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## **GUMENICK PROPERTIES TAKES TOP HONORS FOR APARTMENT SERVICE**

*Residents Rate Company Communities As Being Among The Best in the United States*

**HENRICO CO, VA.** – Gumenick Properties has received a National Multifamily Customer Service Award for Excellence from CEL & Associates. This honor recognizes the Henrico-based company as offering residents at the apartment communities in its portfolio the highest levels of quality and service.

The award is based on results of apartment resident surveys. Property management excellence is analyzed in nine areas, including leasing, maintenance and management services. Honorees are divided into five categories based on the number of apartment communities a company operates. While 257 companies qualified for consideration in 2010, awards went to only to a handful of top performers. Gumenick Properties received its award in Category V, comprised of organizations with a comparable number of apartment communities.

“We are extremely pleased to receive the National Multifamily Customer Service Award for Excellence. Our company has a longstanding commitment to delivering outstanding customer service. So, we’re delighted to learn that our residents report that we are meeting – or exceeding -- their needs and desires. This achievement is the product of team work and reflects the

dedication of all our Associates at all our communities,” said Skip Nash, Vice President – Property Management at Gumenick Properties.

CEL & Associates created the National Multifamily Customer Service Award in 1997. It was developed to recognize companies whose management performance and commitment to the highest level and quality of service are the industry’s best.

While Gumenick Properties received this companywide honor, seven of its apartment communities recently received National Multifamily Customer Service Awards for Excellence from CEL & Associates as well. This is the highest number of the company’s communities to receive this honor since surveying of these neighborhoods began a decade ago. The Gumenick Properties’ communities receiving awards were:

- The Estates at Horsepen, Henrico Co., Va.
- The Hamptons at Hunton Park, Henrico Co., Va.
- Malvern Manor Apartments, Richmond, Va.
- Park Crescent Apartments, Norfolk, Va.
- Piedmont At Ivy Meadows, Charlotte, N.C.
- South Beach Apartments, Virginia Beach, Va.
- The Village at Horsepen, Henrico Co., Va.

Based in Henrico with operations throughout the Southeast, Gumenick Properties is a 60-year old, award-winning real estate development, property management and homebuilding company that has received national, regional and local honors.

CEL & Associates Inc. is the nation's largest surveyor of resident satisfaction within the multifamily industry and serves more than 500 clients in the United States, Canada and Europe. For over 30 years, the principals of CEL & Associates have helped clients with recommendations on operations, financial matters and strategic issues. Many of the firm's strategies, benchmarks and solutions have become industry standards. Today, CEL & Associates conducts more than 2.5 million customer surveys annually.