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Southern Management Claims No. 10 Spot in National Online Reputation Assessment

Southern Management Companies has been ranked among the top multifamily companies in the nation for online reputation in the fourth annual [2022 Division ORA® Power Ranking](#), published by Multifamily Executive.

Southern Management ranks 10th in Division II. This is the third year in a row Southern has made the list of top multifamily companies for online reputation, previously placing in the Top 25 in 2021 and 2020.

“We are very excited about our Top 10 ranking this year because it is another demonstration of our team’s hard work in making each of Southern’s 77 communities a place residents are proud to call home,” said Suzanne Hillman, president and CEO of Southern Management Companies. “We are the only multifamily company on the list that exclusively serves the DMV area, and our team members come to work every day excited about what they do and are committed to providing residents the care and service they deserve.”

Three divisions were included in the ORA® Division Power Rankings: Division II includes companies that manage between 20,000 to 34,402 units, Division III includes companies managing 10,000 to 19,999 units and Division IV included companies that manage 2,000 to 9,999 units. The unit cut-off for each division was determined based on the portfolio data obtained from Smart Apartment Data in June 2022.

“The division ranking reflects multifamily companies’ attention to customer service and online reputation. Research has shown that a positive online presence is critical to boosting marketing and leasing efforts. The companies awarded in this division ranking have singularly focused on winning over their residents in person, as evident in their high ORA scores,” said Joseph Batdorf, president of J Turner Research.

J Turner Research introduced the Division ORA® Power Ranking in 2019 to recognize management companies of all sizes for excellence in online reputation management. The companies are ranked based on their Online Reputation Assessment, or [ORA®](#), score — the multifamily industry standard to measure and benchmark a property/company's online reputation. The Division I list, Top 25 of the NMHC Top 50 companies, was announced in May 2022.

The ORA® Power Ranking is based on monthly online reputation research of more than 128,000 properties' lifetime reviews across multiple review sites and internet listing services. Using a statistical model, J Turner Research assigns an independent score to each property on a scale of 0 to 100. The ORA® Score was developed to simplify measurement of online reputation, and it serves as the multifamily industry standard to measure a property's online reputation.

ABOUT SOUTHERN MANAGEMENT COMPANIES

Southern Management Companies is one of the largest privately owned residential property management companies in the U.S. The company owns and manages 77 apartment communities comprising more than 25,000 apartment homes throughout the Baltimore-Washington region. In addition to residential property ownership and management, Southern Management owns, manages and operates commercial properties as well as four hotels and conference centers.