

## Cortland Partners

Atlanta, Georgia

A top 25 multi-family residential real estate company, Cortland Partners has renovated about 50,000 apartment homes in over 130 communities.



### Overview

For Executive Vice President Larry Laseter, the success of Cortland Partners depends on their ability to meet residents' needs.

"We are big on millennials and young professionals," he says. "They're brand aware. And Samsung is the number one brand in the United States, so it only made sense for us to choose them."

As a result of Cortland's top-of-the-line finishes — including Samsung appliances — Laseter reports that the company is continually exceeding their financial models, keeping occupancy high and fetching great rents in the marketplace.



"Samsung's service is just as good as the product."

- Larry Laseter

See how Samsung is helping Cortland Partners build for tomorrow.

### Design

Samsung design helps Cortland stand out, from French door refrigerators to concealed controls. "The sleekness and counter depth is not normal to a multi-family unit," VP of Interior Design and Architecture, Darla Dillon, explains. "All of these elements create a beautiful space."

### Innovation

Mike Gomes, Chief Experience Officer at Cortland, recognizes that residents' minds are in the future, and Cortland meets them there with Samsung. "As the smart home space grows, so do our residents' expectations. We're loving that Samsung's our partner in that regard."

### Service

Cortland recently completed 8,000 renovations, and Samsung delivered each and every time. Laseter notes, "Samsung ensures the product is there on time, undamaged, in the wonderful condition we expect. To date, we've not had a single problem meeting our service guarantee."

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