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## **AvalonBay Communities Ranked #1 Multifamily Public REIT for Online Reputation**

Online Reviews are an Important Component of AvalonBay's Strategy of Listening and Responding to Customer Feedback

ARLINGTON, Va.--(BUSINESS WIRE)-- AvalonBay Communities, Inc. (NYSE: AVB) – a trusted name in multifamily housing, was recognized for its superior reputation with customers, ranking No. 1 among public multifamily REITs for the second consecutive year based on J. Turner Research's recently published Online Reputation Assessment™ Power Rankings for 2016.

“Every day our nearly 3,000 associates strive to deliver distinctive living experiences for the more than 140,000 residents who call an AvalonBay community home,” said Sean Breslin, Chief Operating Officer. “The feedback provided on ratings and review sites reflects how our residents feel about their homes and our service.”

AvalonBay received an Online Reputation Assessment™, ORA™, score of 79 compared to a national average for multifamily rental communities of 57.5 in 2016. The ORA™ Power Rankings rank apartment communities and management companies across the country based on an aggregate compilation of a property's ratings across all review sites. Each month, J Turner Research monitors the online ratings of more than 63,000 properties nationwide.

In addition to the ORA Power Rankings, AvalonBay, like many leading brands in other categories, uses the Net Promoter Score (NPS) as another key measure of what residents think and how they feel about their experience. Every week, a sample of residents are surveyed and provide feedback which is used to continue to improve the resident experience. The Company also conducts regular online discussion forums with residents to solicit even more in-depth comments on what they like and what they think can be better. “The feedback we get from rating and review sites, social media and our own surveys is invaluable. It's a vital part of our culture and how we continue to get better.” said Kurt Conway, AvalonBay's Senior Vice President of Brand Strategy.

## **About AvalonBay Communities, Inc.**

AvalonBay is an equity REIT in the business of developing, redeveloping, acquiring and managing apartment communities in the leading metropolitan areas in New England, the New York/New Jersey Metro area, the Mid-Atlantic, the Pacific Northwest, and the Northern and Southern California regions of the United States. As of December 31, 2016, the Company owned or held a direct or indirect ownership interest in 285 apartment communities containing 83,667 apartment homes in 10 states and the District of Columbia, of which 27 communities were under development and four communities were under redevelopment. More information may be found on the Company's website at [www.avalonbay.com](http://www.avalonbay.com).

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