



For Immediate Release:

### **Cortland Launches New, Consumer-Focused Website**

*Site reinforces Cortland's brand, improves user experience for current and prospective residents*

**ATLANTA (MAR. 12, 2019)** – Multifamily real estate investment firm Cortland unveiled their new website platform today. The new cortland.com will eventually host all of the company's community websites, over 150 as of March 1, on a single domain. The site is designed to cater specifically to prospective residents and deliver the information renters want to know when searching for their next home. Among the site's most notable features is its search functionality, which allows prospects to explore all available Cortland apartment homes in a set geography and easily identify which community best meets their needs by filtering important details like price ranges, availability, ratings, and location highlights within a single search.

In partnership with Jonah Digital Agency, a firm that specializes in the development of multifamily websites, Cortland has transformed their entire website platform. Site improvements include a mobile-first design approach, common to other industries but not yet typical for the majority of other multifamily firms. The platform also includes a self-scheduling tool, which will provide a more seamless experience for prospects who want to tour a community. Additionally, prospects searching for their home online will not have to rely on Cortland alone to evaluate the living experience the company provides. Third-party resident reviews will live on the new site, another uncommon, but experience-enhancing design choice.

The rebuilt cortland.com is the latest initiative the company has taken as part of their new marketing strategy, which they launched in August 2018. This strategy includes a move to rebranding the majority of their communities under the Cortland name, as well as a renewed focus on becoming the multifamily brand synonymous with excellent resident living experiences.

"The multifamily sector has been shifting into an experience-driven industry," said Steven DeFrancis, Cortland's CEO. "The Cortland resident experience often begins on our website, so the user experience should reflect what residents can expect in their communities. Our marketing team, in partnership with Jonah, has built a customized, flexible site that will not only help us better serve our future residents, but also enable us to more quickly adapt to changing market conditions and our growth."

"Cortland's thoughtful dedication to the prospect experience paired with Jonah's technological expertise has truly set a new standard in multifamily web. Websites are the digital front doors of apartment communities," said Courtney Jemison, Jonah's Chief Creative Officer. "They require as much care and thoughtful design as the properties themselves, and companies like Cortland who take that to heart will continue to be years ahead of their competition."

In the months to come, Cortland intends to roll out additional features, including the ability to search for and compare individual apartment homes across multiple Cortland communities at the same time, as well as the integration of third-party tools including a GreatSchools data feed and interactive site maps of Cortland communities.



# CORTLAND

## About Cortland

Cortland is a product-to-people, multifamily real estate investment, development, and management company headquartered in Atlanta. Cortland in-sources most of its multifamily development, design, construction, renovation, management, and ownership functions with the goal of providing its residents excellent, hospitality-driven living experiences. Cortland is invested in, directly or indirectly, and provides property management services to more than 150 communities and 47,000 homes in the US with regional offices in Charlotte, Dallas, Denver, Houston, and Orlando. Internationally, Cortland maintains a global materials sourcing office in Shanghai and a development platform in the UK. Cortland is a National Multifamily Housing Council (NMHC) Top 50 Owner and Manager and is ranked 6<sup>th</sup> among Atlanta's "Top 25 Largest Workplaces" (2019). For more information, please visit [cortland.com](http://cortland.com).

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