

Is Good Service Gone? *Not When Companies Make A Commitment To It*

(NAPSA)—In the battle to keep up with the hectic pace of modern life, good service—or service at all in some cases—is usually the first casualty. When was the last time you got something repaired in 24 hours without paying a premium?

The service economy that many tout as the new direction, is in many cases no service at all. Telephone answering services make it difficult to resolve issues. We bag our groceries. We pump our gas.

We long for days when service was a priority, when money bought more than a product. People living in apartment communities aren't immune to the need for better service. In fact, they expect it on a higher level than homeowners because convenience is a major reason they choose apartment living.

While many renters don't get some of the essential services they deserve, one company is determined to bring customer service back to what it once was—an integral part of how people should be treated.

The largest owner and operator of apartments in the nation—Apartment Investment and Management Company (AIMCO)—makes customer service a top priority. Customer service is a big part of the company's product. As part of its service pledge at communities across the country:

- All residents receive a guarantee that a service technician will respond within 24 hours of a call.
- All residents receive a pledge in writing from their apartment management of quality customer service, a clean community and



The community manager and concierge stand ready to help residents at this AIMCO apartment community near Chicago, exemplifying the company's commitment to service.

zero tolerance for criminal activity in exchange for the resident's pledge to be a good neighbor.

- Residents who wish to move can move to another apartment community owned by the company with no additional cost.

- Directors of service quality ensure that each apartment community meets these important expectations.

These commitments are carried out in every AIMCO community, even though amenities in apartments across the country differ. They speak to the core reasons many individuals choose apartment living.

"We know our residents lead fast paced lives and they need a living environment that is stable and hassle free. That's why we've instituted these basic promises and safeguards," said Victoria Blanton, AIMCO Vice President of Sales. "Good resident service is always at the forefront of our minds."

To learn more about the company or to locate a property in 47 states, visit: www.aimco.com.