



THE  
POWER  
-OF-  
WE™

CERTIFIED RESIDENT  
RATINGS & REVIEWS®

# CASE STUDY



“We know how important ratings are – these ratings keep prospects on the Apartment Guide site where I know they will have verifiable resident reviews”

**MONIQUE CYDYLO**  
RESIDENTIAL DIVISION EXECUTIVE



David S. Brown Enterprises is a long-time, regional client with 9 properties in the Baltimore, MD area. The company builds properties, then keeps and manages them long term.

# THE CHALLENGE

Help David S Brown garner verifiable, and therefore authentic, reviews to ensure accurate representation of their apartments and services.

***“Internet ratings can be the wild, wild west. They can be places where former residents and employees, or even competitors, can go to vent frustrations.”*** Brian Brouse, RentPath Sales Manager

***“We’re internet savvy, and know how important ratings are. Good ratings are encouraging to prospects, and reassuring that you have a good community, but sometimes rating sites have problems.”***

Monique Cydylo, Residential Division Executive

# ACTIONS

Introduced and explained the benefits of RentPath’s program of Certified Resident Ratings & Reviews® (CR3), which offers a unique solution by giving property management companies control over the process and providing prospects with authentic resident perspectives.

- Reviews and ratings are only from actual residents
  - A respected third party, Kingsley Associates, surveys certified residents of the properties selected by RentPath clients
  - Ratings and reviews cannot be skewed by outsiders, non-residents or others, who may not provide authentic information
- Property Management Companies control the process by
  - Providing the email list of residents to Kingsley
  - Deciding which properties they submit for review
  - Deciding when properties are submitted for review, for example, after a major renovation or management change

# RESULTS

The authentic review process has driven up David S. Brown’s ratings and provided greater visibility.

- 10% higher ratings
  - Average property ratings rose by 10% on Apartment Guide versus ApartmentRatings.com
  - 3.90 versus 3.53 stars (Google search March 2016)
- Increased visibility
  - Apartment Guide ratings automatically appear in Google search results for the client’s properties, before prospects click on any site
- High property management firm satisfaction. Per Monique Cydylo, Residential Division Executive:

***“It really makes a difference that the reviews are on the Apartment Guide site; it keeps prospects from going to Apartment Ratings where the reviews may not be verified.”***

***“It was good to have a 3rd party do the survey.”***

***“We appreciated the control - we implemented reviews for communities when they were ready.”***