



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.”***