

Apartment hunters rely on review and listing sites to make informed housing decisions.

Our survey reveals how renters search, evaluate and make purchasing decisions, giving property owners and managers crucial insights into how to remain relevant and competitive in the market.

Growing Dependence on Digital Resources and Listing Sites

More than half of all renters begin researching apartments by visiting a search engine, rather than an apartment website. This often leads them to a variety of third-party listing sites for further information.



Use search engines as the first step in researching apartments



Visit apartment listing sites as the first step in researching apartments



Value and Cost are Top Priorities When Choosing a Rental Property

Renters are very clear about what matters most to them. While many property owners like to market their high-end amenities or exclusive services, our survey results show that people are prioritizing a good value more than any other factor.

Although location, safety and security are still key considerations, renters are increasingly cost-conscious and seek out ways to make their money go further.

Most Important Apartment Qualities for Renters



80% Value / Cost



77% Location



65% Safety / Security



30% Service / Maintenance



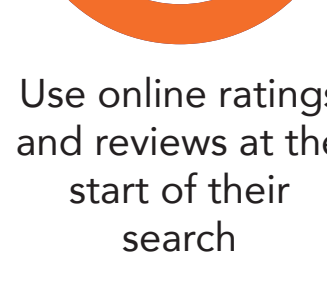
28% Amenities



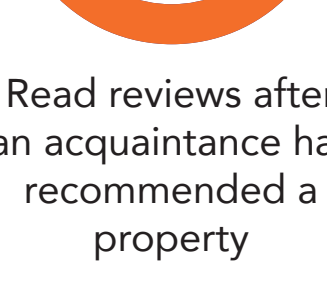
20% Office Staff / Management

Online Reviews and Ratings Are More Important than Ever to Renters

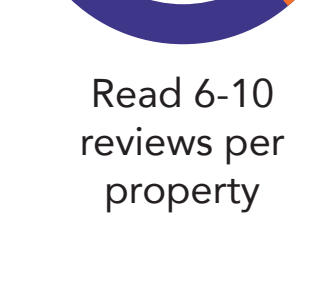
Even if a family member or friend has referred an apartment, a majority of those surveyed said they would still read other reviews online, with more than a third of respondents saying they read between 6 and 10 reviews per property.



Use online ratings and reviews at the start of their search



Read reviews after an acquaintance has recommended a property

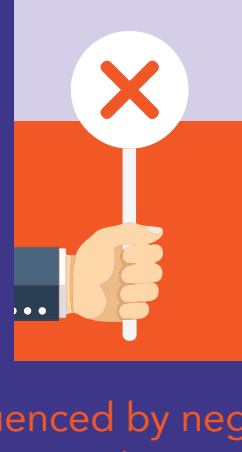


Read 6-10 reviews per property

Positive or Negative, Reviews of All Kinds Carry Weight



Influenced by positive reviews

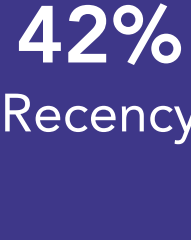


Influenced by negative reviews

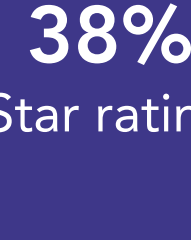
The importance of communal input to renter decision-making cannot be overstated. General positive and negative scores impact more than half of all housing decisions, but this is just the beginning.

Renters also consider the recency of reviews in order to learn how the current management team is perceived by residents or if there are ongoing, unanswered issues.

Most Important Qualities of Online Reviews



42% Recency



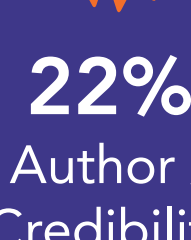
38% Star rating



37% Quantity



24% Quality / Length



22% Author / Credibility

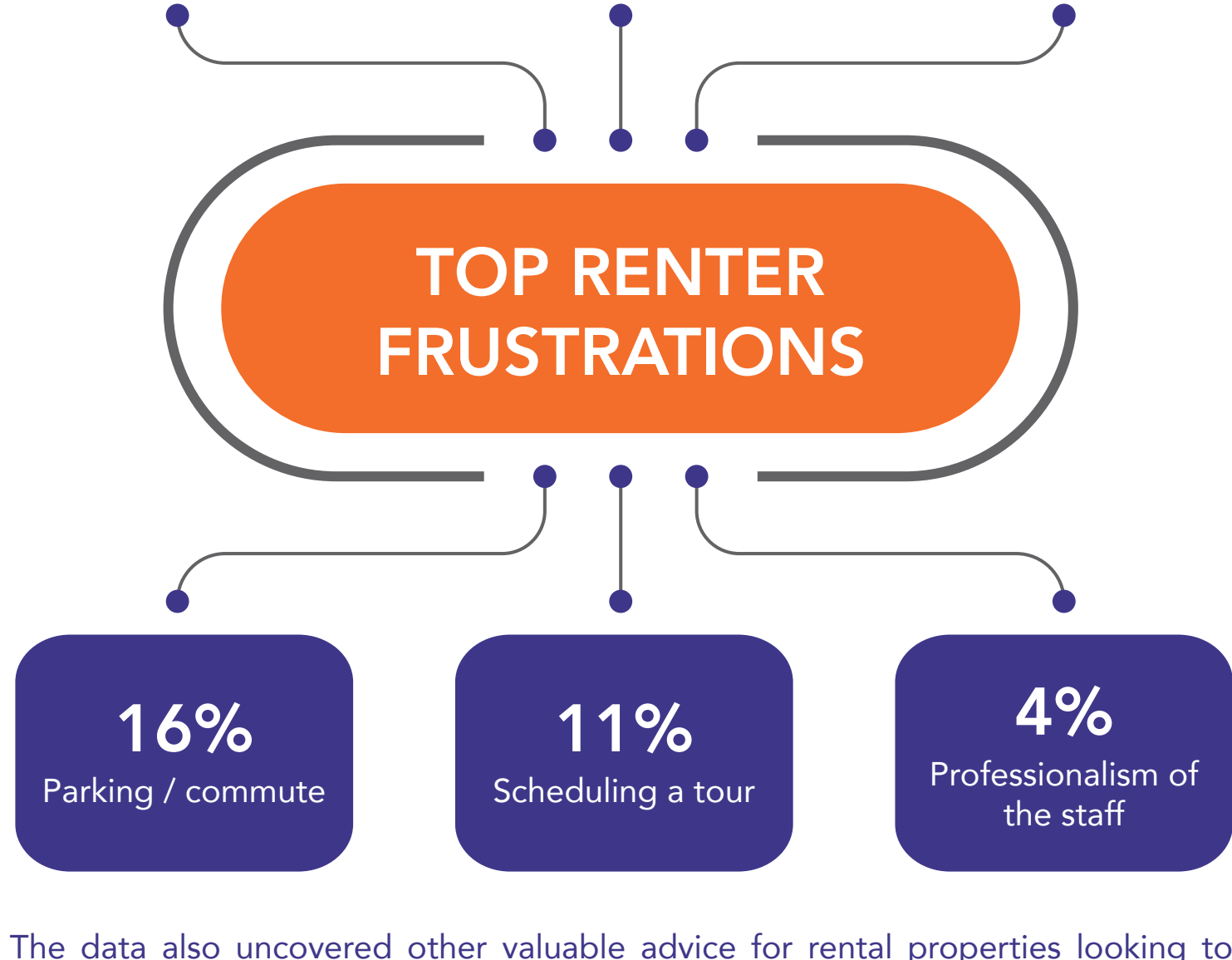


12% Frequency

Reviews Reveal Renter Expectations

While it is always nice to hear why residents enjoyed their apartment experience, sometimes it is the frustrated customer who offers the most constructive feedback. According to our research, the biggest pain point for renters is finding accurate information online about a property.

Based on our knowledge of how renters are using search engines, we can conclude that property owners aren't doing enough to provide information directly on their Google My Business profiles, even if property information is available on their website. Shifting more focus onto Google Listings and Google Reviews is one solution to combating this issue.



The data also uncovered other valuable advice for rental properties looking to improve their marketability. In particular, the near-100% demand for photos makes this a must-have digital feature.

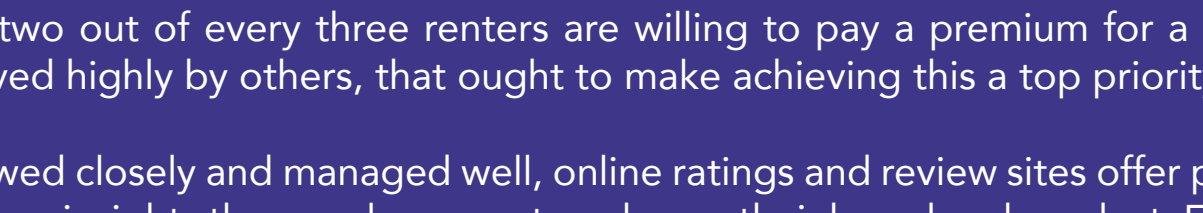
Importance of Online Property Photos



Strong Reviews Can Directly Impact Revenue



Renters willing to pay more for a property with positive reviews



When two out of every three renters are willing to pay a premium for a location perceived highly by others, that ought to make achieving this a top priority.

If followed closely and managed well, online ratings and review sites offer property managers insights they can leverage to enhance their brand and product. For more useful findings from our survey, download the free eBook here.