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J Turner Research Satisfaction Metrics Continue to Gain Traction Among Current Multifamily Clients

Continental Properties Expands Prospect & Resident Surveys to 12 Communities

HOUSTON, July 27, 2009 – J Turner Research, a leading marketing research firm exclusively serving the multifamily industry, today announces an expanded engagement with Continental Properties (Continental), a national real estate development firm based in Menomonee Falls, Wis. After the successful completion of a three month pilot program, Continental increased the ongoing prospective and current resident satisfaction surveys from four to 12 communities.

“We’re thrilled Continental has realized value in the information we are able to collect from prospects and residents,” said Joseph Batdorf, president of J Turner Research. “Measuring satisfaction among target audiences is a cost effective and very successful approach to retain existing residents, encourage referrals and reduce overall vacancy rates, especially during this difficult economic environment.”

In March 2009 J Turner initiated a pilot program at four communities to measure resident and prospect feedback and satisfaction levels. During the test phase, survey responses delivered access to real-time feedback from prospects, providing the Continental executive team with insights unavailable from the traditional “secret shopper” tactic. Information could be extrapolated from the data regarding emerging trends at various properties, leasing professional performance as well as information regarding the most competitive properties in the region.

“Before engaging J Turner Research, our company did not have a quantifiable means of measuring customer service levels among our residents or prospects,” said John Allain, director of marketing and human resources for Continental Properties. “The survey

program enables our communities to review unbiased feedback from our residents and prospects in order to actively improve strategies for marketing and overall operations.”

Continental’s multifamily portfolio is comprised of 15 market rate, garden-style apartment communities throughout the South and Southeast.

If you would like to schedule an interview with J Turner Research or Continental Properties please contact Don Canfield at (303) 682-3942 or don@linnelltaylor.com. To learn more about the company’s prospect and resident survey programs visit 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.

About Continental Properties

Continental Properties Company, Inc. is a national real estate development company headquartered in suburban Milwaukee, Wisconsin, with offices in Ohio, Florida and Arizona. Founded in 1979 and still privately held, Continental has grown from a small real estate company to a major presence in the development industry. For more information, please visit www.cproperties.com.

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