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J TURNER RESEARCH IDENTIFIES LEADING SCREENING AGENCIES IN MINNEAPOLIS

Rental Research Services Gains Significant Increase in Market Share

HOUSTON, May 19, 2008 – J Turner Research, a leading marketing research firm exclusively serving the multifamily industry, today announced the completion of its fourth market share survey for Rental Research Services (RRS), a residential screening agency based in Minneapolis, Minn. The survey, confirmed RRS increased its Twin Cities market share six percent (6%) compared to the previous year.

For the last four years, RRS has engaged J Turner to administer an annual survey to identify changes to the screening company's market share in Minneapolis and identify specific areas for operational improvement. The 2008 survey, which queried the largest sample to date, showed RRS improved its market share significantly. While RRS improved its rank within the market, the majority of the other screening companies included in the survey showed no change or a decrease in market share.

"Rental Research Services' positive growth in market share indicates its business operations are delivering the products and service clients are looking for," said Joseph Batdorf, president of J Turner Research. "Using information from the previous year's survey results, the company made subtle operational adjustments, and consistently measured the change's affect on business. The increase in market share suggests Rental Research Services is delivering on its focus of strong customer service."

The survey sample included data from 60,374 units representing 750 communities. During the four year survey, data was collected from site level property managers and corporate executives annually in order to compile detailed information on their use of resident screening products. J Turner Research developed a comprehensive database

of responses to accurately illustrate the market's landscape and RRS' position in it. Improvements in operations and customer service were then identified based on market performance of the company and respondent feedback.

"Throughout our relationship, J Turner Research has provided reliable insight into our market share as compared to other screening companies in our region," said Lee Mikkelson, managing partner and vice president of Rental Research Services. "This information has helped us better understand our competitors, our customer's needs and strategically position our business based on market demand. We've been able to put new operations in place to surpass the expected level of offering and service to increase our customer-base."

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.

About Rental Research Services, Inc.:

Based in Eden Prairie, Minnesota, Rental Research Services has provided resident screening products and services to the multi housing industry since 1969. Their unique combination of experience, technology and data depth has driven the company to realize significant growth over the past several years. Leading the way in this growth period is the "Instant Inquiry", a color coded resident screening report that combines credit, eviction data, both statewide and county criminal record data and a host of other proprietary databases, into one standard, easy to use report. Rental Research Services, Inc. is a member of numerous housing associations across the country and a founding member of the National Association of Screening Agencies. For more information, please call Lee Mikkelson at (800) 328-033 or visit www.rentalresearch.com.

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