



## **ApartmentRatings.com Owner Internet Brands Acquires SatisFacts Research**

### **Acquisition provides strong complement to industry-leading apartment ratings and reviews website**

LOS ANGELES (June 28, 2012) -- Internet Brands today announced the acquisition of SatisFacts Research ([www.satisfacts.com](http://www.satisfacts.com)), the leading resident feedback, performance monitoring, and retention enhancement service provider in the multifamily industry. SatisFacts will be combined with ApartmentRatings.com, an Internet Brands property that is the largest source of online renter reviews and a key source of information for prospective residents.

Founded in 2000 by property management industry veteran Doug Miller, SatisFacts has established itself as the industry leader in resident feedback and performance enhancement programs, servicing hundreds of management companies that oversee more than 1 million units nationwide. SatisFacts' programs provide year-round performance monitoring and unrivaled client support programs that help enhance resident satisfaction, loyalty, retention and online reputations.

"SatisFacts has led the way in helping property managers understand their reputations and the drivers of satisfaction amongst their residents," said Wade Hewitt, VP of Internet Brands and general manager of ApartmentRatings.com. "Combining this knowledge and service with the existing property manager-related services of ApartmentRatings.com enables us to provide property managers with an unparalleled end-to-end view of the customer."

Internet Brands' acquisition of SatisFacts is driven by the logical fit with ApartmentRatings.com. Both teams are passionate about helping apartment renters find the best homes possible: ApartmentRatings.com's goal is to help prospective residents make informed rental decisions, while SatisFacts' goal is to create a consummate win-win for prospective renters, residents and management companies. SatisFacts' groundbreaking 2011 study, "Getting Inside The Head of Today's Online Renter," demonstrated the indisputable importance of ratings sites: a dramatic 52% of residents cited rating/review sites when asked which sources of information they consult when shopping for an apartment.

"Our acquisition by Internet Brands and the partnerships that come along with it will provide us with incredible technology resources to further expand our capabilities. Even more importantly, it gives us the unrivaled ability to help our clients promote scores on ApartmentRatings.com, the largest apartment ratings website," said Doug Miller, Founder and President of SatisFacts. "It

really enhances our entire team's ability to help clients fully leverage their outstanding performance online, helping to generate more highly motivated prospective residents.”

The entire existing Satisfacts team will remain in place post-acquisition to maintain the company's world class service standards.

### **About SatisFacts Research**

SatisFacts Research ([www.satisfacts.com](http://www.satisfacts.com)) is the multifamily industry's resident satisfaction research and retention authority. SatisFacts' satisfaction survey and feedback systems Take the Guesswork Out of Retention™, help clients reduce turnover, grow NOI, and boost their online reputation. Having worked with millions of units nationally, SatisFacts is the industry's retention authority. To obtain more information, contact Doug Miller, SatisFacts, at 866.655.1490 x100 or [dmiller@satisfacts.com](mailto:dmiller@satisfacts.com).

### **About ApartmentRatings.com**

Launched in 2000 and acquired by Internet Brands in 2007, ApartmentRatings.com ([www.apartmentratings.com](http://www.apartmentratings.com)) is the largest online rating community for rental housing, reaching approximately 30% of apartment hunters nationwide. The site is among the top five most-visited apartment hunting sites in the world.

### **About Internet Brands**

Headquartered in El Segundo, California, Internet Brands is a new media company that operates online media, community, and e-commerce websites in vertical markets. The company also develops and licenses Internet software and social media applications. In its Consumer Internet Division, Internet Brands owns and operates more than 200 principal websites in seven categories. The company currently attracts, on average, more than 100 million unique visitors per month, with 97 percent of the network's audience originating from organic, non-paid sources.

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