

## FOR IMMEDIATE RELEASE

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### **J TURNER RESEARCH SELECTED TO SPEAK AT 2009 NAA STUDENT HOUSING CONFERENCE**

*President to Convey Value of Customer Service and Resident Satisfaction Surveys*

HOUSTON, November 13 2008 – J Turner Research, a leading marketing research firm exclusively serving the multifamily industry, today announced its president, Joseph Batdorf, will speak at the 2009 National Apartment Association (NAA) Student Housing Conference, February 2-4 at the Venetian Palazzo Hotel Resort in Las Vegas. Batdorf will co-present with Craig Cardwell, president of Allen & O'Hara Education Services, and the pair will discuss the role customer service and resident satisfaction surveys play in improving operations and a property's bottom line.

"It's an honor to be invited to speak at such a respected and influential industry event," said Batdorf. "Students have a variety of choices when it comes to their living situation and customer service plays an important role in their decision making process. Our presentation will educate attendees on effective customer service measurement and the value of leveraging this information to ensure high satisfaction levels at student housing communities."

In particular, Batdorf and Cardwell will discuss how measuring customer service and resident satisfaction levels among prospective and current residents can improve a community's reputation and operations. Specific examples will be shared on how to adjust operations based on resident feedback to ensure a better living experience at a community. Finally, the findings of a recent parents' survey will provide insight on their involvement in student housing selection which can affect a community's marketing decisions.

Case study findings from Allen & O'Hara, a subsidiary of Education Realty Trust Inc., will be shared throughout the presentation. The Memphis based student housing owner

implemented J Turner Research student surveys in December of 2006 to embrace a more unified approach to measure and respond to customer service. The continuing survey results assist Allen & O'Hara in identifying areas of its operations which are effective, and those in need of adjustment including training, customer service and property maintenance initiatives. Participants attending the education session will gain first-hand insight regarding customer service benchmarks, benefits of surveying residents and the overall impact on the company's operations.

"The implementation and continuation of these surveys have helped us better identify the wants and needs of our current and prospective residents," said Cardwell. "We receive credible, consistent and accurate data to help us develop and implement specific initiatives designed to increase occupancy and NOI. We're excited to discuss and showcase how a comprehensive survey program is positively impacting our business."

The target audience for this session is student housing executives, regional managers and supervisors, property managers, onsite employees as well as leasing and marketing professionals.

To learn more about this presentation or conference visit

<http://www.naahq.org/events/shc/Pages/Schedule.aspx>. For more information on J Turner Research contact Kerstin Johnson at (303) 682-3944 or [kerstin@linnelltaylor.com](mailto:kerstin@linnelltaylor.com) or visit [www.jturnerresearch.com](http://www.jturnerresearch.com).

**About J Turner Research:**

Based in Houston, J Turner Research specializes in developing and executing innovative and affordable research services for the multifamily industry. The company utilizes e-mail based surveys to accurately measure perceptions of prospective residents, current residents and employees to help owners understand how to optimize operational and marketing efficiencies. For more information, please call (713) 954-4840 or visit [www.jturnerresearch.com](http://www.jturnerresearch.com).

**Education Realty Trust Inc.:**

Based in Memphis, Tenn., Education Realty Trust Inc. (NYSE: EDR) is one of the largest owners, developers, and operators of collegiate housing in the U.S. Its wholly owned operating affiliate is Allen & O'Hara Education Services. The company's portfolio includes 53 student housing communities with 36,834 beds at 53 universities in 21 states. The Company, founded in 1952, entered the student housing business in 1963. It continues to manage its very first development, opened at the University of North

Carolina, Chapel Hill in 1964. For more information, please visit [www.EducationRealty.com](http://www.EducationRealty.com).

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