



The Reserve at Stone Port Luxury Apartment Community Wins Prestigious Customer Experience Best in Class Award



Harrisonburg, VA- Feb. 18, 2019 - The Cathcart Group is proud to announce The Reserve at Stone Port is a winner of the 2018 Ellis Customer Experience Best in Class Award for Resident Surveys, an award that recognizes the highest community performers on the Ellis Survey Program. Since beginning this award five years ago in 2014, Ellis has surveyed residents of almost 4,000 apartment communities. This prestigious award is presented to the top 10% of communities based on results of resident surveys conducted across five touch points – lead conversion, move-in, maintenance, pre-renewal, and move-out.

Ellis Resident Surveys are loyalty-focused, as opposed to many other survey providers who measure customer satisfaction scores. Ellis' philosophy, based on Net Promoter theory, is that customer loyalty is the ultimate measure of customer relationship success and loyalty is built through the customer experience onsite teams consistently provide. Loyal, rather than merely satisfied, customers will stay longer, and refer friends and family.

Ellis congratulates The Reserve at Stone Port for earning the 2018 Ellis Customer Experience Best in Class Award for Resident Surveys based on their outstanding Customer Experience performance. These properties not only achieved the highest loyalty scores with an average of 91%, but also responded to the resident an average of 94% of the time a survey was completed.

These properties also responded to residents more than 1.5 days faster than other properties. By responding to the resident more frequently and faster, Best In Class properties found themselves building trust and relationships with their residents resulting in a 14% higher likelihood to renew than their peers.

The Reserve at Stone Port is a luxury apartment community located just 1.7 miles east of Interstate 81 in the mixed-use development of Stone Port. The

Reserve at Stone Port is within walking distance to Rockingham Memorial Health Campus, and minutes to James Madison University.

The luxury apartments are built by Cathcart Construction and professionally managed by award winning Cathcart Property Management. The Cathcart Group is dedicated to the development, construction, management, and ownership of luxury apartment communities, as well as senior independent & assisted living communities. Cathcart Group is the parent company of Cathcart Development, Cathcart Construction, Cathcart Property Management, and Cathcart Senior Living.

For apartment information, stop by the leasing office for a tour of the professionally decorated model, call 540-434-2000, or email leasing@liveatstoneport.com, www.liveatstoneport.com.