



## CORTLAND

### **Cortland Partners Updates Brand to Embody Company Evolution, Intention to Set the Resident Experience Standard in Multifamily Living**

*The multifamily real estate investment and management firm's revamped brand includes a naming update, logo redesign, and community master brand strategy*

**ATLANTA, August 29, 2018** – Cortland Partners, an Atlanta-based multifamily real estate investment firm that owns and manages more than 49,000 apartment homes, has launched a refreshed corporate brand identity. The revamped brand reflects both the company's growth into a leader in the multifamily industry and the resident-centric experience Cortland provides through its product-to-people, fully integrated business model.

Cortland Partners will now be known simply as Cortland; additionally, the company is debuting a refreshed logo. The majority of the company's communities will prominently feature the Cortland name, which will increase visibility for the brand and reflect the differentiated living experience residents can expect when they call Cortland home. Through becoming a recognizable, trusted brand, Cortland's name will one day be synonymous with superior living choice in their markets.

"We saw that the multifamily industry was going to shift from consumer products to consumer services," said Steven DeFrancis, Cortland's CEO. "We believed that if you made product and people your priority, you would outperform your competitors while providing an outstanding experience for your residents. So we pursued excellence in every aspect of our business – by bringing everything in-house, we're able to effectively deliver the hospitality-focused, resident-centric living experience we've become known for. Our refreshed brand reflects our evolution as a company and will one day be the brand people think of first when they think about great living options and experience in the multifamily industry."

Cortland's end-to-end, owner-manager business model includes every aspect needed to conceive, create, and deliver a best-in-class apartment community and resident experience – target market research and resident segmentation, interior and exterior design through Cortland Design, construction management services via Cortland Build, building materials, sourcing, and supply chain management through CASK Industries, and property management operations. The result of this integrated product, service, and experience approach is demonstrated in the fact that 100% of Cortland's stabilized communities exceed the industry benchmark for resident satisfaction (Kingsley Associates). Since 2016, Cortland has led the industry in year-over-year increases in its online rating and reputation scores and now ranks in the top 5 of all property managers according to J. Turner's Online Reputation rankings.

## **About Cortland**

Atlanta-based multifamily real estate company Cortland is a product-to-people, multifamily real estate investment, development, and management company, dedicated to resident-centric, hospitality-driven living experiences. All aspects of Cortland's business are in-house, including construction, design, and property management. Cortland owns and manages 138 apartment communities with more than 49,000 homes in the US with regional offices in Charlotte, Dallas, Denver, Houston, and Orlando. In 2015, the company opened a global materials sourcing office in Shanghai, and in 2017, it expanded its development platform into the UK. Cortland is a National Multifamily Housing Council (NMHC) Top 50 Owner and Manager and is ranked 7<sup>th</sup> among Atlanta's "Top 25 Largest Workplaces" (2017). For more information, please visit [www.cortland.com](http://www.cortland.com).

## **Media contact:**

Mary-Nevaire Marsh  
Public and Media Relations Manager  
[mary-nevaire.marsh@cortlandpartners.com](mailto:mary-nevaire.marsh@cortlandpartners.com)  
404.668.2126

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