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Paradigm Properties Quadruples Survey Program with J Turner Research

Prospect and Student Surveys Prove Valuable as Customer Service Tool

HOUSTON, March 31, 2009 – J Turner Research, a leading marketing research firm exclusively serving the multifamily industry, today announces an expanded engagement with Paradigm Properties, a market-rate and student housing owner and operator, to measure prospective and current resident perceptions at 27 additional communities. Since implementing a survey program in June 2008, Paradigm has more than quadrupled the number of communities where J Turner Research measures customer satisfaction levels to include its entire portfolio.

In June 2008, J Turner launched its survey program at nine of Paradigm's student housing properties to accurately measure customer service levels in order to better understand resident perceptions. With the results analyzed and correlated by J Turner, Paradigm has utilized the student's feedback to identify areas in need of improvement regarding management, operations and desired amenities.

"Paradigm's decision to significantly increase their commitment to customer service underscores the value of survey data and their confidence in our services," said Joseph Batdorf, president of J Turner Research. "By introducing all of its properties to the survey program, Paradigm will obtain a comprehensive view of its portfolio and the operations which affect its customer service trends in their communities."

Paradigm will continue to measure prospect and current resident perceptions at its market-rate and student housing properties to identify strengths and weaknesses related to each property, move-in / move-out processes and on-site customer service levels. To evaluate potential areas of improvement, the company will continue to receive real-time reporting of prospect feedback and monthly indexes of student and resident perceptions.

The results enable Paradigm to make operational adjustments in order to increase prospective traffic and resident occupancy ultimately improving NOI.

“The results from the initial survey program helped us obtain invaluable insight that we used to implement strong management and operational practices at the property level,” said Eric Blevins, president of Paradigm Properties. “Our decision to expand the research program companywide will enable us to look at our entire business and determine the areas we can adjust to affect positive change.”

Since the initial engagement, J Turner has received feedback from more than 1,000 prospect and student resident surveys as well as maintained significant response rates. Utilizing the ongoing Web-enabled survey program, prospects are surveyed after their initial visit to the property while current residents are queried in the fall and spring semesters.

If you would like to schedule an interview with J Turner Research 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 Paradigm Properties:

The Collier Companies, the parent company of Paradigm Properties, is an owner, manager, and developer of more than 8,600 multifamily units throughout Florida and in Norman, Oklahoma. The company is one of the largest owners of apartments in the state of Florida, housing more than 20 percent of the off-campus student body at the University of Florida. For more information visit www.teamparadigm.com.

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