



Cortland Named the Top Brand Performer in Reputation.com’s 2020 Property Management Reputation Report

ATLANTA (September 28, 2020) — Cortland today announced that it was named the highest performing brand on [Reputation.com’s 2020 Property Management Reputation Report](#), an in-depth analysis of the online reputation of more than 70,000 multifamily residential properties in the United States. In addition, 33% of Cortland’s apartment communities made the list of Top 500 US Properties. Cortland’s No. 1 ranking signifies its status as a leader in [Reputation Score](#), Reputation.com’s proprietary index for measuring customer sentiment and online reputation.

“We are elated to receive this recognition that speaks to our resident-first approach and passion for what we do,” said Cortland chief experience officer Mike Gomes. “Apartment shoppers come to rely on reviews and ratings when looking for their next home, and when we deliver on our promise, the results show. As always, it is Cortland’s top priority to deliver an exceptional living experience for our residents.”

Reputation.com’s 2020 Property Management Reputation Report analyzed actual customer feedback from each property to gauge overall sentiment. The report assigns residential properties a Reputation Score based on an analysis of reviews spanning thousands of residents across the United States, a metric that has proved increasingly vital. The report reveals which properties lead the pack on key dimensions of the resident experience – as expressed in the unfiltered voice of the customer. The findings underscore the importance of reputation experience management as a key element of a property’s strategy to increase its external reputation and improve the overall experience for its customers.

“Cortland has taken significant steps in managing the online reputation of its properties, an increasingly vital necessity due to the unique challenges that have arisen during the global pandemic,” said Jason Grier, Chief Customer Officer, Reputation.com. “Property management -- like many industries — has endured disruption on a scale that we haven’t seen in generations, making it more important than ever to deliver a satisfying living experience for tenants. Cortland has demonstrated that it is an industry leader in this regard.”

Measured on a scale of 100 to 1,000, Reputation.com’s [Reputation Score](#) is a comprehensive index of the digital presence of business locations across more than 70 industries. Reputation Score is calculated based on multiple factors measuring overall review sentiment in review sites, business listing accuracy and other indicators that reflect consumers’ experiences and

opinions — both online and onsite. For its 2020 Property Management Reputation Report, Reputation.com analyzed the online data of more than 70,000 multifamily residential properties in the United States from reviews, listings, social media, search results and customer engagements across a number of sources, including Google, Facebook and more.

About Cortland

Cortland is a product-to-people, multifamily real estate investment, development, and management company headquartered in Atlanta. Cortland in-sources its multifamily development, design, construction, renovation, property operations and asset management functions with the goal of providing its residents hospitality-driven living experiences. Cortland is invested in, directly or indirectly, and manages more than 180 apartment communities with over 60,000 homes in the U.S. with regional offices in Charlotte, Dallas, Denver, Houston and Orlando. Internationally, Cortland maintains a global materials sourcing office in Shanghai and a management and development platform in the UK. Cortland is a National Multifamily Housing Council (NMHC) Top 50 Owner and Manager. For more information, please visit www.cortland.com.

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More about Reputation.com and the 2020 Property Management Reputation Report

Methodology

The 2020 Property Management Reputation Report is part of Reputation.com's series of Reputation Reports, analyzing key data and rankings in the most significant industries that matter most to consumers. Founded in 2013, Reputation.com is a SaaS-based platform that manages tens of millions of reviews and interactions across hundreds of thousands of customer touchpoints. The patented algorithms behind the Reputation Score are based on more than a decade of machine learning and data science expertise, providing businesses with a reliable index of brand performance that they can use to make targeted improvements.

About Reputation.com

Reputation.com pioneered the online reputation management (ORM) category and now extends its leadership position to include its award-winning Reputation Experience Management (RXM) platform that consistently delivers innovative, customer-driven solutions. The SaaS-based platform manages tens of millions of reviews and interactions across hundreds of thousands of customer touchpoints. The patented algorithms behind Reputation Score X are based on more than a decade of deep machine learning and data science expertise, providing businesses with a reliable index of brand performance that they can use to make targeted improvements. Reputation.com has over 250 integration partners, including Google, Facebook, Salesforce, J.D. Power, Amazon and Web.com, and helps businesses of all sizes across industries Get Found, Get Chosen and Get Better. To learn more, visit www.reputation.com.