



Improving Quality of Life :

Customer Satisfaction

VS.

Business Practices

John Picerne, CEO

January 19, 2009

One Company. One Mission. Families First.TM



Who We Are...

We have long-term development, construction and property management expertise. Our goal is to provide dramatically improved housing for America's service members and their families.

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Who We Are...

- Founded in 1925 / Family owned
- With RCI from the beginning
- Seven posts with 20,000 homes
 - Meade, Bragg, Polk, Rucker, Riley, Sill, APG
- The future
 - Single unaccompanied housing and barracks

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Improving Quality of Life while Balancing Customer Satisfaction and Good Business Practices

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Customer Satisfaction and the Pro-forma

- Resources must be reflected in the Annual Budget
- Resources must be Protected
- Strong Customer Service must be a Commitment
- We are committed to Families First.

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It's not What you do It's How you do it

- **Office hours – we are open seven days a week**
 - Our posts are ranked between 2nd-13th in the Army Survey
 - #2 predictor for overall satisfaction with services and overall satisfaction with the complete housing experience
- **Work order response time**
 - Our posts rank in top 20 in the 2008 Army Survey
 - #4 predictor as above
- **Resident activities**
 - Christmas, Easter, carnivals, fests
 - Popcorn Fridays, Popsicle Fridays, Breakfast-on-the-go, and so much more
 - Honey-Do coupons

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Conclusion :

Customer Satisfaction and NOI go together and support each other

**You can Improve Quality of Life
while Balancing Customer
Service with good Business
Practices**

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