

Think Your Online Reviews Don't Matter? Think Again!



Prospective residents look toward online reviews to make informed decisions about choosing their next home. And just like they wouldn't book a vacation or choose a restaurant without first checking the internet, your future residents are already forming their opinions based on what they find online. Your property's reviews must paint a complete picture to earn their trust — showcasing the good, the bad, and everything in between.



79%
OF RENTERS
report that reviews influenced their leasing decisions.



87%
of consumers bypass generic star ratings and dive into detailed reviews before choosing a local business.

71%
of renters who research reviews won't visit a property if the online reviews aren't stellar.

55%
won't even consider touring an apartment if the star rating is not 4 or above.

69%
of respondents said they referenced property ratings and reviews in their most recent rental-home search.

ATTRACT MORE RENTERS WITH A BUZZWORTHY COMMUNITY

Traditional review platforms are just the beginning. Today's residents turn to social media to engage with their community, and prospects use it to learn more about your property. A lack of activity or a missing page can leave them feeling disconnected and uninformed.

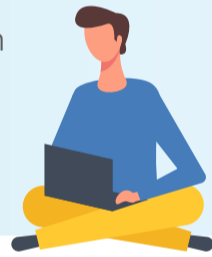


80%
of apartment seekers check your social media before signing their next lease.

Social media engagement ranks **#3** among factors that most influence resident renewals.

47%
of social media users are either likely or very likely to engage with an apartment community on social media.

Without actively monitoring social media, valuable insights about your property's reputation could go unseen. Social engagement transforms your digital identity into a renter relationship hub. Use it to highlight your property's best features and cultivate an online presence that satisfies residents and converts prospects.



DON'T LET SILENCE SPEAK LOUDER THAN WORDS!

Failing to respond to online reviews will cost you. When potential residents encounter unanswered reviews, it paints a picture of an unresponsive and uncaring management team. However, responding to both positive and negative reviews demonstrates that you value your residents' experiences and are working to create a thriving community. This proactive approach fosters trust and loyalty, and ultimately increases satisfaction.

47%
of renters expect management to respond to ALL online reviews

56%
of consumers change their opinion of a business based on how they respond to reviews.

A 15%
increase in churn is linked to businesses that fail to respond to online reviews.

YOU DON'T HAVE TO DO IT ALONE.

When multifamily organizations try to manage their online brand without an effective, industry-specific solution, it's impossible to get a consolidated view of overall performance across properties.

94% of local companies that invest in reputation management tools see cost recovery through ROI.



Grace Hill makes managing your online reputation easy with a single dashboard of reviews, listings, and social sites. Turn every review into an opportunity to enhance your brand, convert prospects, and build stronger relationships with residents.

Contact us today to learn how Grace Hill can be your partner in success.

