [recently updated award logos](#) in your communications to prospective and current residents, plus clients, prospective clients and/or investors. Regardless of whether a property won an award, [superior and exceptional company award winners](#) should include the national company award image everywhere to capitalize on achieving this! Include images:

- On your company website (prospect, resident and client/investor facing pages)
- On property portals (both in prospect and resident facing pages) and Facebook pages
- In ILS listings and print ads (guides, etc.)
- In property and corporate brochures and collateral
- In resident and employee e-letters/newsletters
- Please note that we will be promoting your awards in industry media and via social networking

To download the award logos:

- Go to www.SatisFacts.com; click on "MySatisFacts Log In" on the top right. Username: support, Password: materials.
- From there, simply download the logos from the following sets of images:
 - Property: Superior Award Images (Multi-year winners plus 2000-on)
 - Property: Exceptional Award Images (Multi-year winners plus 2000-on)
 - Property: National Award Images (Multi-year winners plus 2000-on)
 - Company: National Award Images (Multi-year winners plus 2000-on)



ANNUAL SURVEY PROGRAM AWARDS

PROPERTY AWARDS:



Guidelines to Qualify:

- Must have at least five respondents complete the survey

Winners:

- **Exceptional Property Score (score of 4.5 or higher; awarded during the year)**
- **Superior Property Score (score of 4.00 - 4.49; awarded during the year)**
- **100+ Unit Properties: National Award - Highest Property Score**
 1. Corcoran Jennison / Keystone
- **100+ Unit Properties: National Award - "Top 10" Property Score (in rank order)**

1. Corcoran Jennison / Keystone	6. Corcoran Jennison / Cobble Hill
2. Corcoran Jennison / Savin Hill Apartments	7. Humphrey / Rainier Manor
3. Habitat / Daniel Hudson Burnham Apartments	8. H G Fenton / Scripps Landing
4. Picerne Military Housing / Randolph Pointe	9. Towne Properties / The Enclave
5. Corcoran Jennison / Kings Lynne	10. Carter Haston / The Q at Maitland
- **Under 100 Unit Properties: National Award - Highest Property Score**
 1. The Community Builders / Cheriton Grove
- **Under 100 Unit Properties: National Award - "Top 10" Property Score (in rank order)**

1. The Community Builders / Cheriton Grove	6. The Community Builders / TCB Niagara Court
2. Humphrey / Shippen House	7. The Community Builders / Morgan Woods
3. Churchill Residential / Evergreen at Longview	8. The Community Builders / Carriage House
4. H G Fenton / Bella Del Mar	9. Dominion / Primrose
5. Humphrey / Victory Crest	10. Humphrey / Briscoe Manor

COMPANY AWARDS:



Guidelines to Qualify:

- Based on units surveyed (not portfolio size) during the calendar year, AND
- Portfolio surveyed during the year must include at least 5 properties to qualify, AND
- If less than 5,000 units surveyed, units surveyed must be more than 50% of the total portfolio, AND
- Pilot programs do not qualify, AND
- To win any portfolio award in any size category, the score must be at least 3.85

Winners:

- **Exceptional Company Score (score of 4.5 or higher)**
 - None
- **Superior Company Score (score of 4.00 - 4.49)**

• Allen and Rocks	• EPMI, A Bayside Company	• Quintus Corporation
• Blue Ridge	• ETI Multifamily	• Reside Living
• Carter Haston	• H G Fenton	• Shea Properties
• Churchill Residential	• Habitat	• The Breeden Company
• Continental Realty	• Humphrey	• The Community Builders
• Corcoran Jennison Management	• Legend Management	• Thompson Michie
• Dominion	• Pacific Living	• Towne Properties
• Draper and Kramer	• Picerne Military Housing	• Trammell Crow Residential
• Dunes Residential	• Polinger Shannon & Luchs	
- **Under 2,000 Units - National Award**
 - **Highest Company Score: Quintus Corporation**



- **“Top 5” Company Score (in rank order)**
 1. Quintus Corporation
 2. Allen and Rocks
 3. ETI Multifamily
 4. Dunes Residential
 5. Reside Living

- **2,000 to 4,999 Units - National Award**
 - **Highest Portfolio Score: H G Fenton**
 - **“Top 5” Portfolio Score (in rank order)**
 1. H G Fenton
 2. Legend Management
 3. Churchill Residential
 4. The Community Builders
 5. Draper and Kramer

- **5,000 to 9,999 Units - National Award**
 - **Highest Company Score: Blue Ridge**
 - **“Top 5” Company Score (in rank order)**
 1. Blue Ridge
 2. Towne Properties
 3. Shea Properties
 4. Corcoran Jennison Management
 5. EPMI, A Bayside Company

- **10,000+ Units - National Award**
 - **Highest Company Score: Picerne Military Housing**
 - **“Top 5” Company Score (in rank order)**
 1. Picerne Military Housing
 2. Habitat
 3. Trammell Crow Residential
 4. Dominionium
 5. Trinity Property Consultants

INSITE® PROGRAM AWARDS

COMPANY AWARDS:



Guidelines to Qualify:

- Portfolio under contract during the year must include at least 5 properties to qualify, AND
- If less than 5,000 units contracted, units contracted must be more than 50% of the total portfolio, AND
- Pilot programs do not qualify, AND
- Portfolio must have a minimum of 100 completed surveys combined for all modules under contract, AND
- Based on the combined overall score for all modules under contract (uses year-end Trend Report / Dashboard), AND
- Utilizes Superior and Exceptional award score criteria to determine winning portfolios

Winners:

- **Exceptional Company Score (score of 4.5 or higher)**
 - Fogelman
 - Legend
 - Renaissance PG

- **Superior Company Score (score of 4.00 - 4.49)**
 - Advenir
 - A.J. Dwoskin
 - Apartment Trust of America
 - BH Management
 - Echelon
 - Fairfield
 - First Communities
 - Great Lakes Management
 - Greystar
 - Habitat
 - IMT Residential
 - MAC Property Management
 - MSC
 - Pacific Living
 - PCMG
 - Pegasus
 - RAM
 - Reside
 - Riverstone
 - Shea
 - Steven Scott
 - Thayer
 - Winn Military
 - Winn Residential
 - WRIT