



Welcome

Apartment Ratings and Reviews: 4 Secrets to Success





Questions? Chat with us on twitter!
@therentersvoice #rentersvoice

TOPICS

4 secrets to *success*

What *not* to do

Conversation *starters*

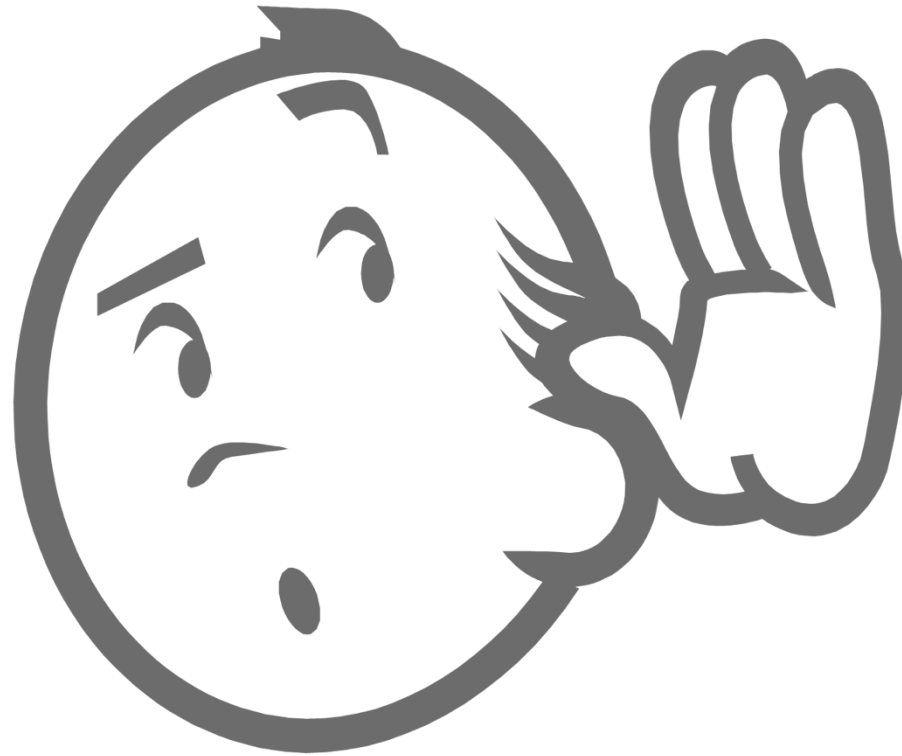
RESIDENTS REQUIRE
RELATIONSHIPS, NOT
TRANSACTIONS. YOU ARE AN
EXPERIENCE COMPANY

Thought #1
4 Secrets to Success

#1

SECRETS TO SUCCESS

Pay attention to the reviews you have



Influence Customer Perception • Build Relationships
Personalize Marketing Campaigns

#2

SECRETS TO SUCCESS

Make your social presence known



#3

SECRETS TO SUCCESS

Diffuse bad situations



Apartment Review from a Current Renter

The residents here do not respect the property. Trash is a constant in the hallways and parking garage from banana peels, broken eggs, to animal feces. Hopefully after the property is finally renovated the attitude will change amongst the tenants.

April 11, 2013

Current Renter

from Houston, TX

Age: 45 to 54

Renter Status: **Current Renter**

Met My Needs

Overall Value

Service Quality

Share:

Was this helpful? helpful 1 0

Comment

Posted by **The Management**

on April 16, 2013

Hello, It is unfortunate that you have to experience residents not taking care of the community as they should. We will continue to remind everyone of our community policies so that you can enjoy a beautiful community at all times.

Was this helpful? helpful 0 0



Apartment Review from a Current Renter

The only time I am embarassed showing my apartment to visitors is that the hallway always looks/smells pretty bad. I am on the first floor in the Vail building and it almost always smells like smoke or musty. Also the carpet is very dirty. The different from the lobby downstairs to the hallway is a huge downgrade. Other than that complaint I would recommend it to others.

☒ Yes, I recommend this apartment.

Share:   

Was this helpful?  helpful 0  0 

May 7, 2013

Current Renter


from Denver, CO

Age: 25 to 34

Renter Status: Current Renter

Met My Needs 

Overall Value 

Service Quality 

Comment

Posted by **The Management**

on May 13, 2013

Thank you for taking the time to submit a review about our community. We are glad that you are enjoying your time at Marquis at the Parkway! We are currently in the process of cleaning the carpets in all of the hallways. Please let us know if we miss anything.

Jenn

Community Director

Was this helpful?  helpful 0  0 

#4

SECRETS TO SUCCESS

It is a numbers game

Avoid information overload




Thought #2

What not to do



DON'T
BE
THIS
GUY

A spiral-bound notebook with a black metal spiral binding on the left side. The pages are white with a light blue grid pattern. A black pen with a silver-colored tip and a silver-colored ring near the grip is lying diagonally across the right page. The word "PLAN:" is written in blue ink on the right page.

PLAN:

DON'T WING IT



DON'T
BE A
ROBOT



OUTSOURCING

DON'T OUTSOURCE

**YOU CREATE THE
EXPERIENCE**

Thought #3

Conversation starters



**KEEP
CALM
AND
DO YOUR
HOMEWORK**

How many of you have
used online reviews to make a
purchase in the last 30 days

When you *write a review* for a business, do you expect a response?

TAKEAWAYS

4 secrets to *success*

What *not* to do

Conversation *starters*



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Upcoming Webinar



How to Deal with Trolls in
Apartment Reviews

Thursday, April 24
1:00 PM – 1:30 PM CDT

Register at epmsonline.com

Thank you! Want to learn more?

rentersvoice.com

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epmsonline.com