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WHAT RESIDENTS WANT

A 2016 Reputation Management Study Conducted by Entrata

Use of Study and Results

This study is the property of Entrata, Inc.

Requests for the study results can be made through entrata.com.

Source: Entrata ›› www.entrata.com ›› "What Residents Want" Study, 2016

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STUDY
BACKGROUND

Entrata®, a property management software company dedicated to improving the technology space in multifamily, began surveying residents in April 2015 on how they interact with review sites and social media sites. This national survey covered 38 states and gathered data on the perceptions and valuation of reviews and social media from 2,216 residents (1,892 residents completed the survey in its entirety). Entrata received a 10 percent response rate from the amount of surveys that were deployed to residents.

Simultaneously, Entrata surveyed property management company employees who manage and interact with resident reviews and social media, asking similar questions to gauge how well the multifamily industry understands residents and what they want in the sphere of reputation. We would like to thank the companies who participated in both the resident and property management survey.

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STUDY FRAMEWORK

This study examines multifamily reputation management with a focus on online reviews and social media. The perspective of multifamily professionals and multifamily residents were measured. This involved two separate surveys: one for management companies and another for residents. Each survey ran for approximately six months.

After each survey was conducted, the SEO and Reputation Management team at Entrata compared the results to find where the perspective of multifamily professionals and residents aligned and identified areas where perceptions differed in regards to the relative importance of several elements in online reputation management.

This report breaks down survey responses for each query and identifies trends among both groups. The comparative analysis highlights similarities and discrepancies in the responses and makes recommendations, confirming current best practices and identifying areas to change in order to establish the most effective online review and social media strategies.

Raw data from survey responses is available in the appendix.

Demographics

Study participants included a national sample of residents living in multifamily housing and employees of property management companies using Entrata software. The breakdown of participants below provides additional information about the scope of the surveys and participants' role-based demographics.

Multifamily Residents

› 2,216 residents living in multifamily units started the survey
› 1,892 residents completed the survey
› 88% of the respondents were non-students (1,820)
› 12% of the respondents were students (247)
› National sample of multifamily residents
› 38 states represented

Property Management Companies

› 84 multifamily employees started the survey
› 67 multifamily employees completed the survey
› 58% of the respondents managed reviews and social postings
› 44% of the respondents carried some form of a marketing-related role
› 33% of the respondents carried some form of a technical or financial role
› 19% of the respondents managed property-level responsibilities
› National sample of property management companies
› 20 states represented

Resident Reputation Survey

The purpose of the resident survey was to gauge how renters use online reviews and social media during the decision-making process, and measure their perception and valuation of several online reputation outlets. Responses were collected from residents in conventional multifamily communities that use Entrata's software. Surveys were distributed specifically to residents who had opted in for emails from Entrata's Message Center™. Student housing, affordable, military, and senior communities were not targeted by this study.

In order to engage more residents and encourage completions, the survey included only essential queries and was designed to be completed in less than five minutes. The survey also omitted any questions requiring sensitive, personal information, such as gender or age, to avoid privacy concerns.

Respondent Background

Several background questions were asked to establish a foundation for understanding resident perspectives and relationships with relevant online tools.

When researching apartments for rent, residents showed an overwhelming preference for using the apartment communities' website. Online review sites were less popular and social media sites were not considered by a majority of respondents during the apartment search process.

That is not to say that residents spurn social media sites as a general rule. Residents were asked to select social media sites they frequently use. Facebook was the top selection among respondents, with visually-oriented social media channels, YouTube and Instagram, coming in second and third. In one surprising result, respondents reported using Google+ more than traditional social media powerhouses, such as Pinterest and Twitter.

Figure 1.0: Popular Apartment Search Sites
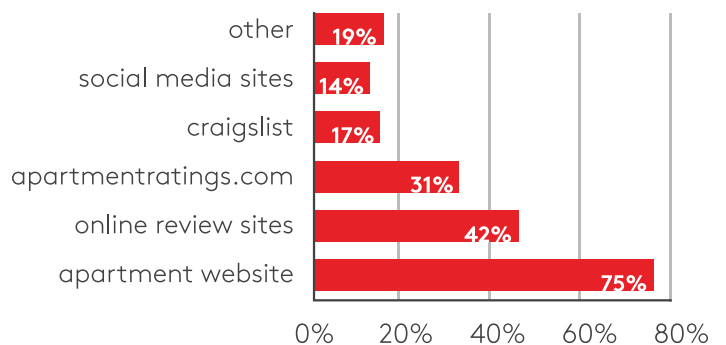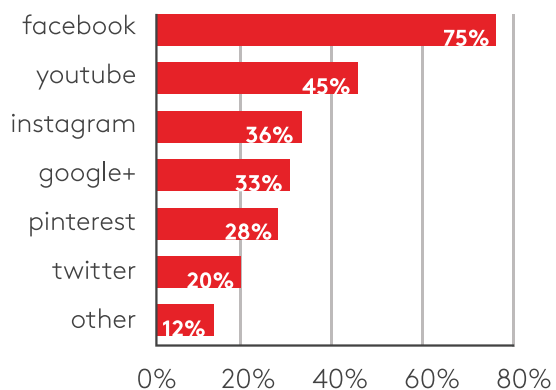(See Appendix, Table 1.1 and 1.1.1, p. 20)

Figure 1.1: Popular Social Media Sites
(See Appendix, Table 1.7, p. 21)

Online Reviews

Residents were asked to weigh in on a series of questions measuring their interaction with and opinion of online review sites, including factors that would compel them to post reviews themselves. This section seeks to identify how renters' experiences with online reviews influence their decision to rent.

Lead Conversion

Residents were first asked to estimate how many reviews they read before touring an apartment or signing a lease. As expected, the vast majority (94 percent) reference online reviews in their apartment search, with most (68 percent) reading between one and 10 reviews. Relatively few (14 percent) reported reading more than 15 reviews before making a decision to rent.
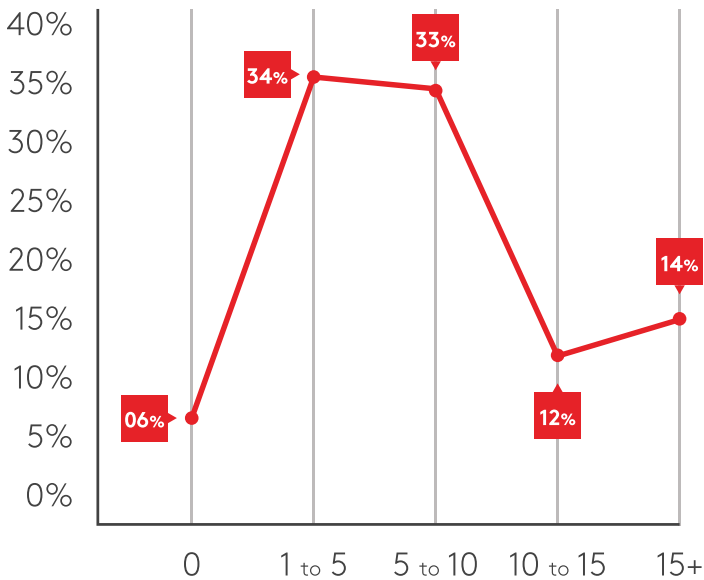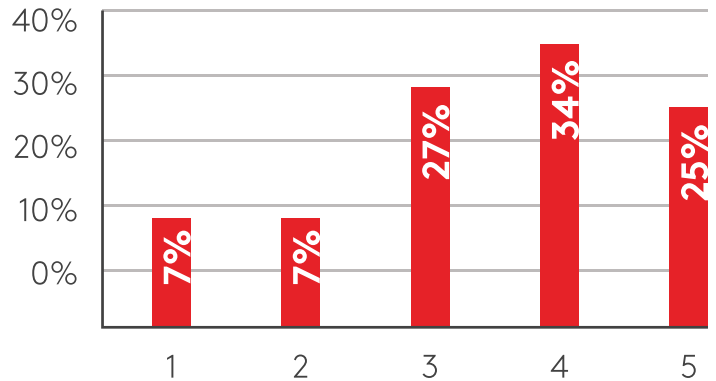
Online Review Impact

Residents were then asked to determine how much of an impact these online reviews have on their decision of whether or not to rent an apartment. When measuring on a scale of one to five (where one indicates "Hardly Impacts" and five represents "Highly Impacts"), a strong majority (86 percent) ranked online reviews at three or above, with a full quarter of respondents saying reviews highly impact their decisions.

Rating Impact on Apartment Consideration

Given the generally high impact of online reviews on renters' decisions, their tolerance for critical reviews is especially telling. When asked to identify what average rating would be too low for them to consider renting at an apartment community, the greatest number of respondents (43 percent) said an average of "3 out of 5" would eliminate a community from consideration. A "2 out of 5" average was the dealbreaker for another 41 percent of respondents.

Positive Review Next Steps

Assuming a community's reviews are significantly positive to merit further consideration, 95 percent of residents reported taking additional steps. Over half (55 percent) indicated that their next step after reading a positive review was to reach out to the community in some way, either to request additional information, schedule an appointment, or visit the property in person.
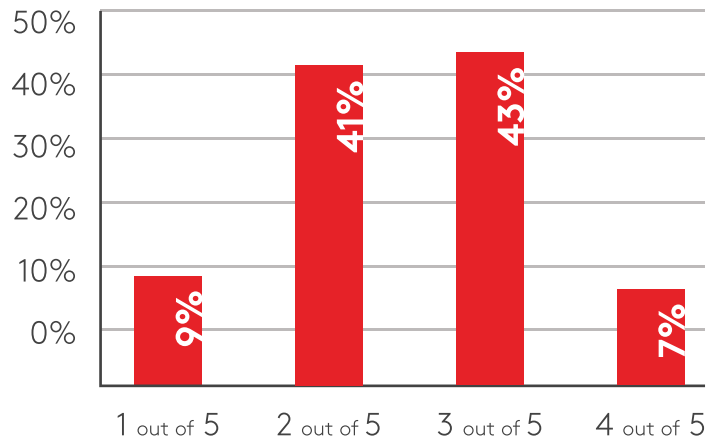
Factors Prompting Online Reviews

Residents are not simply consumers of online reviews, they are the very group that creates this critical content. When asked which factors were most likely to provoke an online review, basic concerns — the condition of the unit and property, and the price of rent — ranked highest for respondents. Location, staff, and amenities came next with factors such as the community's social scene and apartment events ranked least likely to elicit a review.

Figure 1.5: Actions Prompted by Positive Reviews

(See Appendix, Table 1.6, p. 21)

Action	Percentage
No Impact on Next Steps	5%
Request More Information	13%
Read More Reviews	41%
Visit Aprtment Community	32%
Contact Leasing Office	10%
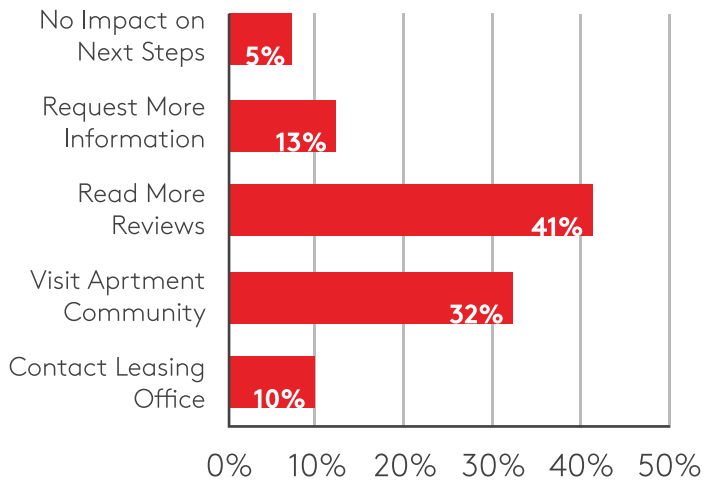
The full ranking of factors likely to cause residents to post an online review:

1. Unit Condition
2. Price/Rent
3. Property Condition
4. Location
5. Staff
6. Amenities
7. Neighbors
8. Online Rent Payment
9. Social Scene
10. Apartment Events

(See Appendix, Table 1.5, p. 21)

Social Media

As social media sites play an expanding role in reputation management, residents were asked a series of questions measuring their preferences and expectations for interacting with apartment communities on social media. Although residents rank social media sites relatively low (see Figure 1.0, p. 5) in terms of apartment search, their responses in this section of the survey indicate strong opinions about what they expect from apartment communities in social media channels.

Preferred Posting Frequency

Most residents prefer that apartment communities have a presence in social media channels; only 19 percent said they would prefer not to see any posts from their apartment communities at all. However, a majority of respondents prefer limited activity. Over half of respondents (52 percent) report wanting apartment communities to restrict social posts to no more than five per month - a rate of about one post per week. Only three percent indicated they would prefer to see more than 15 posts per month from their apartment community.

Figure 1.6: Preferred Number of Posts by Apt Communities

(See Appendix, Table 1.8, p. 21)

Pie chart segments:
- 3%
- 5%
- 19%
- 52%
- 21%

Legend:
- ■ 0
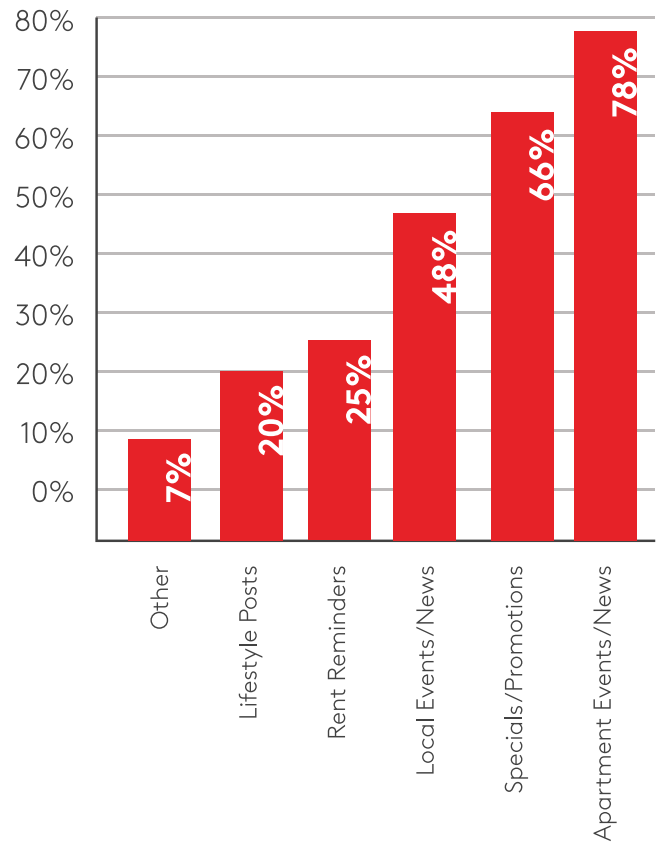- ■ 1 to 5
- ■ 5 to 10
- ■ 10 to 15
- ■ 15+
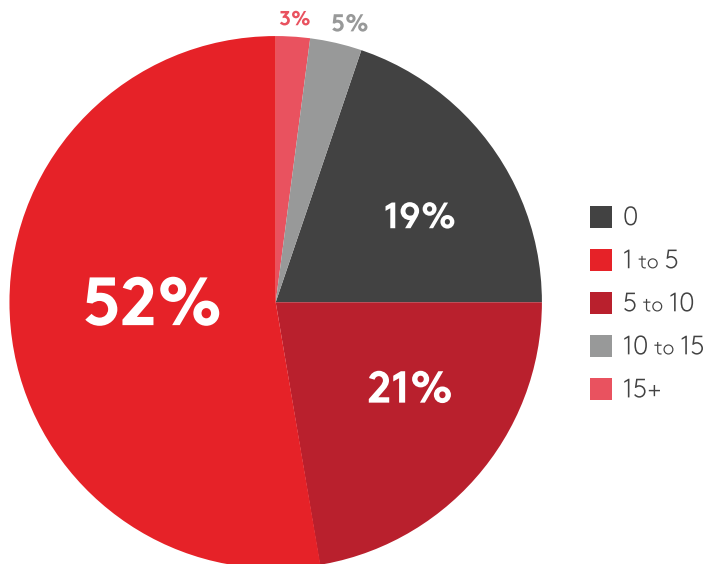
Preferred Topics

When asked what topics they want to see from apartment communities on social media, residents expressed an overwhelming preference for informational posts about news and events relevant to the apartment community, and available specials and promotions (78 percent and 66 percent respectively). Interestingly most residents (80 percent) do not look to their apartment communities for lifestyle posts -- the traditional mainstay of many social media channels.

Figure 1.7 Preferred Social Media Topics by Apt Communities

(See Appendix, Table 1.9, p. 21)

Bar chart values:
- Other: 7%
- Lifestyle Posts: 20%
- Rent Reminders: 25%
- Local Events/News: 48%
- Specials/Promotions: 66%
- Apartment Events/News: 78%

Resident Advice

Before completing the survey, residents were given the opportunity to provide advice to apartment communities relating specifically to online reviews and social media. Overwhelmingly, residents called for apartment managers to demonstrate that they value and are willing to address the feedback they receive through online channels. Reputation management, whether via online reviews or social media, is simply another way for multifamily professionals to communicate and interact with the people who live in their communities. The goal of all reputation management tools, therefore, should be to facilitate and build those relationships.

Figure 1.8: Residents' Advice to Property Managers

PROPERTY CONDITION BETTER ONLINE PHOTOS
PRICE INTERACT WITH RESIDENTS FRIENDLY STAFF
VALUE & ADDRESS NEGATIVE REVIEWS
SAFETY & SECURITY UPGRADE UNIT CONDITION
DON'T POST FAKE REVIEWS WEBSITE
FOCUS ON THE PROPERTY, NOT MARKETING UNDERSTAND RESIDENTS

Property Management Company Survey

Multifamily professionals were also surveyed to measure their use of reputation management tools. The questions asked sought to identify attitudes and actions around online reviews and social media engagement. Surveys were distributed to a variety of employees across a national sample of property management companies who use Entrata. Employees were invited to participate without regard for their specific role in property management, however, some of the questions measuring social media and review management were only directed to respondents who indicated that those tasks matched their job responsibilities.

Respondent Background

Property management professionals were asked a series of questions to identify their roles within the company, the size of the companies' portfolios, and types of properties under management. They were also asked how much they work with online reviews and social media in a reputation management context. These background questions helped identify which respondents were in a position to answer additional questions more specific to reputation management strategies.

Number of Properties Managed

The majority of professionals surveyed (57 percent) reported managing portfolios larger than 20 communities with the next largest group (32 percent) focusing their efforts on fewer than 10 properties.

Figure 2.0: Number of Properties Managed

(See Appendix, Table 2.0, p. 22)
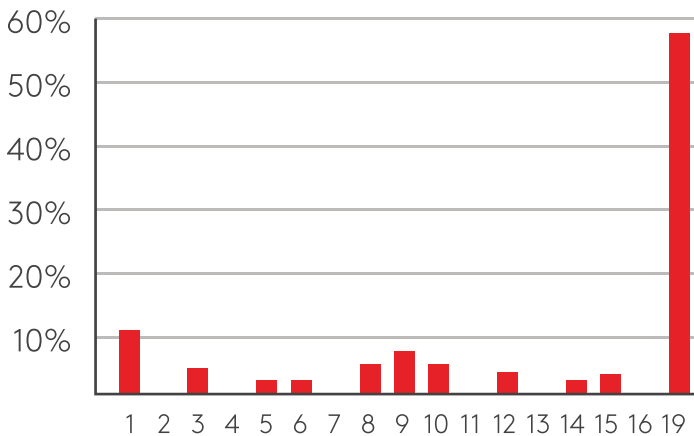
Type of Property

Nearly all professionals surveyed (89 percent) work with conventional multifamily properties. However, the group surveyed also work with the full range of property types, including student housing, military housing, senior, and affordable properties.

Figure 2.1: Property Types

(See Appendix Table 2.1, p. 22)
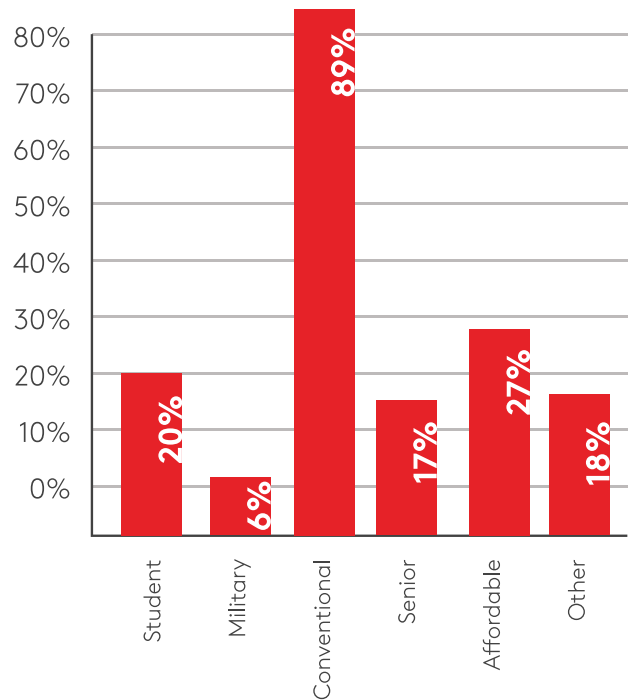
Current Interaction with Social Media and Online Reviews

Respondents were asked to define their reputation management role, reporting that they either managed both online reviews and social media (91 percent), or neither. Very few respondents (8 percent) stated that they manage only one aspect of their company's reputation.

Figure 2.2: Reputation Management Role

(See Appendix, Table 2.2, p. 22)

Reasons for Lack of Online Review and Social Media Management

The segment of professionals who indicated that they managed neither online reviews nor social media strategies were directed to follow-up questions measuring the factors that impact their decision not to participate in online reputation management.

Understandably, the majority of professionals surveyed (70 percent) did not participate in reputation management because, as they reported, those duties fall outside of their current property management role. For this group, no further questions were asked.
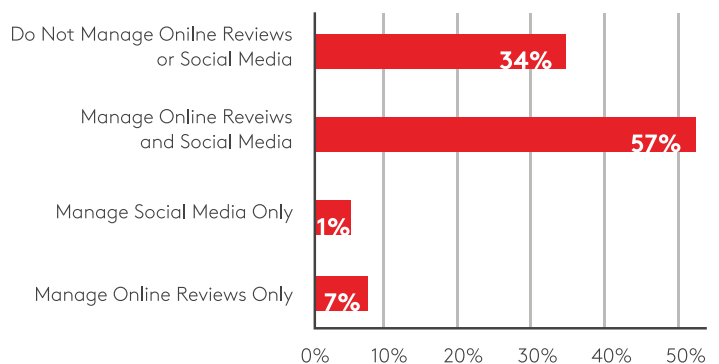
Other responses identified outsourcing (13 percent) or lack of resources (17 percent) as reasons for not working in review or social media management. A follow-up question for the small number of respondents who indicated a lack of resources for reputation management, identified lack of knowledge and time as the most common reasons for not investing in review or social media management.

Figure 2.3: Reasons for not Managing Social Media & Reviews
(See Appendix, Tables 2.3, 2.4, and 2.5, p. 22-23)
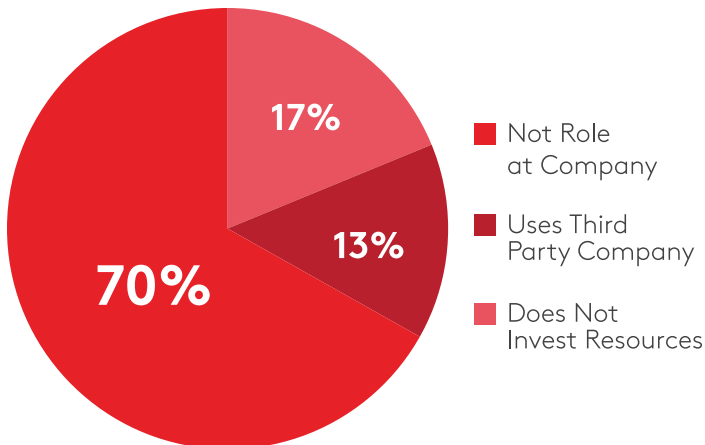
Social Media Management

The respondents who indicated a role in managing social media for their properties were asked a series of questions to measure their use of and attitudes toward a variety of social media channels.

Social Media Valuation
All respondents to this section indicated that they personally see value in investing resources into managing social media. Most (68 percent) indicated that the value of social media management to their companies was either "High" or "Very High."

Figure 3.0: Social Media Perceived Value
(See Appendix, Tables 3.0 and 3.1; p. 24)

Commonly Used Social Media Sites
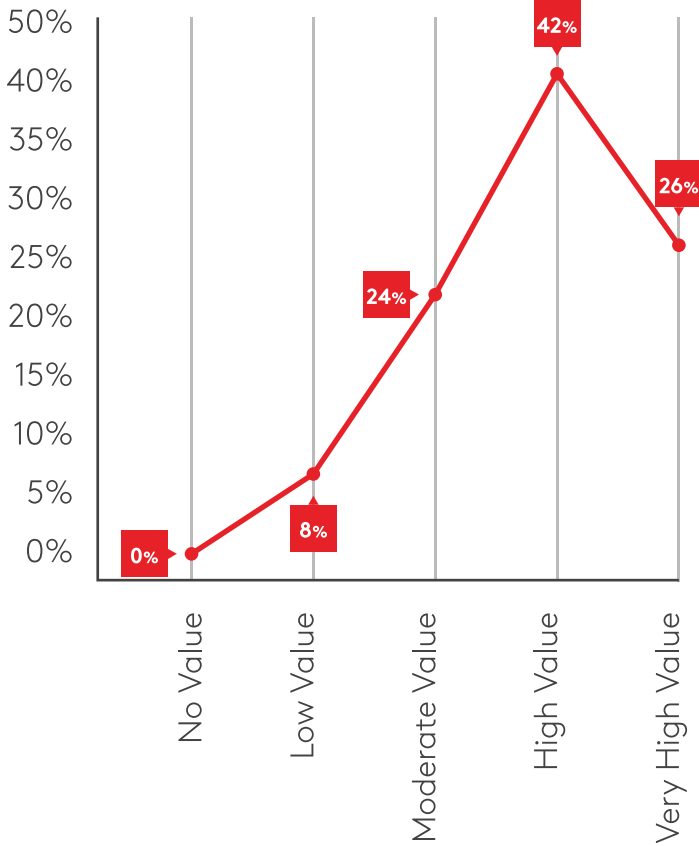Social media sites used by the respondents (ranked in order from most used to least used at the property / company level):

1. Facebook
2. Google+
3. Twitter
4. YouTube
5. Instagram
6. Pinterest
7. FourSquare

(See Appendix, Tables 3.2 and 3.2.1, p. 24)

Social Media Posting Frequency
Social media managers were asked to measure how often they post on social channels each month. Facebook was most active, with the average respondent publishing at least five posts and often as many as 15 per month - a rate of about 2-3 posts per week. Twitter and Google+ average fewer than 10 posts per month, while Pinterest and YouTube averaged fewer than five.

Table 1.0: Avg. Number of Property Mgmt Social Media Posts
(See Appendix, Tables 3.3 and 3.4, p. 24)

#	Answer	0	1-5	5-10	10-15	15-30	30+	Avg
1	Facebook	2	10	8	6	9	2	5-10
2	Twitter	11	9	2	5	6	3	5-10
3	Google+	8	16	3	5	4	0	1-5
4	Pinterest	16	10	6	0	1	0	0-5
5	YouTube	12	21	3	0	0	0	0-5

When asked to predict how often residents would prefer their properties to post on social media, social media managers overwhelmingly (66 percent) indicated a weekly posting rate, with 24 percent predicting that residents would be okay with daily posts.

Figure 3.1: What Managers Think Residents Want
(See Appendix, Tables 3.3 and 3.4, p. 24)
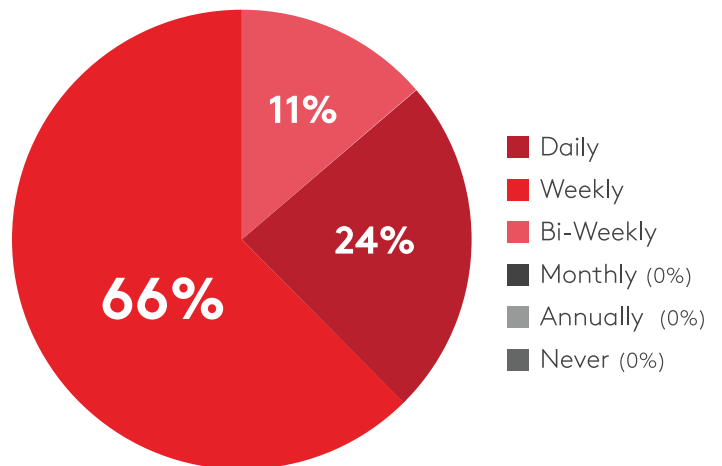
Social Media Posting Solutions

Social media managers were asked what external services they use to assist their social media strategy. While most reported implementing a variety of tools to help facilitate their social media activities, a significant number (31 percent) indicated that they still use their own personnel to post directly through their account interface on social media sites.

Figure 3.2: Popular Social Media Management Tools

(See Appendix Table 3.5, p. 24)
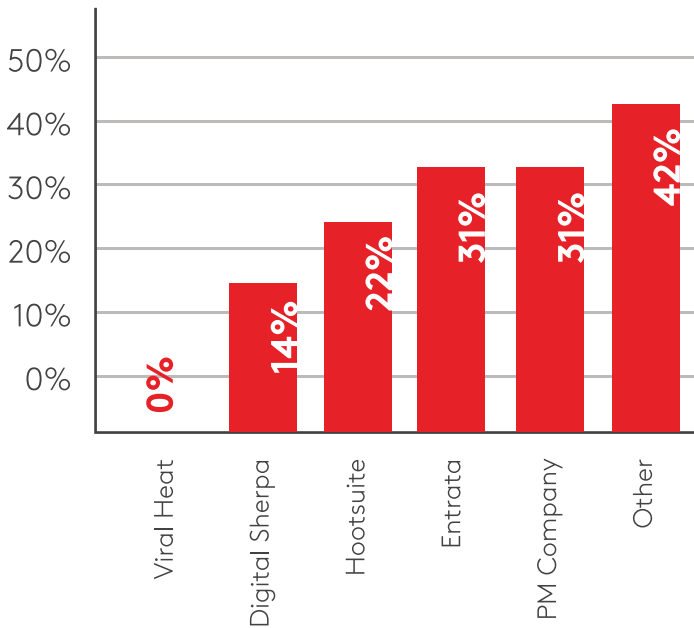
Social Media Topics

Finally, respondents shared the topics that made up their social media posts. Nearly all (96 percent) use social media channels to post information about property news and events, with a strong majority (89 percent) also favoring lifestyle posts and local news and events about the community. Almost 60 percent post promotions and specials on social media sites, but only 32 percent use social media for rent reminders.

Figure 3.3: Social Media Topics Used

(See Appendix, Table 3.6, p. 25)
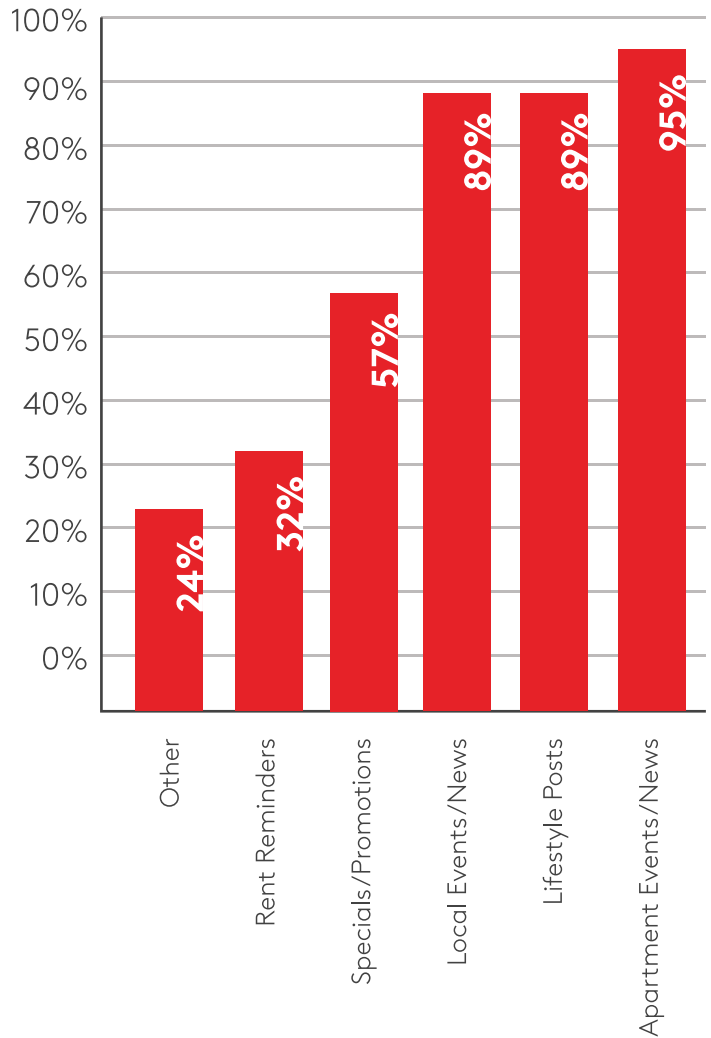
Online Review Management

Property management professionals who indicated that their role included online review management were asked a series of questions to measure their use of and attitude toward review management strategies.

Online Review Valuation

Nearly all (95 percent) of respondents indicated that they personally see value in investing resources into managing online reviews. A strong majority (88 percent) indicated that the value of online review management to their companies was either "High" or "Very High."

Figure 4.0: Value of Online Reviews

(See Appendix Tables 4.0 and 4.1, p. 26)

Legend:
- Low Value
- Moderate Value
- High Value
- Very High Value

5%
7%
23%
65%
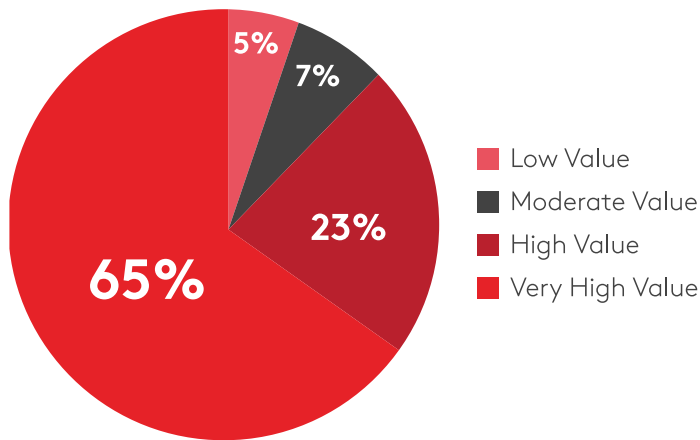
Commonly Used Online Review Sites

Online review sites used by the greatest number of respondents rank as follows:

1. Yelp (38)
2. Google+ (37)
3. Facebook (34)
4. Property Website (33)
5. ApartmentRaings.com (33)
6. Other (10)

However, when asked which sites got the most attention, the rankings show ApartmentRatings.com and community websites beating less targeted social media sites such as Yelp, Google+, and Facebook.

1. ApartmentRatings.com
2. Property Website
3. Google+
4. Yelp

5. Facebook
6. Other

(See Appendix, Tables 4.2 and 4.2.1, p. 26)

Online Review Management Solutions

Respondents were asked what external services they used to assist their online review strategy. While several reported implementing a variety of tools to help facilitate their reputation management activities, a slight majority (51 percent) indicated that they still use their own personnel to find, track, and respond to online reviews.

Online Review Time Management

Figure 4.1: Common Online Review Management Tools

(See Appendix Tables 4.3 and 4.3.1, p. 26)

Tool	Percent
Other	33%
Reputation.com	3%
Res Page	8%
G5	13%
Chatmeter	15%
PM Company	51%
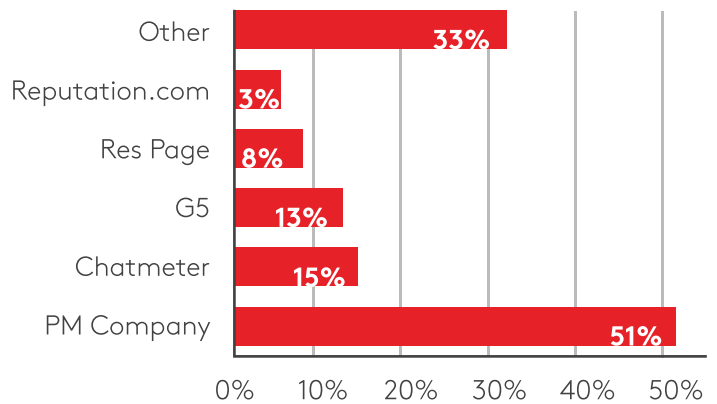
Nearly half of respondents (46 percent) reported that they dedicate time to managing, monitoring, and responding to online reviews at least once a day, with the next largest group (31 percent) setting aside time each week for the task.

Figure 4.2: Frequency of Review Management Tasks

(See Appendix, Table 4.4, p. 27)

Legend:
- Multiple times per day
- Daily
- Weekly
- Monthly
- Yearly
- Quarterly

2%
5%
10%
17%
31%
36%
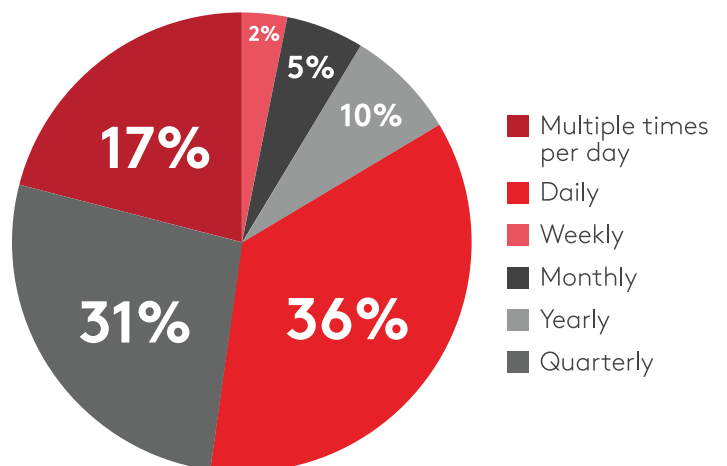
The next question provides perspective to the amount of time spent on review management by asking respondents to estimate the number of reviews posted by residents about a property each month. While nearly half of respondents check reviews daily, most (83 percent) report receiving fewer than 10 reviews each month and a majority (64 percent) report fewer than five.

Figure 4.3: Number of Reviews Received Monthly per Property
(See Appendix, Table 4.5 p. 27)
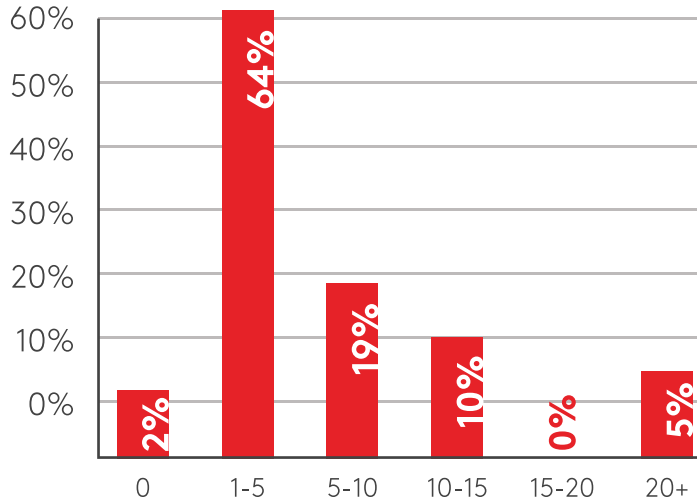
Negative / Positive Review Response Frequency

Finally, respondents were asked how often they responded to reviews, both negative and positive. When reviews are negative, the majority of multifamily professionals (58 percent) report that they "Always" respond, with another 28 percent responding "Sometimes" or "Often". Response rates for positive reviews was slightly less frequent, with only 47 percent reporting that they "Always" respond and 40 percent selecting "Sometimes" or "Often." Less than 15 percent selected "Rarely" or "Never", regardless of the review type.

Table 1.1: Frequency of Review Responses
(See Appendix Table 4.6, p. 48)

#	Question	Never	Rarely	Some	Often	Alwys	Total	Avg
1	Negative Reviews	3	3	3	9	25	43	Often
2	Positive Reviews	3	3	8	9	20	43	Often

Most respondents report that they will respond to negative reviews either often or always. Positive reviews get fewer responses, with the mean falling between Sometimes and Often.

Comparative Analysis

This study identified several areas where property management professionals and residents agree about the use of social media and online reviews while at the same time highlighting a number of disconnects. The results were examined closely by the Entrata SEO and Marketing teams for strategic recommendations. The comparative analysis identifies ways to efficiently and positively connect with residents and prospects through online reputation channels. This section of the report examines these comparisons in detail and outlines a number of recommendations based on the information uncovered in the study.

Social Media Analysis

The social media data showed a significant amount of agreement between residents and property management professionals along the topics of popular social media sites and accepted posting frequency. However, a close examination of the data also reveals some opportunities for properties to align their social media strategies more closely with resident preferences.

First, the similarities: Facebook continues its reign as the top social media choice for both residents and property management companies. This channel's ubiquitous use by residents confirms the importance of directing social media resources in its direction. Residents and property managers also largely agree that the ideal frequency for property activity on social media sites is a rate of one to two posts per week.

Figure 5.0: Popular Social Media Sites
Compared
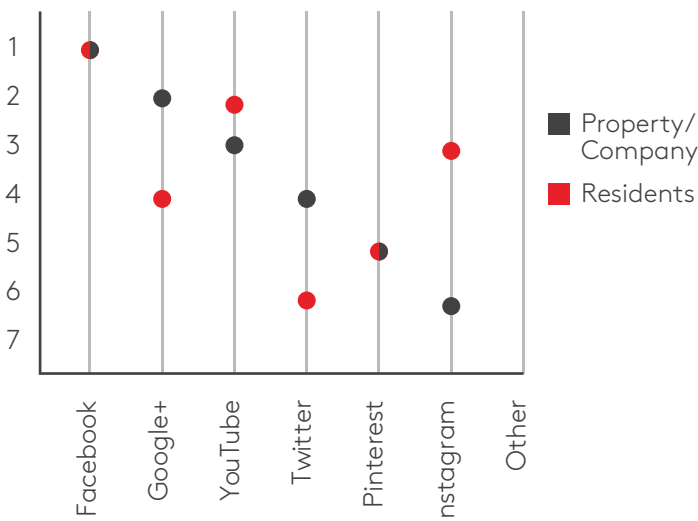
Figure 5.1: Preferred Posting Frequency
Compared

WHAT RESIDENTS WANT
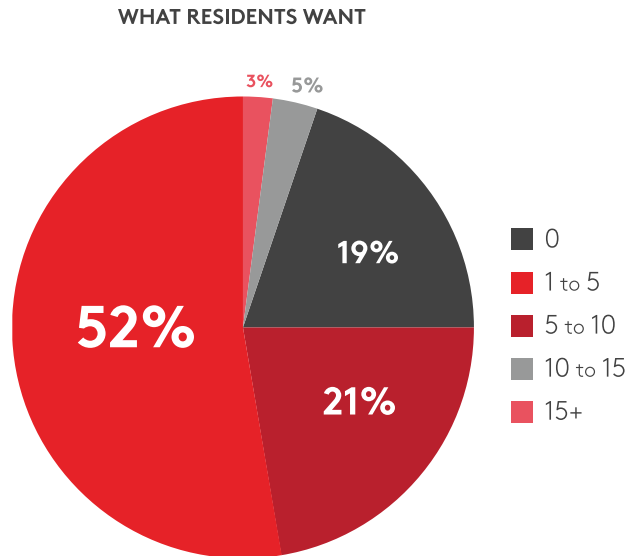
WHAT COMMUNITIES THINK RESIDENTS WANT
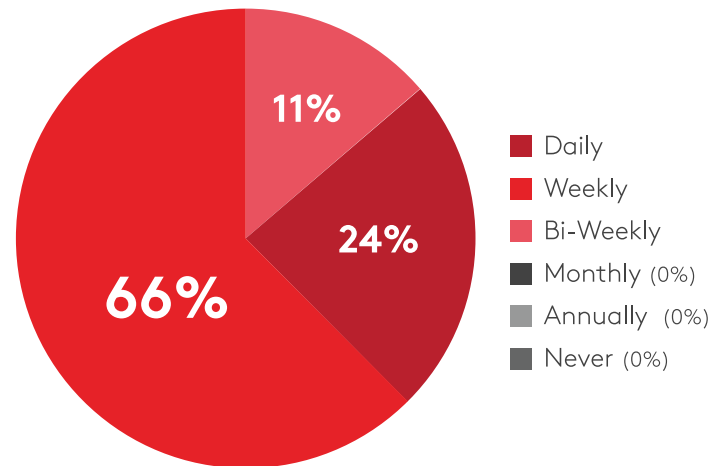
However, as shown above, there are still a number of areas where properties can learn from resident preferences.

Visual Media

Residents consistently rank visual outlets such as YouTube and Instagram significantly higher than legacy social media channels like Twitter, Google+, and Pinterest, while the property management professionals surveyed reported using visual media less frequently. Properties have a significant opportunity to engage with residents on the channels residents use most by finding ways to share property information through images and video. While it is recommended that properties maintain active accounts across a variety of social media channels, the savvy social media manager

will consider shifting resources to focus more on the property's visual brand and effectively engage residents within their preferred interfaces.

Relevant Topics

While a full 25 percent of property managers reported a social media strategy that featured daily posts, tolerance for frequent posts by residents was significantly lower. Fewer than 10 percent of residents surveyed reported that they would be okay with more than 10 posts per month, and more than twice that number said they would prefer properties not post at all. The takeaway for property management professionals is to aim for the "sweet spot" by limiting frequency to once or twice a week, and focus on quality (i.e., relevant content) rather than quantity.

For example, most renters interacting with their properties on social media report a preference for seeing news and information aimed specifically at community residents, while they also show a higher tolerance for promotional messaging and specials than predicted. Although a strong majority of multifamily social media managers (89 percent) report including lifestyle posts and other local news in their posting strategies, relatively few residents (20 percent and 48 percent, respectively) expressed interest in seeing

Figure 5.2: Social Media Topic Preferences
Compared
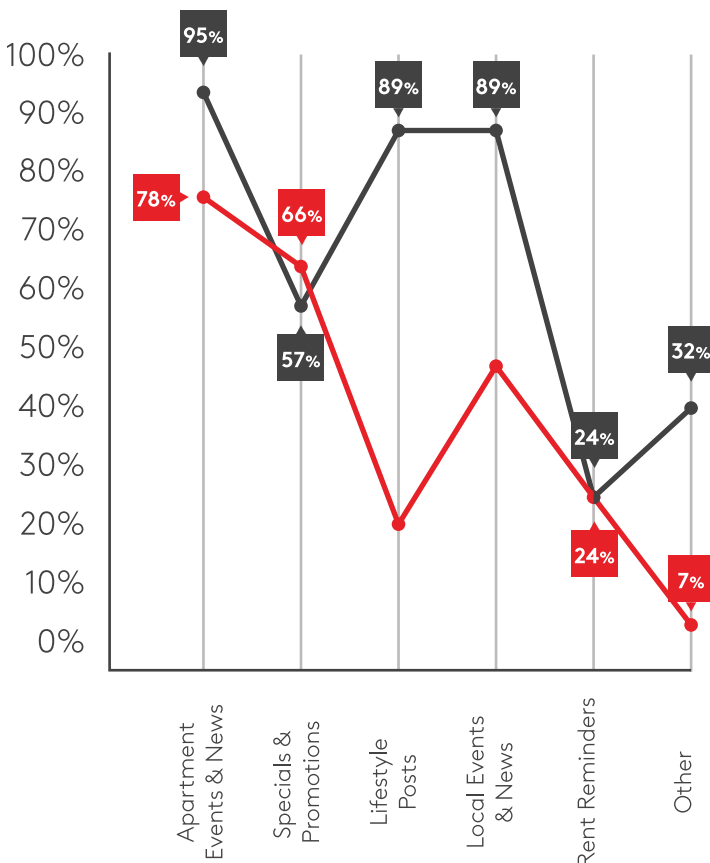
this type of content from their apartment community on social media. Very few residents showed any interest in seeing rent reminders on social media, indicating those types of memoranda are best communicated via different channels.

Strategic Recommendations

The information collected in this study provides the foundation for a number of recommendations for multifamily social media managers. The following list details how apartment communities can more effectively align their social media strategies with resident preferences:

1. If your property doesn't already have one, set up a Facebook account immediately.
2. Create more visual content for channels like YouTube and Instagram.
3. Maintain a regular presence, but limit post frequency to once or twice a week.
4. Make sure posts are relevant; share real information about property-specific news and events.
5. Don't be afraid to post promotions and specials, but keep rule #4 in mind. Social media promotions should apply to residents, not just prospects.
6. Restrict "filler" content such as lifestyle posts or local news that isn't specific to the property.
7. Keep your social media focus on positive brand and marketing communications; find more appropriate channels for operational messages.

Ultimately, social media provides valuable channels for property personnel to create authentic communication touchpoints with customers. A strong social media strategy can not only help maintain positive relationships with residents, it will also (as demonstrated by this study) influence renters who are looking for their next apartment.

Online Review Analysis

The influence of online reviews cannot be denied. Online reviews are overwhelmingly rated "High Value" by both residents (59 percent) and property management professionals (88 percent). The importance of these ratings fall into perspective when resident responses around the impact of positive and negative ratings are taken into account. For example, when reviews are positive, the majority of renters (54 percent) report they will reach out to the property in some way - essentially taking their first steps in the leasing process. On the other hand, renters report a marked sensitivity to poor reviews, with nearly half of respondents (43 percent) indicating any property with an average rating of "3 out of 5" would automatically be disqualified from further consideration.

Figure 6.0: Value of Online Reviews
Compared
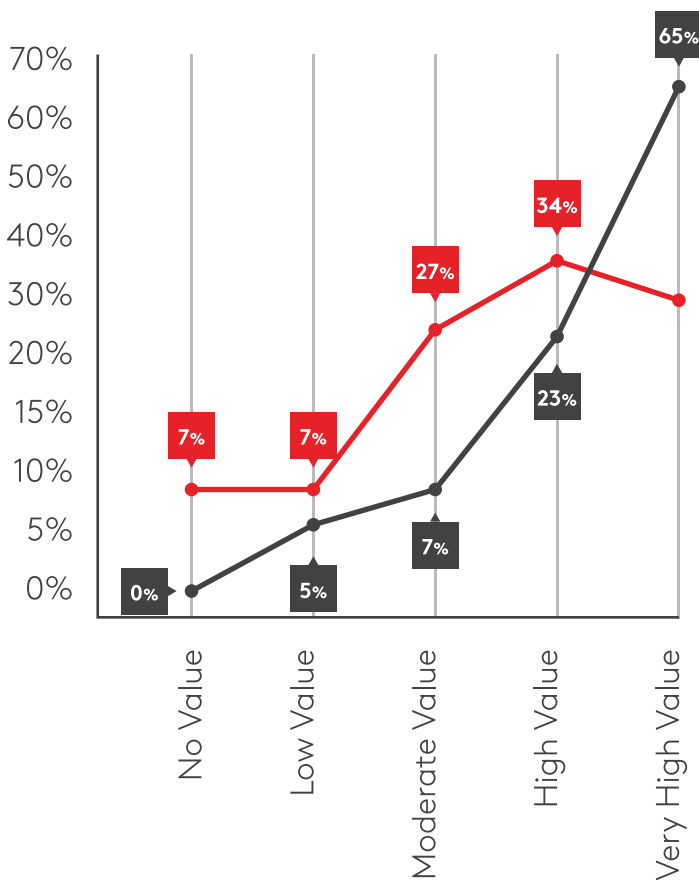
Figure 6.1: Resident Actions on Positive Reviews
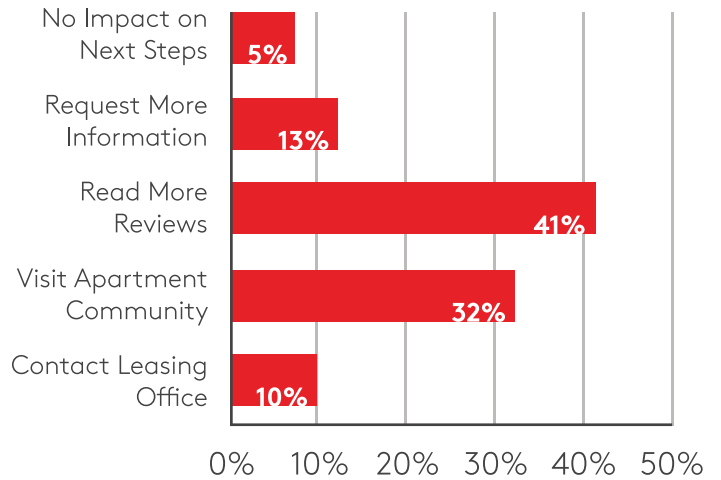
Figure 6.2: Sensitivity to Negative Reviews
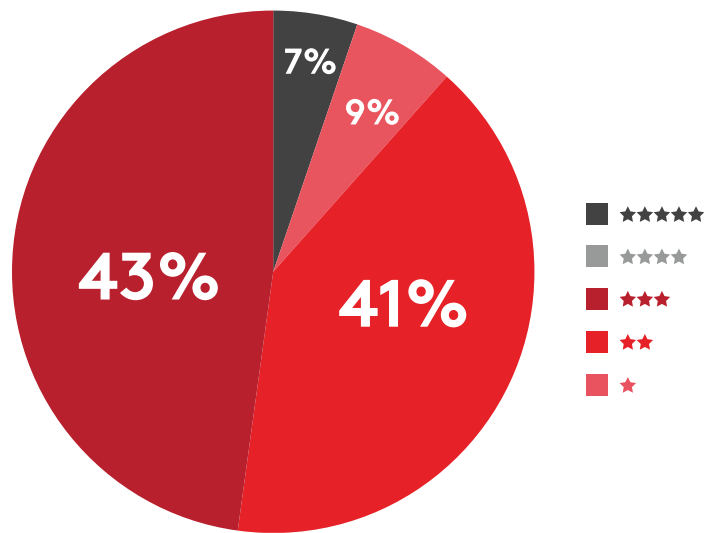
Responsiveness & Engagement

The review managers who participated in the survey seem to have a good grasp on the importance of engaging with customers via online reviews. Among respondents, 79 percent report responding often or always to negative reviews, and 68 percent respond often or always to positive reviews. This is the kind of engagement residents crave: their most common response when asked for advice was for property managers to value and address negative reviews (see Figure 1.8).

Property managers looking to drive more positive engagement with residents via online reviews can benefit from resident feedback about the topics that are most likely to provoke online reviews (see Appendix, Table 1.5). Knowing that residents are more likely to

leave reviews about property and unit condition than neighbors or amenities can stimulate property managers to create meaningful, positive interactions around these topics in order to stimulate more positive reviews.

Data also suggests that property managers would be well served to provide opportunities for residents and prospective renters to leave reviews on their own property websites. More residents (75 percent) report researching new apartments by visiting the community website than by any other online resource, including ApartmentRatings.com (31 percent). (See Figure 1.0) Displaying easy-to-access candid reviews -- and examples of the property's responses to those reviews -- not only facilitates the apartment search for residents, it can drive actual lead generation. (See Figure 7.1)

Time & Resources

Although the majority of property management professionals involved in this study are highly involved in their companies' reputation management efforts, some of the information collected from those who are not provides insight into the kinds of obstacles that keep properties from fully engaging with residents and prospects online. Perhaps predictably, the most frequently mentioned barriers appear to be related to issues of time and resources. Some properties find that they lack the time for thorough reputation management with their current staff or the money for additional personnel or outsourced solutions.

Responses from active and dedicated online review managers further illustrate some of the issues. Over half of respondents manage their online reviews by pulling up each online review site and responding within that interface (see Figure 5.1). And nearly half are taking the time daily to monitor these sites (see Figure 5.2). While this level of engagement allows property management professionals to provide the responsiveness residents want, the amount of time necessary to keep up with multiple review sites can quickly become overwhelming. And with the average property reporting fewer than 10 reviews received each month (see Figure 5.3), it is no wonder that some properties find themselves unable to invest the daily resources necessary to respond to reviews in a timely, proactive way.

Solutions to this dilemma may be found in new technologies. Reputation management software that scans a number of online review sites and alerts managers whenever reviews are posted have the potential to provide significant time savings while allowing on-site staff to respond quickly to posts and resolve problems before they have the chance to drive down property review averages.

Strategic Recommendations

Survey responses from both residents and property management professionals offer a unique opportunity to pinpoint practices that can help focus reputation management strategies on the tactics that are most effective. Including:

1. Be sure to dedicate appropriate time and resources to review management.
2. Make it easy for clients to leave reviews on your webpage.
3. Engage residents frequently on topics that are likely to generate positive reviews.
4. Set benchmarks to keep average property ratings at 4 out of 5 or higher.
5. Respond quickly to resolve issues raised in negative reviews.
6. Employ reputation management software to monitor review sites and alert you to new posts.

CONCLUSION

The most effective reputation management strategies are the ones that take into consideration both the preferences and habits of the renter and the time and resources available to property staff. A thorough understanding of both can contribute to the development of practices that engage residents with property staff in authentic and productive ways without pulling too much time and resources away from the day to day business of providing excellent customer service to residents. As one resident said, property managers should be encouraged to "focus on the property, not the marketing."

This study, in approaching the question of social media and online review management from both sides, was designed to offer a fresh perspective on these topics. This has served to confirm a number of common best practices, but more importantly, to identify areas where common perceptions diverge. Taking strategic efforts to bridge these gaps can move property management professionals one step ahead as they work to better serve residents and engage prospects.

Appendix

Resident Survey Data: Social Media and Online Reviews Section

Q - Are you a student?

Table 1.0: Student Status

#	Answer	Response	%
1	Yes	247	12
2	No	1,821	88%
	Total	2,068	100%

Q - Which of the following sites do you use while researching apartments to live in? Please select all that apply.

Table 1.1: Popular Apartment Search Sites

#	Answer	Response	%
1	Apartment Website	1,536	75%
2	Online Review Sites	869	42%
3	ApartmentRatings.com	628	31%
4	Craigslist	345	17%
5	Social Media Sites	282	14%
6	Other	398	19%

Table 1.1.1: Popular Apartment Search Sites: Other Options

Other Options	Response
Trulia	10
Realty Service	13
ApartmentGuide	6
Personal Observation (Drive By)	18
No Site Used	18
Yelp	18
Apartments.com	23
Zillow	27
Rent.com	13
Local Search	9
Google	51
References	35
Other Apartment Finding Services	39

Q - How many reviews do you read before touring an apartment or signing a lease?

Table 1.2: Number of Reviews Read

#	Answer	Response	%
1	0	124	6%
2	1-5	685	34%
3	5-10	665	33%
4	10-15	240	12%
5	15+	274	14%
	Total	1,988	100%

Q - On a scale of 1 to 5, how much do online reviews impact your decision when searching for an apartment? (1 being hardly impact and 5 being highly impact)

Table 1.3: Impact of Reviews

#	Answer	Response	%
1	1	133	7%
2	2	143	7%
3	3	532	27%
4	4	673	34%
5	5	504	25%
	Total	1,985	100%

Q - What average rating is too low for you to consider living at an apartment? (1 being poorly rated and 5 being highly rated)

Table 1.4: Average Rating Too Low

#	Answer	Response	%
1	1 out of 5	177	9%
2	2 out of 5	810	41%
3	3 out of 5	848	43%
4	4 out of 5	138	7%
	Total	1,973	100%

Q - What factors about an apartment would cause you to write an online review? Please rank the following from top (highest impact) to bottom (lowest impact) - drag and drop items into the box.

Table 1.5: Factors Compelling Residents to Write Reviews

#	Answer	Response	Mean Rank
1	Unit Condition	1,566	2.56
2	Price/Rent	1,459	2.91
3	Property Condition	848	3.13
4	Location	1,325	3.59
5	Staff	1,391	4.12
6	Amenities	1,297	4.23
7	Neighbors	1,077	5.51
8	Online Rent Payment	816	7.72
9	Social Scene	498	8.29
10	Apartment Events	812	8.30

Q - When you see a positive review, what is your next step?

Table 1.6: Actions Prompted by Positive Reviews

#	Answer	Response	%
1	I contact the leasing office	182	10%
2	I visit the apartment community	609	32%
3	I continue reading more reviews	780	41%
4	Positive Reviews don't impact my decision	92	5%
5	I request more information	248	13%
	Total	**1,911**	**100%**

Q - What social media sites do you frequently use? Please select all that apply.

Table 1.7: Popular Social Media Sites

#	Answer	Response	%
1	Other	225	12%
2	Twitter	372	20%
3	Pinterest	515	28%
4	Google+	605	33%
5	Instagram	662	36%
6	YouTube	823	45%
7	Facebook	1,392	75%

Q - How many social media posts per month would you prefer to see on your apartment social accounts?

Table 1.8: Preferred Number of Posts by Apt Communities

#	Answer	Response	%
1	0	359	19%
2	1-5	969	52%
3	5-10	385	21%
4	10-15	92	5%
5	15+	64	3%

Q - What topics would you prefer that an apartment community post about on social media? Please select all that apply.

Table 1.9: Preferred Social Media Topics by Apt Communities

#	Answer	Response	%
1	Apartment Events/News	1,425	78%
2	Specials/Promotions	1,211	66%
3	Local Events/News	875	48%
4	Rent Reminders	452	25%
5	Lifestyle Posts	359	20%
6	Other	136	7%

Property Management Survey Data

Q - How many properties do you manage?

Table 2.0: Number of Properties Managed

#	Number of Responses	% of Responses
1	8	11%
2	0	0%
3	2	3%
4	4	6%
5	1	1%
6	1	1%
7	0	0%
8	3	4%
9	4	6%
10	3	4%
11	0	0%
12	2	3%
13	0	0%
14	1	1%
15	2	3%
16	0	0%
17	0	0%
18	0	0%
19	0	0%
20	41	57%
Tot	72	100%

Q - Please identify your property type(s): Select all that apply.

Table 2.1: Property Types

#	Answer	Response	%
1	Student	14	20%
2	Military	4	6%
3	Other	13	18%
4	Conventional	63	89%
5	Senior	12	17%
6	Affordable	19	27%

Q - Which of the following statements most likely applies to your situation:

Table 2.2: Reputation Management Role

#	Answer	Response	%
1	I manage our company/property online reviews	5	7%
2	I manage our company/property social media	1	1%
3	I manage both our company/property online reviews and social media presence	40	57%
4	I do not manage our company/property online reviews and social media presence	24	34%

Q - Why don't you manage your online reviews and social media presence?

Table 2.3: Reasons for not Managing Social Media & Reviews

#	Answer	Response	%
1	That is not my role at my company	16	70%
2	Our company uses a third party service to manage our online reveiws and social media	3	13%
3	Our company does not invest resources in managing our online reviews and social media	4	17%

Q - Which of the following third party services manage your online reviews and social media presence? Please select all that apply.

Table 2.4: Online Reviews and Social Media Mgmt Vendor

#	Answer	Response	%
1	Reputation.com	0	0%
2	G5	0	0%
3	Chatmeter	0	0%
4	Res Page	0	0%
5	Digital Sherpa	0	0%
6	Hootsuite	0	0%
7	Viral Heat	0	0%
8	Entrata	2	67%
9	Other (Easy Media)	1	33%

Q - Why doesn't your company invest resources in managing your online reviews and social media presence? Please select all that apply.

Table 2.5: Reasons for Lack of Investment in Social Media & Online Reviews

#	Answer	Response	%
1	Too much time	2	50%
2	Little to no value	0	0%
3	Other (Need to identify resources)	2	50%
4	Little to no impact	1	25%
5	Too expensive	0	0%

entrata

Property Management Survey Data: Social Media Section

Q - Do you personally think there is value in investing resources into managing social media for your company?

Table 3.0: Personal Opinion of Social Media Investment

#	Answer	Response	%
1	Yes	38	100%
2	No	0	0%

Q - How valuable is your social media presence to your company?

Table 3.1: Social Media Perceived Value

#	Answer	Response	%
1	No Value	0	0%
2	Low Value	3	8%
3	Moderate Value	9	24%
4	High Value	16	42%
5	Very High Value	10	26%

Q - What social media sites do you use? Please rank the following social sites your property / company uses from top to bottom (top being most used and bottom being least used - drag and drop).

Table 3.2: Social Media Sites Used

#	Answer	Use (Unranked)
1	Facebook	38
2	Google+	35
3	YouTube	34
4	Twitter	31
5	Pinterest	21
6	Instagram	20
7	FourSquare	11

Table 3.2.1: Social Media Sites Ranked

#	Answer	Rank Position (Mean)
1	Facebook	1.29
2	Google+	2.46
3	Twitter	3.23
4	YouTube	3.74
5	Instagram	4.45
6	Pinterest	5.00
7	FourSquare	6.27

Q - How often do you post to the following social media sites per month?

Table 3.3: Average Number of Property Management Social Media Posts

#	Answer	0	1-5	5-10	10-15	15-30	30+	Avg
1	Facebook	2	10	8	6	9	2	5-10
2	Twitter	11	9	2	5	6	3	5-10
3	Google+	8	16	3	5	4	0	1-5
4	Pinterest	16	10	6	0	1	0	0-5
5	YouTube	12	21	3	0	0	0	0-5

Q - How often do you think residents would be okay with your property / company posting to social media?

Table 3.4: What Managers Think Residents Want

Post Frequency

#	Answer	Response	%
1	Daily	9	24%
2	Weekly	25	66%
3	Biweekly	7	11%
4	Monthly	0	0%
5	Annually	0	0%
6	Never	0	0%

Q - Which tools do you use to manage your property / company's social media? Select all that apply.

Table 3.5: Popular Social Media Management Tools

#	Answer	Response	%
1	Other	15	42%
2	We do not use any tools. We manage our social media directly on the social media platforms.	11	31%
3	Entrata	11	31%
4	Hootsuite	8	22%
5	Digital Sherpa	5	14%
6	Viral Heat	0	0%

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Table 3.5.1: Social Media Property Management Solutions

Other Options

Other Category
Sprout
Sprout Social, Review Push
Respage
FR Social, Easy Media, Weblisters, etc.
ForRent's Tool
Ping.fm
Yext, IFTT
Easy Media, Respage
Third Party Marketing Agency
Sprinklr

Q - What topics apply to your social media posts? Please select all that apply.

Table 3.6: Social Media Topics

#	Answer	Response	%
1	Property Events/News	35	95%
2	Lifestyle Posts	33	89%
3	Local Events/News	33	89%
4	Specials/Promotions	21	57%
5	Rent Reminders	9	24%
6	Other	12	32%

Table 3.6.1: Social Media Topics:

Other Options

Other Category
Local
Emergency Needs
Contests, Property Photos
Branding Related Posts - Company Culture
Package Notifications
Highlighted testimonials, featured pets, appreciation, quotes
Resident Events, Community Outreach
Resident Referral Info
Company News (on corporate channels)
Announcements (weather, holiday, office hours) Contests
Construction Updates

Property Management Survey Data:
Online Review Section

Q - Do you personally think there is value in investing resources into managing online reviews for your property / company?

Table 4.0: Respondent Online Review Valuation

#	Answer	Response	%
1	Yes	41	95%
2	No	2	5%

Q - How valuable are online reviews to your property / company?

Table 4.1: Value of Online Reviews

#	Answer	Response	%
1	No Value	0	0%
2	Low Value	2	5%
3	Moderate Value	3	7%
4	High Value	10	23%
5	Very High Value	28	65%

Q - What online review sites do you use? Please rank the following sites your property / company uses from top to bottom (top being most used and bottom being least used - drag and drop).

Table 4.2: Commonly Used Online Review Sites

#	Answer	Use (Unranked)
1	Yelp	38
2	Google+	37
3	Facebook	34
4	Property Website	33
5	ApartmentRatings.com	33
6	Other	10

Table 4.2.1: Online Review Sites Ranked

#	Answer	Rank Position (Mean)
1	ApartmentRatings.com	2.27
2	Property Website	2.70
3	Google+	2.84
4	Yelp	2.95
5	Facebook	3.06
6	Other	5.50

Q - Which tools do you use to manage your property / company's online reviews? Please select all that apply.

Table 4.3: Common Online Review Management Tools

#	Answer	Response	%
1	Reputation.com	1	3%
2	Res Page	3	8%
3	G5	5	13%
4	Chatmeter	6	15%
5	We do not use any tools. We manage our reviews directly on the review site.	20	51%
6	Other	13	33%

Table 4.3.1: Online Review Management Solutions:
Other Options

Other Category
GTMA
Review Push
ApartmentGuide
Manager Center and Yelp; potential ORM platform
Yext
SatisFacts, Facebook/Google Alerts
SatisFacts
Binary Foundation
Reputation Management Firm
Reputation Advisor (Entrata), Reputation Manager (ApartmentRatings.com)

Q - How often do you dedicate time to managing your online reviews?

Table 4.4: Frequency of Review Management Tasks

#	Answer	Response	%
1	Multiple Times a Day	4	10%
2	Daily	15	36%
3	Weekly	13	31%
4	Monthly	7	17%
5	Yearly	1	2%
6	Quarterly	2	5%

Q - Approximately how many reviews do you get in a month per property (all review sites total)?

Table 4.5: Number of Reviews Received Monthly per Property

#	Answer	Response	%
1	0	1	2%
2	1-5	27	64%
3	5-10	8	19%
4	10-15	4	10%
5	15-20	0	0%
6	20+	2	5%

Q - How often do you respond to the following types of reviews:

Table 4.6: Frequency of Review Responses

#	Answer	Never	Rarely	Some	Often	Always	Avg
1	Negative Reviews	3	3	3	9	25	Often
2	Positive Reviews	3	3	8	9	20	Often