



# 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

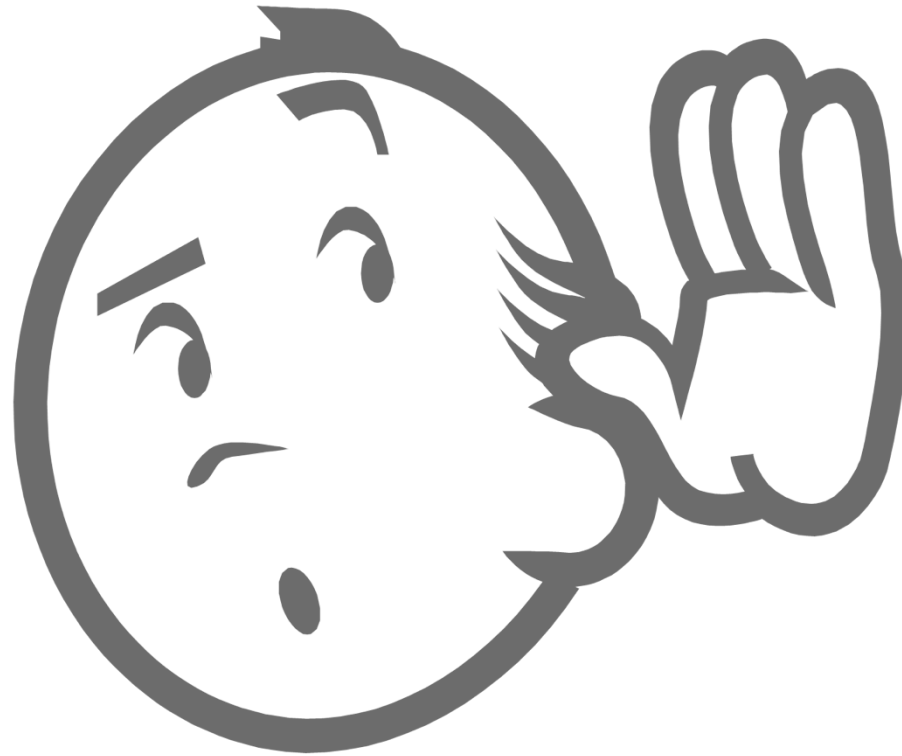
#1

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# SECRETS TO SUCCESS

Pay attention to the reviews you have

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Influence Customer Perception • Build Relationships  
Personalize Marketing Campaigns

#2

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# SECRETS TO SUCCESS

Make your social presence known

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#3

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# SECRETS TO SUCCESS

*Diffuse bad situations*

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### 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 cartpet 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 


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 

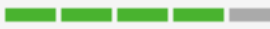
May 7, 2013

#### Current Renter

from Denver, CO

Age: 25 to 34

Renter Status: **Current Renter**

Met My Needs 

Overall Value 

Service Quality 

Comment

#4

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# SECRETS TO SUCCESS

*It is a numbers game*

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Avoid information overload



Thought #2  
What not to do



**DON'T**  
**BE**  
**THIS**  
**GUY**



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*



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

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Facebook.com/RentersVoice

# Upcoming Webinar



Why you should care about  
apartment reviews.

*Thursday, June 13*

*1:00 PM – 1:30 PM CDT*

Register at [epmsonline.com](http://epmsonline.com)

Thank you! Want to learn more?

rentersvoice.com

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epmsonline.com