



CEL & Associates, Inc.

Real Estate Strategies, Benchmarking & Performance Solutions

2009 National Multifamily Customer Service Award for Excellence Fact Sheet

In 1997, the **National Multifamily Customer Service Award for Excellence** (“Award”) was created to recognize those companies whose management performance and commitment to the highest level and quality of service are considered to be the ***Best in the Industry***. Also called the “**A List**” Award, this honor is bestowed on those real estate firms that achieve the highest levels of Resident satisfaction.

To acknowledge the different Multifamily portfolio sizes, the following five categories were determined for the 2009 “**A List**” Award:

	# of Properties
Category I	>75
Category II	41 - 75
Category III	31 - 40
Category IV	21 - 30
Category V	20 or Fewer

Based upon the survey results of hundreds of thousands of Residents nationwide, the “**A List**” Award is an “earned” honor. The primary intent of the Award is to:

- Recognize those real estate firms that provide superior service to their customers;
- Build industry awareness as to the impact of quality and service on the bottom line; and
- Set national benchmarks from which others can measure their success.

CEL & Associates, Inc. conducts more than 2,500,000 customer surveys annually. CEL & Associates, Inc.’s service and performance benchmarks are used throughout the U.S. For more information on the **National Multifamily Customer Service Award for Excellence**, please contact us at (310) 571-3113 or cel@celassociates.com.