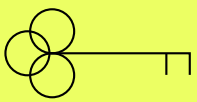
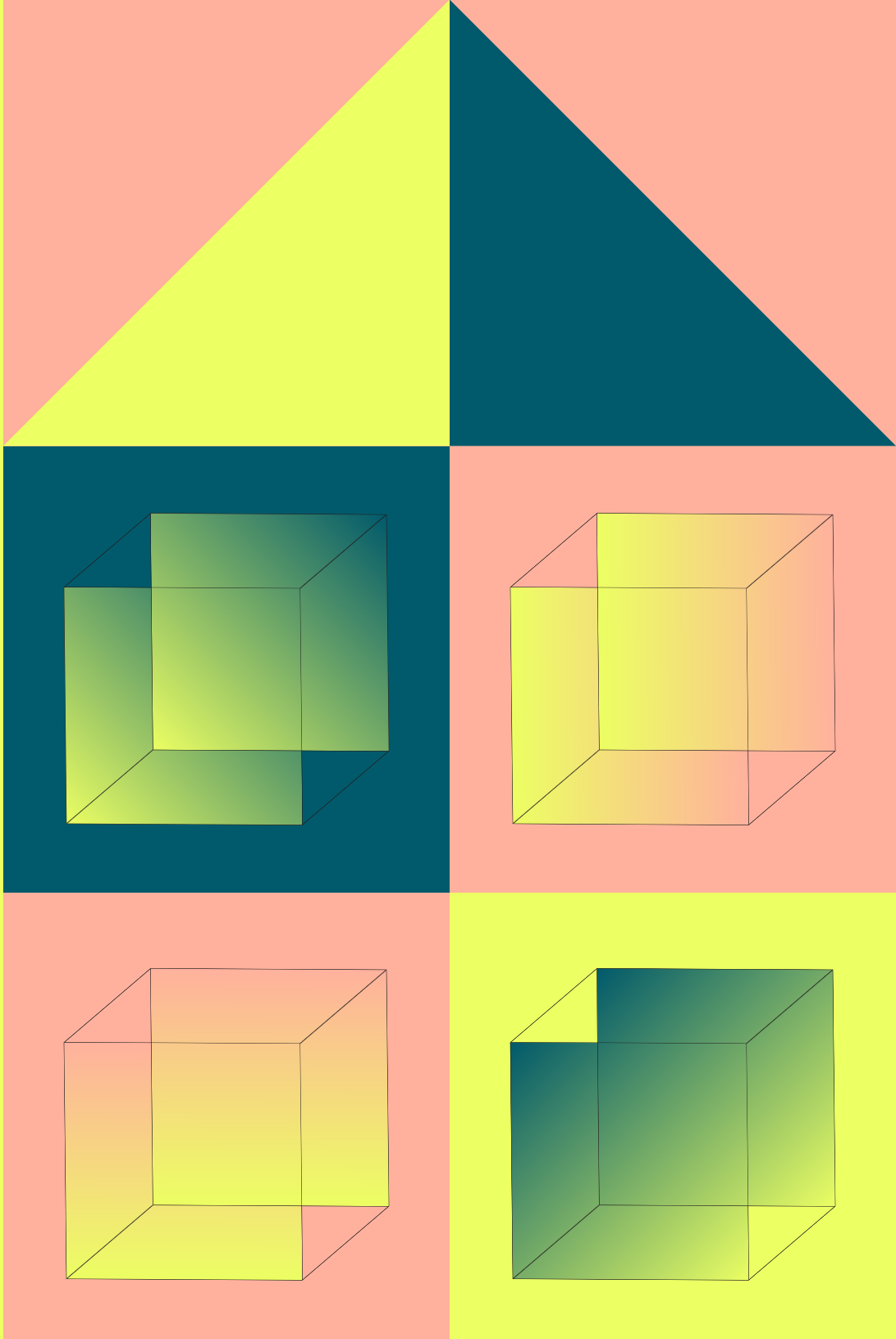
Reputation

2021

Property Management Reputation Report





What Does It Take to Be a Top Property?

In the United States, renters occupy more than 43 million units.

How do they rate their experience?

What do they think of the property management firms that manage their upkeep and collect their rent?

How do renters feel about the service and responsiveness of property managers especially during this time of turmoil and renewal, and what factors matter most when renters look for a new apartment?

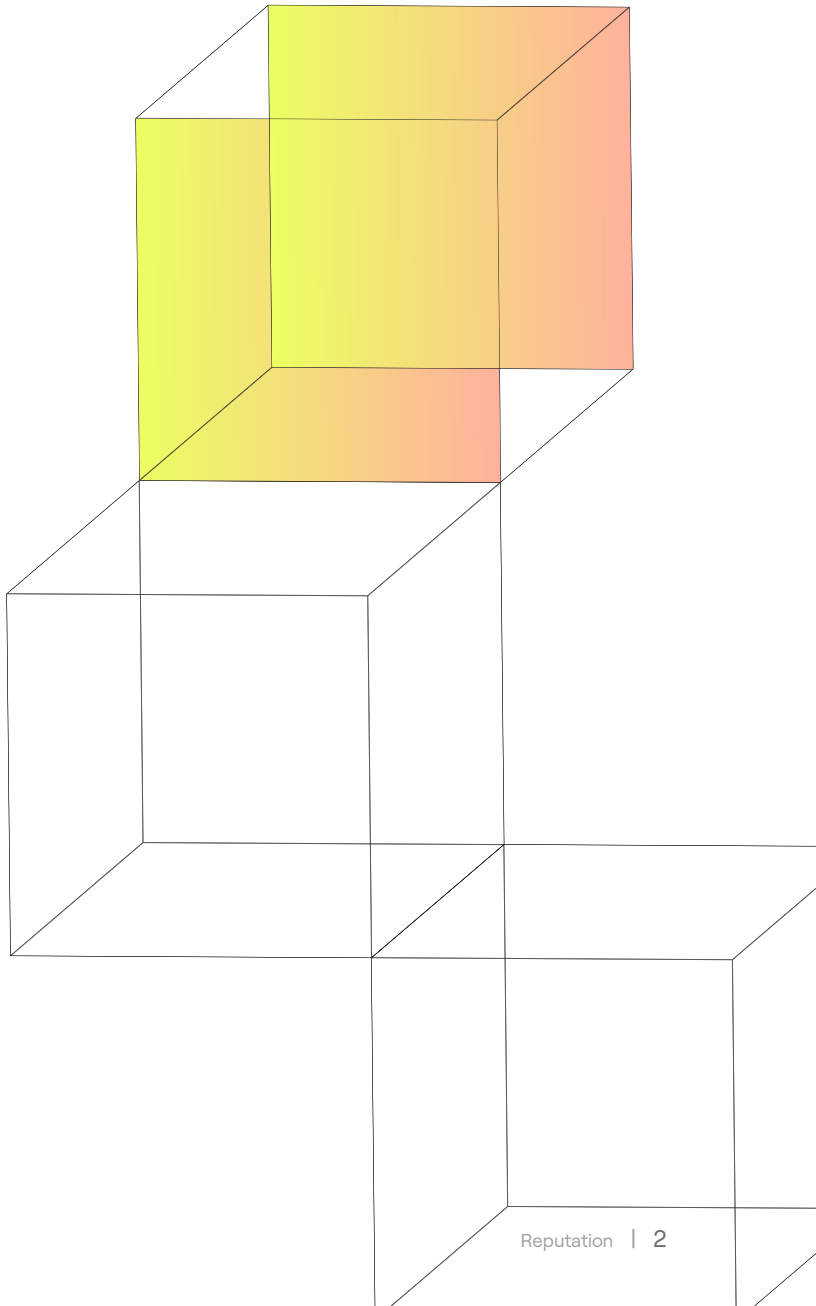
In this report you'll find

80,000 Multifamily residential properties analyzed

Top 20 Property management firms ranked

Top 500 Property management locations ranked for best all-around reputations

Find out who the leaders are and what property management firms can learn from them.



Contents

4 The Results Are In

10 Property Managers Define a New Digital Journey

16 What Renters Think of Property Management Firms

29 Rankings

31 Top 20 Brands

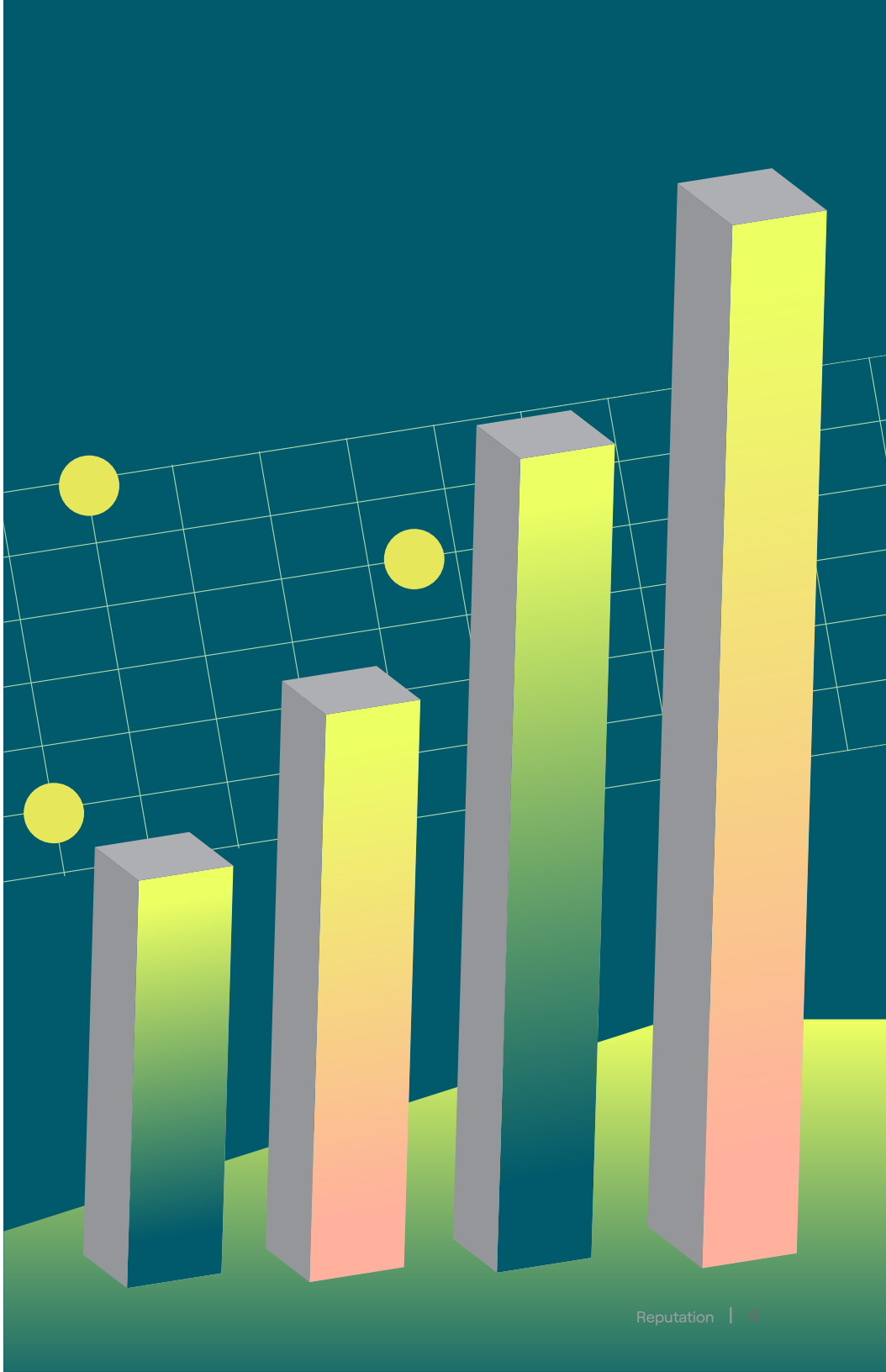
57 Top State-by-State Rankings

70 Top State-by-State Rankings

71 About Reputation Score

73 About Reputation Reports

The Results Are In



Reviews are essential

84%

of people read reviews before touring an apartment

But a shocking 32% of property management locations did not receive a single review on Google in the last 12 months — and only 20% received more than 10 reviews. It's critical that property managers take ownership of reviews by encouraging them, responding to them, and acting on them.

KEY FINDINGS

Rent increases are a problem

77%

of renters say that rent is the most important factor when they search for an apartment.

Rent increases are causing a spike in negative reviews, which is especially problematic for property managers because 77% of renters say that rent is the most important factor when they search for an apartment. Property managers need to monitor this situation closely and proactively manage perceptions.

A Higher Reputation Score Increases Revenue

+$150K, +$3M

A 100-point increase in your Reputation Score adds $150,000 (for 500 units managed) to $3 million (for 10,000 units managed) to your top line annually.[1]

1: We analyzed locations with a value of approximately $1,750 a month. We calculated value as the average rent multiplied by the occupation rate for the location. The effect might differ for locations with higher or lower rent, or with low occupation rates.

KEY FINDINGS

A higher Reputation Score makes a location more visible on Google.

+2.2X Views, +2.7 Actions

Locations with Reputation Scores of 800 or higher enjoy 2.2 times more views on their Google My Business listings and 2.7 times more actions (such as clicks to call, clicks to a location's website, or clicks to get directions to a location) compared to locations with a Reputation Score of score 400-500.

Introduction

To compile this report, our Data Science team analyzed more than 80,000 multifamily residential properties. We collected data from sources such as Google, Facebook, Twitter and more. Using Reputation's proprietary machine learning algorithms and natural-language processing technology, we analyzed actual customer feedback from each property to understand resident concerns and gauge overall sentiment. To dig deeper, we partnered with research firm YouGov to survey 925 U.S. adults living in apartments to understand how they make their renting decisions.

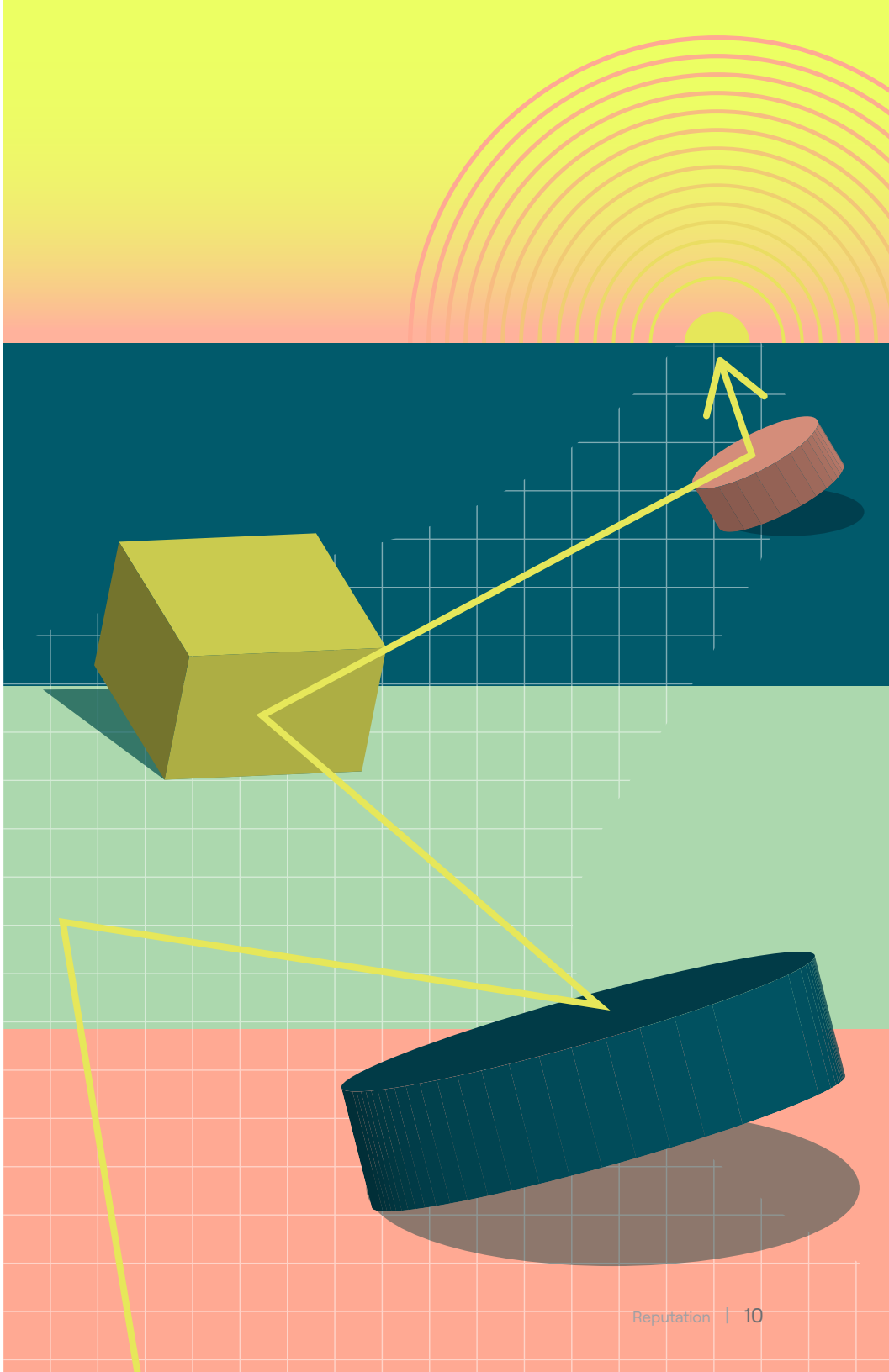
From there, we published rankings for:

- **The 20 largest property management firms in the United States, as determined by the National Multifamily Housing Council.**
- **The top 500 U.S. multifamily residential properties.**
- **All 50 states plus Washington, D.C.**

The rankings are based on our proprietary Reputation Score, which looks at a location's sentiment, visibility, and engagement across nine elements ranging from the volume of reviews accumulated for a property management firm to their star average.

Let's take a closer look at how the industry is evolving and how renters are responding.

Property Managers Define a New Digital Journey



The renter's journey went digital in 2020 — from awareness to consideration to choosing a place to live.

According to Pew Research, roughly one in five Americans moved because of Covid-19 or knew someone who has moved in 2020. And at a time of massive social distancing, they leaned on digital every step of the way. Our own research bears out this trend. Our Data Science team examined how renters have been using the Google My Business (GMB) listings for thousands of property management locations as part of their searches. (We focused on GMB listings because they constitute the **most important way for a business to be found through search.)**

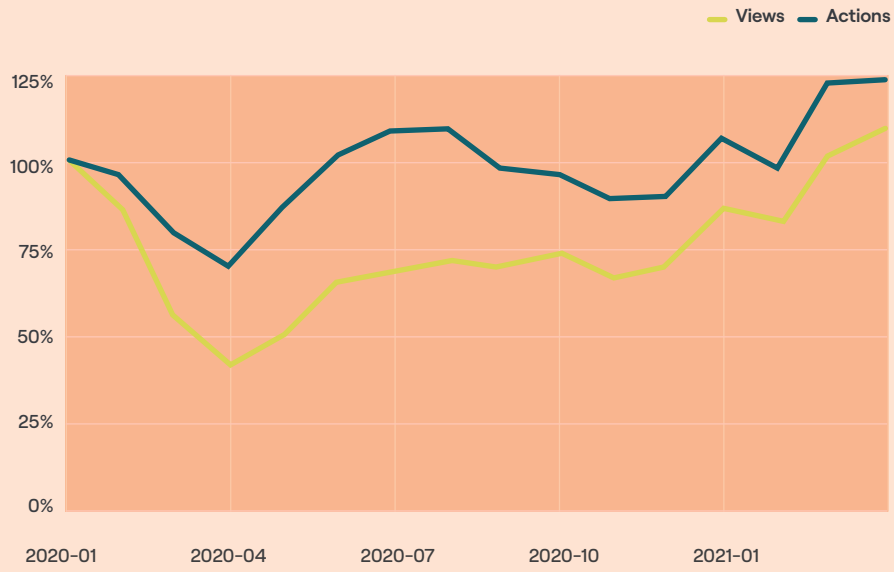
Responding to the digital journey

Overall, we saw an increase in both GMB views and actions. As the name implies, views mean someone is looking at a property management location's listing to learn everything about it from its address to contact information for the property management office. Actions constitute actual clicks to do something after visiting a GMB listing – such as calling a rental office, getting directions to visit a location, or clicking through to its website for more information. This increase in activity shows that renters have been actively using Google to learn about places to live.

Our YouGov renter survey underscores the importance of Google. Millennial renters told us that Google ranks high among their go-to sources for deciding on an apartment, right behind review sites and in-person tours in importance.

Many landlords responded to the uptick in volume by wisely increasing their budgets for paid media. As a property manager at RKW Residential told Multifamily Executive, "Having a strategic digital advertising strategy to reach renters during their search process remains as important as it was pre-pandemic. But how we position and manage our online presence is more important than ever. It may be the only thing the prospect sees before making a leasing decision."

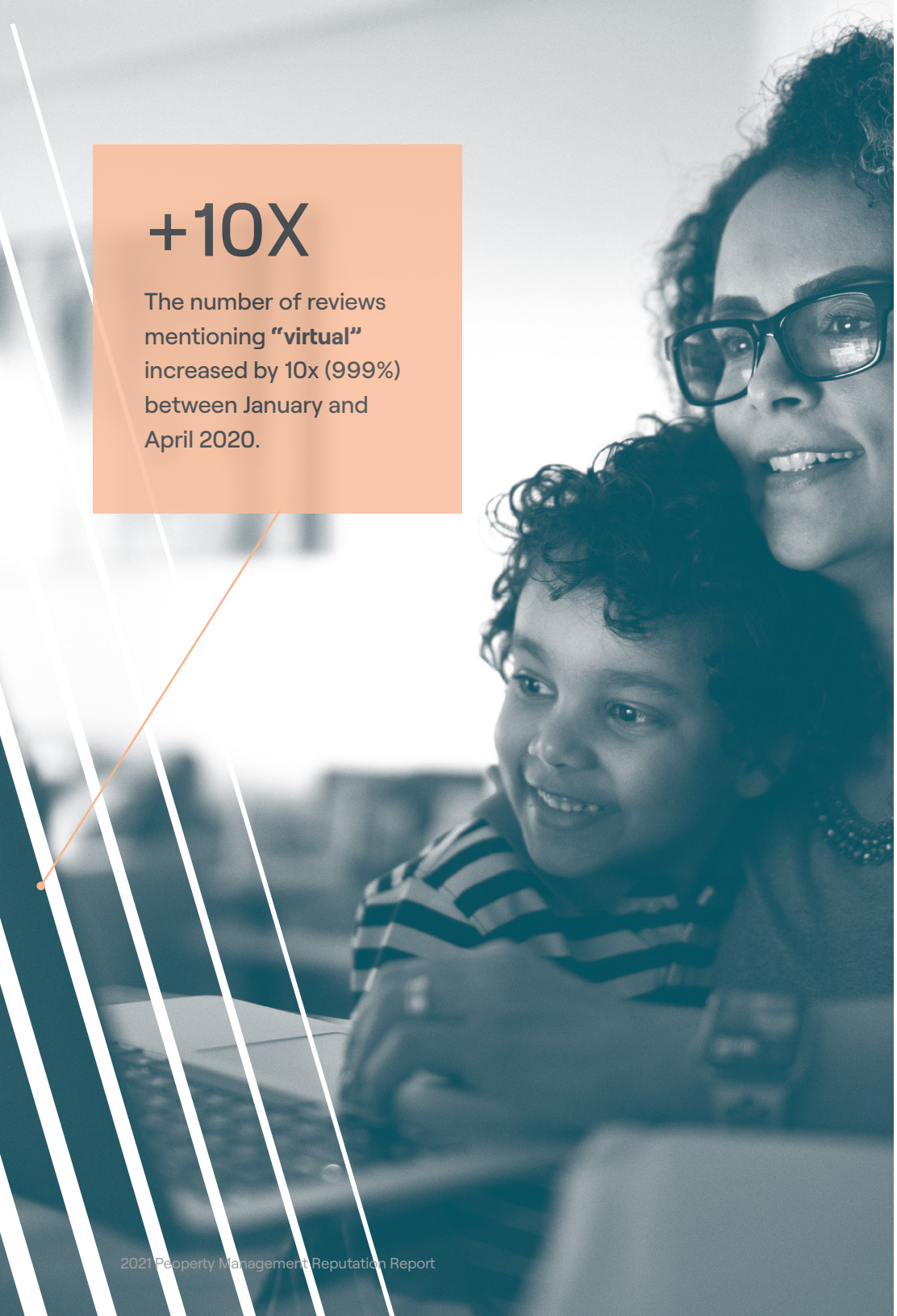
Change in GMB Metrics



QUICK TIP on GMB Listings

Reputation recommends that property management companies turn their GMB listings into content powerhouses, as informative and useful as their websites.

Google offers multiple tools now for businesses to make their GMB listings more appealing and responsive to the needs of renters. They include reviews for giving renters an open forum to have a conversation about your location; Google Posts for sharing information about events and news; and Chat functionality to interact directly with renters privately.



+10X

The number of reviews mentioning **"virtual"** increased by 10x (999%) between January and April 2020.

The Rise of PropTech Tools

Property managers responded to the rise of the digital journey by offering tools that make it easier for renters to rely on digital tours, meet with property managers, and manage transactions such as signing agreements.

These so-called PropTech tools have transformed property management. Almost overnight, property managers everywhere have applied **contact-free tools** such as virtual and self-guided tours and automated leasing.

By adopting PropTech, property managers made themselves more relevant and responsive to the needs of renters, according to renters' own ratings/reviews of their landlords. Our Data Science team examined 600,000 renter ratings/reviews across property managers' websites, GMB listings, and social media channels. When the pandemic spread throughout the United States and people went into lockdown, we noticed that renters' interest in virtual tools spiked. For instance, the number of reviews mentioning "virtual" increased by 10x (999%) between January and April 2020. In 2021, the number of reviews mentioning "virtual" are still 4.6x (358%) higher than pre-pandemic levels — suggesting that renters will continue to value virtual tools such as tours long after the pandemic subsides.

What's Next for the Digital Journey: AI

So what's next for the digital journey? Two words: artificial intelligence. We expect more property managers will rely on AI tools to understand renters' wants and needs and then create more targeted offerings.

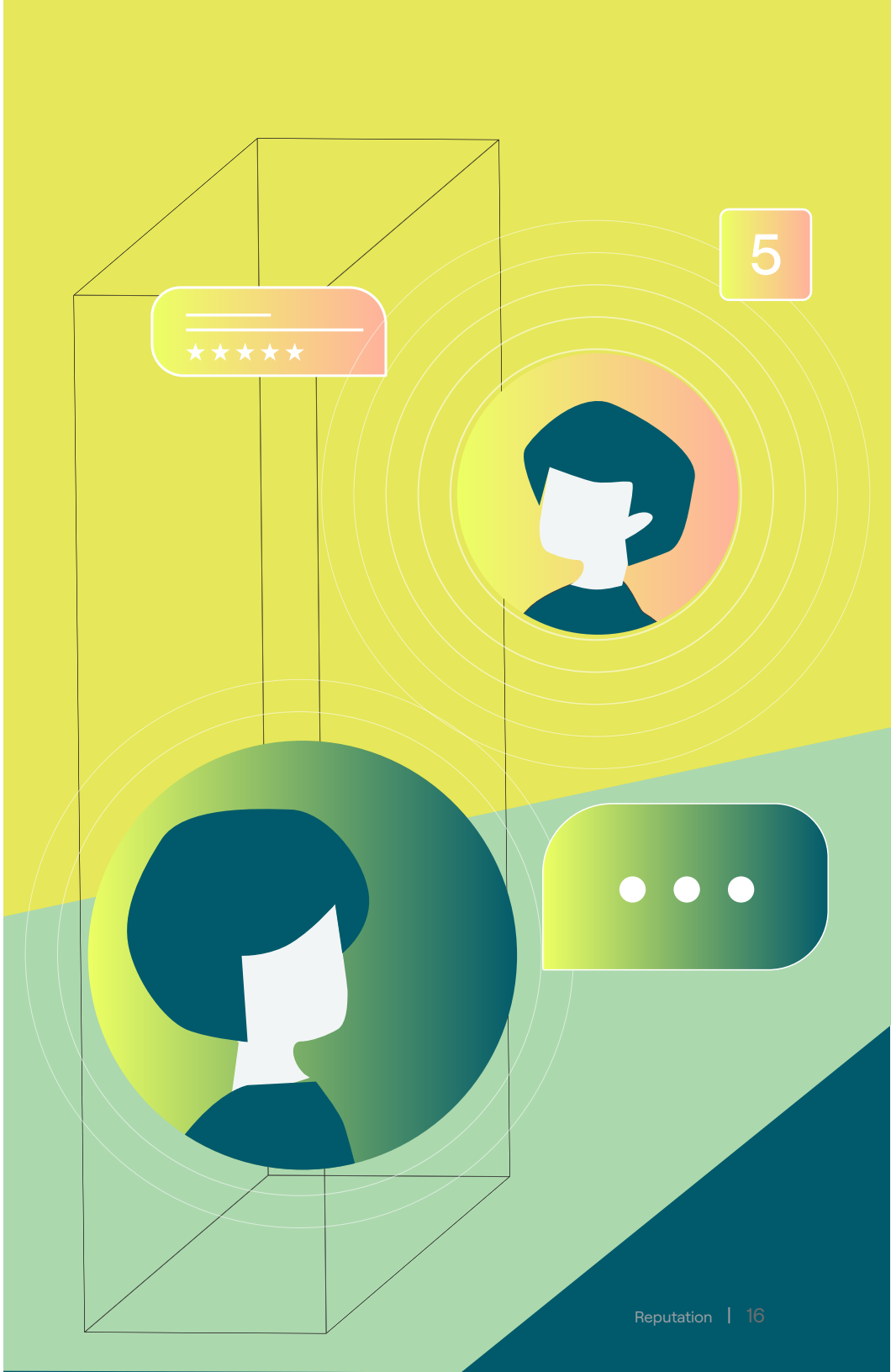
To that end, Zumper, a real estate marketplace for landlords and renters, recently **unveiled** a new AI-powered tool, PowerLeads AI, which makes it possible for property managers to analyze renters' behaviors to predict the likelihood of a renter signing a specific apartment lease. As Zumper noted in an announcement, PowerLeads identifies and flags renters who are statistically proven to be up to 2X more likely to lease immediately. The system surfaces and provides leasing agents 50+ unique renter characteristics that will help leasing agents best meet renter needs.

The adoption of AI is consistent with how Reputation has incorporated AI to understand renter sentiment. For our team and our clients, AI does all the heavy lifting to track the vast universe of renter comments left every day on a business's social pages, GMB listings, websites, and other touchpoints. For instance, natural language processing, a form of AI, consists of algorithms that convert unstructured "natural language" text into structured data that a data scientist can analyze programmatically. That's how we did the in-depth analysis for this report.

By letting us know in real time exactly what is helping or hurting our communities' level of service and digital presence, Reputation Score allows us to lean in on the areas we're doing well and quickly make changes in the areas that need improvement, which enables us to continue to perfect our prospect and resident experience. None of this would be possible without the Reputation Score metric and the hard work of our community teams.

Mike Gomes
Chief Experience Officer,
CORTLAND

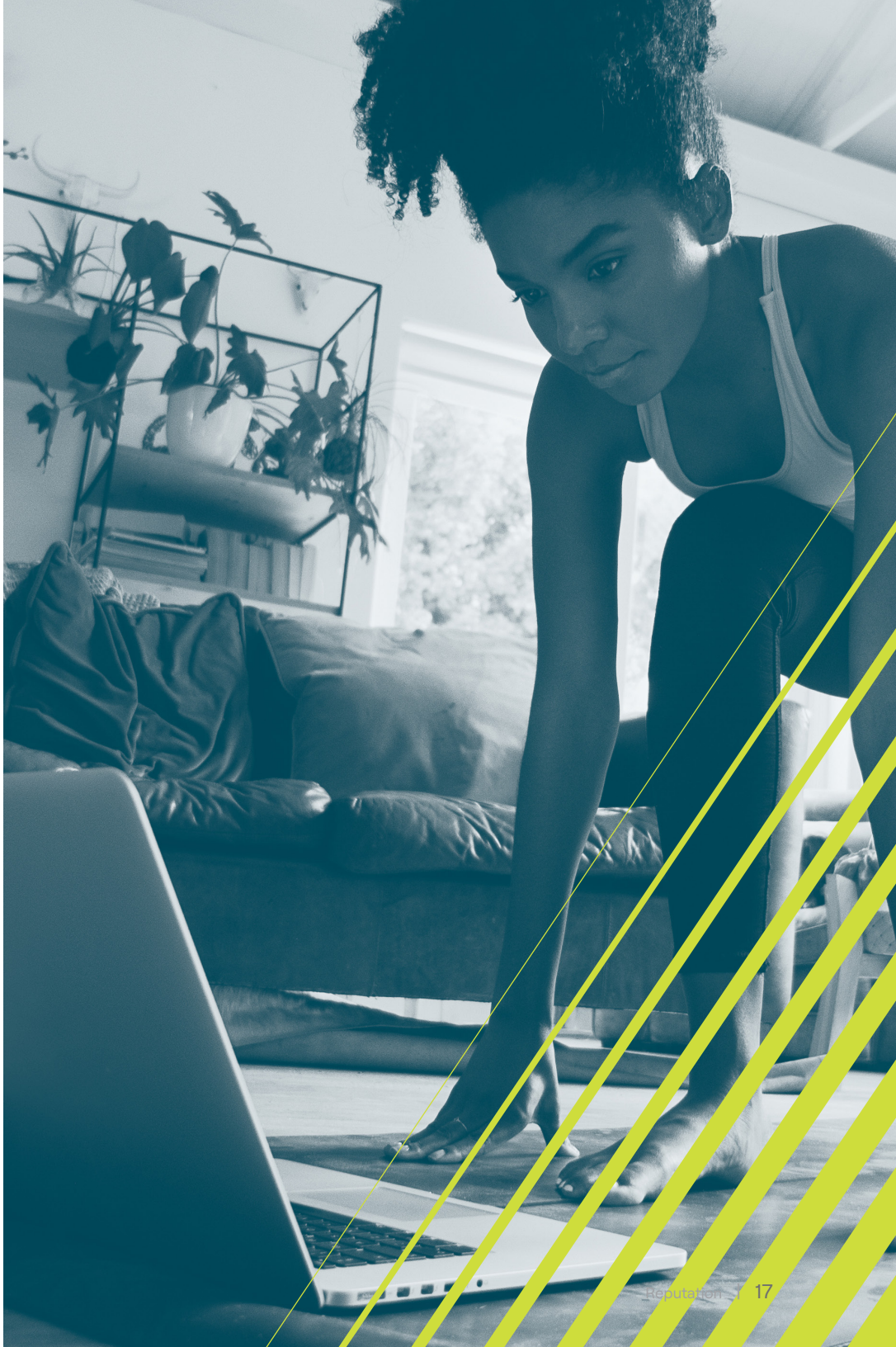
What Renters Think of Property Management Firms



As property managers adapt to a time of profound change — how have renters reacted?

In terms of consumer sentiment, the Reputation Data Science team examined **more than 600,000 renter ratings/reviews across property managers' websites, GMB listings, and social media channels.**

We used our own proprietary data analysis methodology that uses natural language processing to detect patterns in renter comments. Here's what we found.

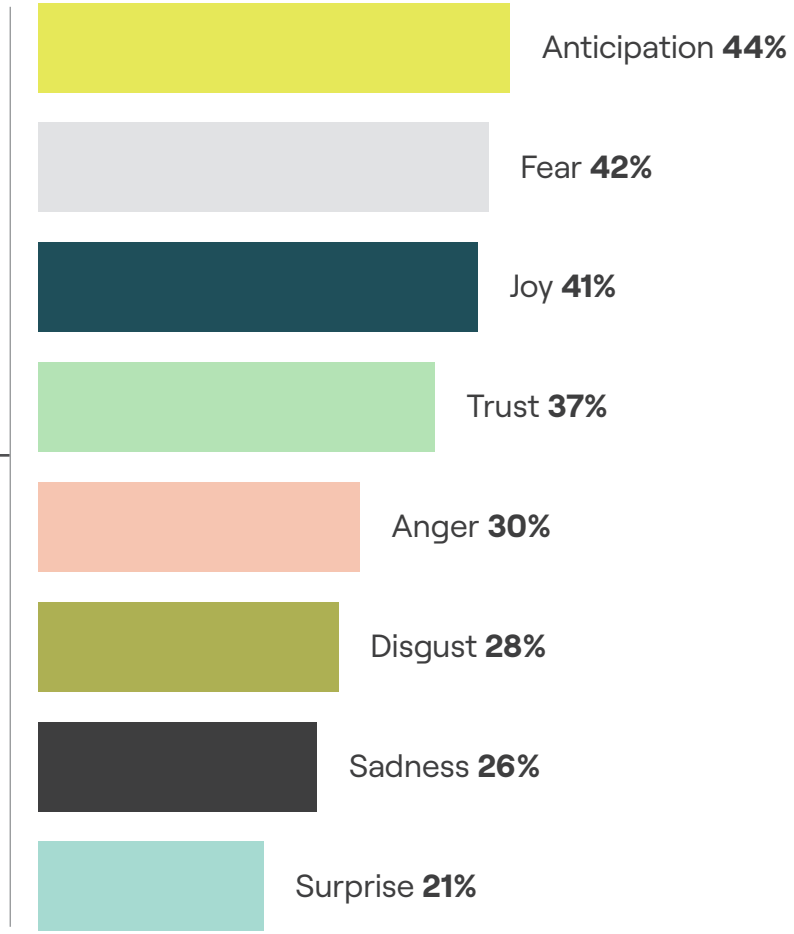


Consumer Sentiment is mixed

Looking across our social listening tool, we see that in terms of emotions, anticipation was the highest emotion associated with property management mentions across Twitter in 2021. This was followed by fear and joy.

These sentiments indicates that consumers sharing feedback on their apartment search or current living situation, are experiencing some of the uncertainty and increased optimism coming out of the turmoil of 2020.

Property Management Emotions



Emotions Dec 31, 2020 - June 23, 2021. Excluding News/media

Renters are leaving more reviews than ever.

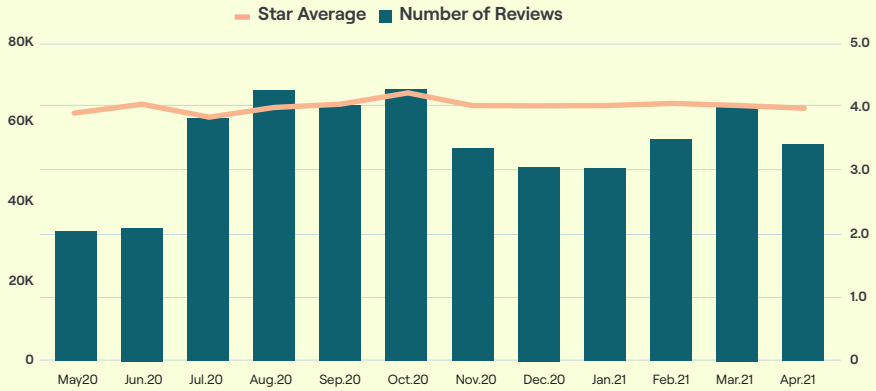
Despite the drop in review volume in March to June, overall 2020 had more reviews than any previous year at 5% more than 2019 and 14% more than 2018. 2021 looks to continue the trend with a monthly average 7% higher than it was in 2020.

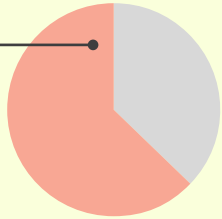
This data is especially significant because reviews influence renters' perceptions. Our renter survey with YouGov showed that 84% of people read reviews before touring an apartment — and 73% believe reviews are very important or somewhat important when selecting an apartment.

Overall sentiment is positive. Our analysis shows that 66% of reviews were positive versus 29% that were negative. (By contrast, our 2020 Property Management Reputation Report said that 63% of tenant reviews were positive versus 37% negative). In addition, the average rating has been stable at 3.8 since 2020 – and is even slightly higher than it was in 2019

These findings tell us that the property management industry protected and even improved its reputation during some of the most trying months in its history. In addition, renters are actively talking about their experience. Property managers who encourage reviews, respond to them, and learn from them have an advantage over those who do not.

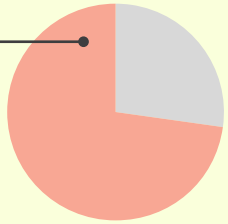
Total number of reviews and why they matter





63%

of tenant reviews were positive



73%

Believe reviews are very important or somewhat important when selecting an apartment

Strengths:
Customer Service, Speed, and Location Are the Biggest Drivers of Positive Sentiment

Customer service is the main driver of high ratings for properties, followed by location and the speed with which an apartment responds to renters' needs.

We saw small improvements in all three categories over the months, which resulted in an increased effect on the star average of 0.03 so far.

Sentiment improved slightly in the last 8 months

Sep - Dec 2020	Jan - Apr 2021
Customer Service 0 — 79 — 100 Mentions: 102.9K Impact: +0.05 ★	**Customer Service** 0 — 80 — 100 Mentions: 82.2K Impact: +0.06 ★
Location 0 — 89 — 100 Mentions: 12.5K Impact: +0.03 ★	**Location** 0 — 90 — 100 Mentions: 9.7K Impact: +0.04 ★
Speed 0 — 78 — 100 Mentions: 21.2K Impact: +0.03 ★	**Speed** 0 — 79 — 100 Mentions: 18.8K Impact: +0.04 ★

Analysis

Customer service and speed of service come down to the ability of the maintenance staff to respond to renters, whether shoveling snowy walkways or fixing a heating problem. The reviews also underscore how a property's staff represent their brand: many of the reviews praise specific individuals by name, citing attributes such as friendliness and professionalism.

It's likely that location emerged as an especially important factor given the dramatic shift to people living and working at home more during the pandemic, a trend that appears to be continuing as businesses adopt a hybrid work model. People's apartments are increasingly their offices as employers offer more lenient work-from-home arrangements. Renters' worlds have increasingly been defined by their neighborhoods, making location more important than ever.

It's even more important that properties play up their proximity to other essential places as people spend more time in their apartments.

Positive Tenant Reviews

"Everyone has been incredibly helpful/nice and maintenance requests have been filled on time."

"The staff provides outstanding service and I LOVE it here!!"

"Although I rent my apartment; I consider it 'home' and maintenance always repairs things quickly."

"I love the fact that my maintenance needs get done almost as quickly as when requested and done efficiently."

"Thank you [name] for your quick response to my maintenance request."

"Can't beat the easy access to the river and great places to eat and drink within walking distance."

Weaknesses:

Rental Office Service, Quality of the Residence, and Surcharges Are the Biggest Drivers of Negative Sentiment

The rental office is the main driver of negative star rating, followed by residential and surcharges. It looks as if rental office professionals could learn a thing or two about responsiveness and service from their maintenance staff.

Negative sentiment has remained consistent

Sep - Dec 2020	Jan - Apr 2021
Rental Office 0 — 58 — 100 Mentions: 75.9K Impact: -0.27 ★	**Rental Office** 0 — 58 — 100 Mentions: 59.4K Impact: -0.29 ★
Residential 0 — 63 — 100 Mentions: 73.9K Impact: -0.17 ★	**Residential** 0 — 63 — 100 Mentions: 56.9K Impact: -0.18 ★
Surcharges 0 — 14 — 100 Mentions: 11.7K Impact: -0.15 ★	**Surcharges** 0 — 14 — 100 Mentions: 21.2K Impact: -0.14 ★

When we analyzed customer reviews, we saw a number of complaints about the rental office either not responding to renters' questions (about issues such as rent) or being inattentive. Complaints about surcharges often related to deposit money being withheld and surprises such as fees for trash removal.

Criticisms of residential issues range from worn down conditions to neighbors being too loud. Renters are more attentive to what they see and hear around them as they live and work in their apartments – and they don't always like what they see.

These drivers of negative sentiment underline how important it is for property managers to monitor reviews, respond to them, and improve.

Negative Tenant Reviews

"When we showed up, the office was closed and no one was there to meet us."

"The office staff is rude."

"They have a horrible cockroach problem."

"Still waiting for my deposit to be returned, and they could care less."

"I left the place spotless, so imagine my surprise when I didn't get 1 cent back from my deposit but instead had to pay $272 in addition to the lost $500 deposit."

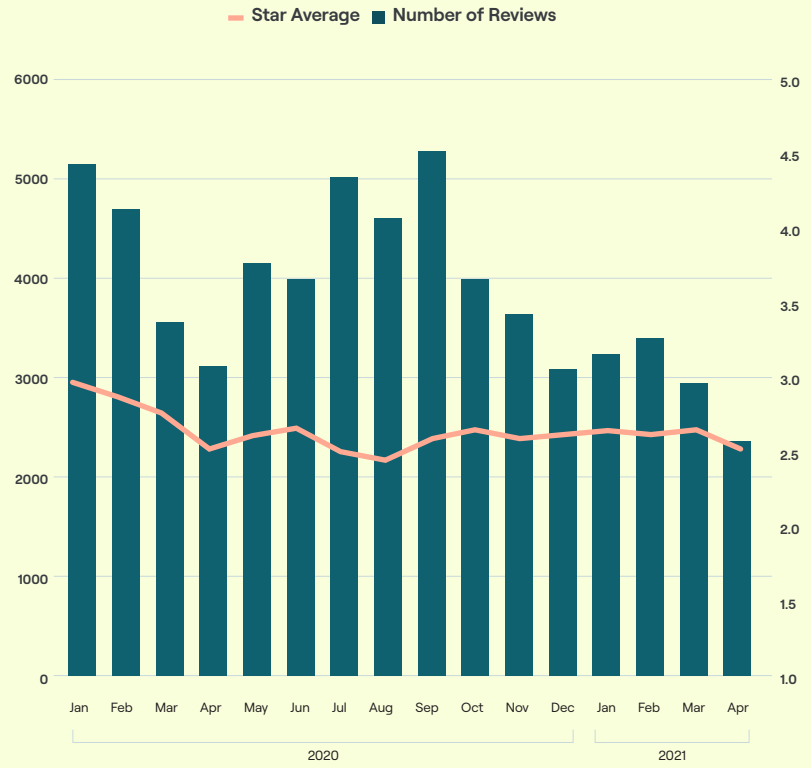
Renters Are Not Happy with Rents

Rent is the most important factor when people search for an apartment, according to our survey with YouGov. Unfortunately for property managers, the average rating for rent as a review topic decreased when Covid-19 started and has not recovered to Pre-Covid-19 levels.

Before Covid-19, the rating was 2.9, and in March 2021 it was 2.6. The declining sentiment about rent should not be surprising. Many renters were squeezed financially by a spike in unemployment during the pandemic, while property management firms felt financial pressure resulting from **eviction moratoriums** and an accumulation of unpaid back rents. As rental activity picks up again in more expensive cities **such as New York, we may see a gradual increase in rents throughout 2021** although the situation will vary city by city.

As always, we suggest property managers remain vigilant in monitoring renter sentiment and be prepared to respond to any spike in negative reviews.

Rent



↓ 0.3 ★

The average rating for rent has decreased since Covid-19 began.

Covid-19 and PPE/Safety No Longer Dominate the Conversation

↓ 69%

Mentions of Covid-19 in reviews dropped 69% from September 2020 to April 2021.

↓ 66%

Mentions of PPE/safety in reviews dropped 66% from September 2020 to April 2021.

The decline of Covid-19 and PPE/safety suggests that property managers are being responsive and that renters are less concerned about Covid-19 as more people get vaccinated.

Property Managers Need to Fix a Digital Disconnect

Our research has also uncovered a digital disconnect between renters and property management firms:

84%

of people read reviews before touring an apartment

But 32%

of property management locations received 0 reviews on Google in the last 12 months

47%

of people will read up to 10 reviews before touring an apartment.

Only 20%

of property management locations received more than 10 reviews

In other words, a smaller number of property management locations are grabbing a disproportionate number of reviews. As a whole, property management locations are not accumulating reviews. Property managers need to fix this digital disconnect by proactively managing their reputations online, which begins with asking renters to review them.

Accumulating reviews contributes to:

A higher Reputation Score.

The top-performing property management firms in this year's rankings enjoy a 1.7X higher Reputation Score than the lowest-performing firms. **A 100-point increase in your Reputation Score adds $150,000 (for 500 units managed) to $3 million (for 10,000 units managed) to your top line annually.**[1]

An increase in tenant acquisition.

According to Google, responding to ratings and reviews increases your visibility in search results, which means more prospective residents will find you online.

More visibility.

Locations with Reputation Scores of 800 or higher enjoy 2.2 times more views on their GMB listings and 2.7 times more actions (such as clicks to call, visit a location's website, or visit the location) compared to locations with a Reputation Score of score 400-500. This advantage is crucial because a GMB listing is the **most important ranking factor for local search.**

1: We analyzed locations with a value of approximately $1,750 a month. We calculated value as the average rent multiplied by the occupation rate for the location. The effect might differ for locations with higher or lower rent, or with low occupation rates.

Best Practices for Property Managers to Manage their Online Reputation

To properly manage your reputation, property managers need to respond to online reviews, maintain their presence on Google and social media, and manage a number of other elements that influence Reputation Score.

Request reviews. Implement a process for consistently asking for reviews from every customer to build volume and increase ratings and rankings. Accumulating reviews is essential: for instance, according to our survey with YouGov, nearly half of Millennial renters read anywhere from five-to-20 reviews as they choose an apartment. They dig deep, and apartments with few reviews are at a disadvantage. Increasing review volume also provides more feedback to help improve customer service.

Monitor reviews closely and respond to them. Respond to all reviews, especially the negative ones, to demonstrate a commitment to the residents' experience with your properties. Leverage technology to monitor all reviews across the web, for all locations, and create templated responses to ensure brand consistency and a timely response.

Share positive feedback. Highlight positive reviews and testimonials on your website to amplify positive feedback.

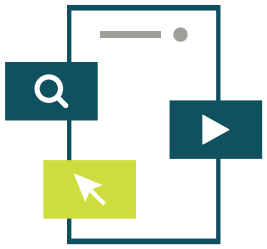
Learn from reviews. Understanding resident sentiment is critical to delivering better service. Technology can help analyze structured and unstructured data from online reviews, surveys, social commentary and in-person meetings together, to provide actionable insights a property manager can share with specific locations and property managers.

Turn GMB listings into content powerhouses.

It's especially important that your GMB listings across every single location are accurate and complete. For starters, make sure that the business name, address, phone number, and hours of operation are accurate, and choose appropriate categories so that Google will know how to match a listing with search queries. Property managers should also use features such as Google Posts, Q&A, and Google Reviews to provide searchers with as much information as possible that will increase their chances of being found and chosen by prospective residents.

Mind social channels.

When property managers listen to and engage with renters' conversations about their locations on social channels, they build loyalty and trust. Like reviews, social commentary contains a wealth of critical insights about customer sentiment. Property managers should consistently monitor and engage in social conversations about them as well as organize, manage and disseminate localized social content. In addition, it's important to use social media for time-sensitive announcements, such as changes in office hours, rent payment policies, available properties, and other important information



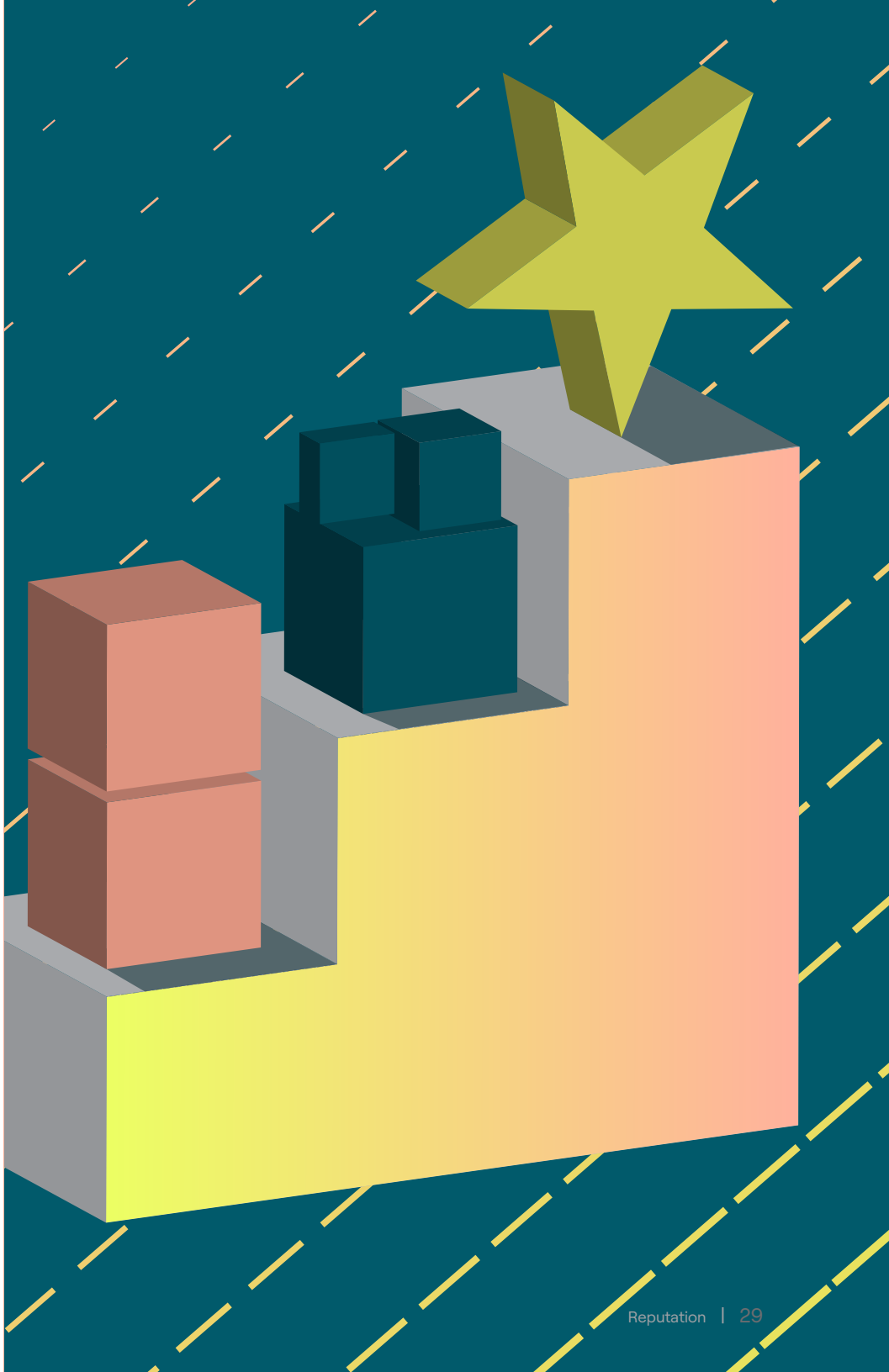
Manage the customer journey with digital tools.

Continue to leverage digital tools to respond to how the customer journey has changed. As noted, the industry adopted PropTech tools in 2020 amid a dramatic shift in resident behavior. Walk-ins and drive-by visits are no longer the norm. Instead, prospects have gone online to do everything, including searching for and evaluating properties, and making a decision about where to rent. There is no turning back now. It's important that property managers make sure that they take care to use tools such as video carefully. A high-resolution, professionally edited video tour will create an outstanding first impression.

Continue to engage.

Create surveys and social posts that poll residents on important issues, then act on the results. Involving residents in important decisions about the properties where they live inspires good will and strengthens trust.

Rankings



We ranked the top 20 property management firms and top 500 properties in the United States.

We ranked the 20 largest property management firms in the United States, as determined by the National Multifamily Housing Council. We also ranked the Top 500 properties after carefully analyzing more than 80,000 multifamily residential properties.

We relied on our Proprietary Reputation score, which is discussed in more detail in the section "About Reputation Score."

Top 20 Brands

Ranking	Brand	Avg Rep Score[2]	Sentiment[2]	Visibility[2]	Engagement[2]
1	Cortland	827	82	79	90
2	AvalonBay Communities	775	81	70	83
3	Bozzuto	756	83	65	93
4	Starwood Capital Group	756	77	66	94
5	MAA	736	68	72	99
6	Greystar	715	67	71	85
7	Equity Residential	689	71	59	91
8	Lincoln Property Company	685	68	58	81
9	BH Management	681	68	59	80
10	Edward Rose & Sons	663	59	61	94
11	Asset Living	643	61	61	63
12	Avenue5 Residential	613	58	59	83
13	Monarch Investment and Management Group	608	56	55	92
14	Apartment Management Consultants	594	56	57	85
15	Cushman & Wakefield	580	57	52	73
16	Morgan Properties	570	52	54	64
17	RPM	560	58	44	81
18	FPI Management	449	59	41	57
19	Hunt/Envolve Communities	350	43	42	65
20	WinnCompanies	345	66	36	53

At Bozzuto, we believe that if a customer is going to take the time to write us a review, we are going to take the time to respond. We recognize that sometimes our brand response is as important as the review itself. We are very pleased to see that our efforts are reflected in Reputation's annual Property Management report.

Kelley N. Shannon

Senior Vice President of Marketing & Customer Engagement,
BOZZUTO

What the Leaders Got Right

When we ranked the 20 largest property management firms by their Reputation Scores, we saw that the Top 5 firms — Cortland, AvalonBay, Bozzuto, Starwood, and MAA — achieved consistently strong remarks across all elements that comprise the Reputation Score, ranging from customer sentiment to their ability to respond to reviews to customer sentiment. But there is room for improvement.

Top firms

Only the Top Three achieved a sentiment score of more than 80 (note: sentiment is based on average star rating, one of the components of Reputation Score). No firm in the ranking had a visibility score of more than 80. (Note: visibility is based on the following elements of Reputation Score: review volume, review spread, review recency, listing accuracy, review length, and search impressions).

Cortland achieved the highest visibility score, 79. The second-place holder, MAA, achieved a visibility score of 72. Bozzuto had the highest sentiment score at 83, and a good engagement score at 93 -- but a visibility score of 65. When it comes to engagement, MAA led the group with an almost perfect score of 99; MAA's opportunity for improvement? Sentiment.

Bottom firms

The bottom five firms need to improve across the board, but especially in the areas of visibility and engagement. When we compare the bottom five firms to the middle 10, we see that the bottom five are only 7 points behind in the area of sentiment; but they are 17 points behind for visibility, and 18 points behind for engagement.

By requesting reviews and responding to them, property management firms can improve engagement, visibility, and sentiment. That's because accumulating more reviews and responding to them makes a business more visible in Google and also improves a business's engagement score. And we know that encouraging reviews will lead to more positive reviews. That's because people who are unhappy with a business are more likely to leave a negative review without being prompted. It's the "satisfied but silent" majority who need a little nudging.

We are thrilled that Greystar has claimed 14 of the top 20 locations in the 2021 Reputation Property Management report. The ease of using the platform, seeing all reviews in one area, and reading the Rep Score reports are essential tools to show us how to activate new strategies and increase our scores.

Jaemi Carkin

Director of U. S. Strategic Property Marketing, Programs & Performance, GREYSTAR

Top 500 Properties

Rank	Brand	Location Name	City	State	Score
1	Tipton Group	Parkside Grand Parkway	Katy	TX	940
2	Greystar	Ashton South End	Charlotte	NC	938
3	Freeman Webb Company	South Wind Apartment Homes	Franklin	TN	936
4	Manor Communities	California Apartments	Absecon	NJ	933
5	Ram Partners	Foxland Crossing	Gallatin	TN	930
6	Ram Partners	Saddle Ridge	Ashburn	VA	927
7	Greystar	Hardware Village	Salt Lake City	UT	927
8	Greystar	Provence at Valencia	Valencia	CA	927
9	Greystar	Trinity Exchange	New Port Richey	FL	925
10	Greystar	The Florence at the Harbor	Rockwall	TX	923
11	Greystar	The Dakota	Raleigh	NC	921
12	Greystar	Creekwood	Irving	TX	921
13	Greystar	Amp Lofts	Los Angeles	CA	920
14	Greystar	Liberty Warehouse	Durham	NC	919
15	Cortland	Cortland Avion Shadow Creek	Pearland	TX	918
16	Greystar	Anderson Flats	Raleigh	NC	918
17	Greystar	Sofia Coral Gables	Coral Gables	FL	918
18	Greystar	2 Bayshore	Tampa	FL	917
19	Ram Partners	Greystone Oakland	Leesburg	GA	917
20	Greystar	Breakers	Corpus Christi	TX	916
21	Greystar	The Westheimer	Houston	TX	916
22	Sunrise Management & Consulting	Van Allen Apartments	Rensselaer	NY	916
23	Greystar	The Lumen	Cleveland	OH	915
24	Greystar	Park Fifth	Los Angeles	CA	914
25	Greystar	The Standard	Scottsdale	AZ	914

Top 500 Properties

Rank	Brand	Location Name	City	State	Score
26	Greystar	Wayford at Concord	Concord	NC	940
27	Bozzuto	7SEVENTY7	Milwaukee	WI	938
28	Greystar	DECA	Greenville	SC	936
29	Greystar	Elan East	Austin	TX	933
30	Greystar	Trademark Apartments	Los Angeles	CA	930
31	Greystar	The Met at Fashion Center	Chandler	AZ	927
32	Greystar	Kilby	Frisco	TX	927
33	Greystar	Legacy Haywood	Greenville	SC	927
34	CORE Realty Holdings Management	Park West End Apartments	Richmond	VA	925
35	Harmoniq Residential	Watermark at the Grove	Elgin	IL	923
36	Greystar	Woodford on Mockingbird	Midland	TX	921
37	Greystar	The Retreat at Trinity	Trinity	FL	921
38	Axiom Properties	The Ponds on Plum Grove	Roselle	IL	920
39	GoldOller Real Estate Investments	Albany Landings	Westerville	OH	919
40	Ram Partners	Vista Commons	Columbia	SC	918
41	Windsor Property Management	Domain by Windsor	Houston	TX	918
42	BH Management	Park at Johns Creek Apartments	Suwanee	GA	918
43	Cortland	Cortland Preston North	Frisco	TX	917
44	Greystar	Overture Dr. Phillips	Orlando	FL	917
45	Ram Partners	Greystone Farms	Columbus	GA	916
46	Ram Partners	The Reserve at Town Center Apartments	Sterling	VA	916
47	Greystar	Glenwood at Grant Park	Atlanta	GA	916
48	Greystar	Ascend at Tamarron	Katy	TX	915
49	Fidelity Management Services	Park Place One Apartments	Philadelphia	PA	914
50	Cortland	Preserve on Fredericksburg by Cortland	San Antonio	TX	914

Top 500 Properties

Rank	Brand	Location Name	City	State	Score
26	Greystar	Wayford at Concord	Concord	NC	914
27	Bozzuto	7SEVENTY7	Milwaukee	WI	914
28	Greystar	DECA	Greenville	SC	914
29	Greystar	Elan East	Austin	TX	913
30	Greystar	Trademark Apartments	Los Angeles	CA	911
31	Greystar	The Met at Fashion Center	Chandler	AZ	911
32	Greystar	Kilby	Frisco	TX	911
33	Greystar	Legacy Haywood	Greenville	SC	910
34	CORE Realty Holdings Management	Park West End Apartments	Richmond	VA	910
35	Harmoniq Residential	Watermark at the Grove	Elgin	IL	910
36	Greystar	Woodford on Mockingbird	Midland	TX	909
37	Greystar	The Retreat at Trinity	Trinity	FL	909
38	Axiom Properties	The Ponds on Plum Grove	Roselle	IL	909
39	GoldOller Real Estate Investments	Albany Landings	Westerville	OH	909
40	Ram Partners	Vista Commons	Columbia	SC	908
41	Windsor Property Management	Domain by Windsor	Houston	TX	908
42	BH Management	Park at Johns Creek Apartments	Suwanee	GA	908
43	Cortland	Cortland Preston North	Frisco	TX	908
44	Greystar	Overture Dr. Phillips	Orlando	FL	908
45	Ram Partners	Greystone Farms	Columbus	GA	907
46	Ram Partners	The Reserve at Town Center Apartments	Sterling	VA	907
47	Greystar	Glenwood at Grant Park	Atlanta	GA	907
48	Greystar	Ascend at Tamarron	Katy	TX	907
49	Fidelity Management Services	Park Place One Apartments	Philadelphia	PA	906
50	Cortland	Preserve on Fredericksburg by Cortland	San Antonio	TX	906

Top 500 Properties

Rank	Brand	Location Name	City	State	Score
51	Cortland	Boulevard at Deer Park	Deer Park	TX	906
52	Cortland	Cortland Town Center	Houston	TX	906
53	Greystar	Exo	Reston	VA	906
54	Cortland	Cortland Decatur East	Decatur	GA	905
55	Greystar	422 at the Lake	Austin	TX	905
56	Bozzuto	Left Bank	Chicago	IL	905
57	Monarch Investment and Management Group	Chestnut Ridge Apartments	Baton Rouge	LA	904
58	JCMLiving	The Highlands At Westwood	Westwood	NJ	904
59	Holladay Properties	Burlington Station	Downers Grove	IL	904
60	Greystar	Encore Swiss Avenue	Dallas	TX	904
61	Greystar	The Manor at Weston	Morrisville	NC	904
62	Greystar	The Banks at West Fork	Murfreesboro	TN	904
63	Bozzuto	Gio Midtown	Miami	FL	904
64	Greystar	Encore Montrose	Houston	TX	904
65	Greystar	High Street View Luxury Apartments	Williamsburg	VA	904
66	Greystar	Eagles Landing	Williston	ND	904
67	Cortland	Cortland on Coyote Ridge	Carrollton	TX	904
68	Greystar	Big Trout Lodge	Liberty Lake	WA	904
69	Greystar	1414 Texas Downtown	Houston	TX	904
70	Greystar	Magnolia Terrace	Charlotte	NC	904
71	Greystar	Maddox South End	Charlotte	NC	904
72	Greystar	Piedmont House	Atlanta	GA	904
73	Greystar	Coeval	Chicago	IL	903
74	Hawthorne Residential Partners	Brassfield Park Apartments	Greensboro	NC	903
75	Avenue5 Residential	Parq 170 at City Center	Manassas Park	VA	903

Top 500 Properties

Rank	Brand	Location Name	City	State	Score
76	Greystar	Novel Atherton	Charlotte	NC	903
77	Greystar	Novel Upper Westside	Atlanta	GA	903
78	Greystar	Estraya Westover Hills	San Antonio	TX	903
79	Axiom Properties	Pine Ridge Apartments	Moline	IL	903
80	Greystar	Estuary	Weehawken	NJ	903
81	Mill Creek Residential	Modera 55	Morristown	NJ	903
82	Windsor Property Management	Windsor at Maxwell's Green	Somerville	MA	903
83	Greystar	Rhythm	Austin	TX	903
84	Madison Capital Group	Aspire	Charleston	SC	903
85	Hawthorne Residential Partners	Hawthorne at the Ridge Building M	Madison	AL	903
86	Ram Partners	Greystone Farms Reserve	Columbus	GA	902
87	Ram Partners	Residences of Chastain	Atlanta	GA	902
88	Greystar	Lineage at Willow Creek	Beaverton	OR	902
89	Ras Realty Partners	The Moderne At Providence	Huntsville	AL	902
90	Greystar	The Mondrian Cityplace	Dallas	TX	902
91	Bozzuto	Vantage Mosaic	Falls Church	VA	902
92	Greystar	Makai	Kapolei	HI	902
93	Greystar	The Julien	Charlotte	NC	902
94	Greystar	Amorance	Alpharetta	GA	902
95	AMLI Residential	AMLI Decatur	Decatur	GA	901
96	AMLI Residential	AMLI Evanston	Evanston	IL	901
97	Jones Street Residential	Alexander at Patroon Creek	Albany	NY	901
98	Greystone Properties	Greystone Summit Columbus	Columbus	GA	901
99	Cortland	Cortland Broomfield	Broomfield	CO	901
100	Greystar	3 Journal Square	Jersey City	NJ	901

Top 500 Properties

Rank	Brand	Location Name	City	State	Score
101	Greystar	Retreat at the Rim	San Antonio	TX	901
102	Greystar	The Preserve	Grapevine	TX	901
103	Greystar	South Bay	Corpus Christi	TX	900
104	Greystar	West Koenig Flats	Austin	TX	900
105	Bozzuto	The Apartments at CityCenter	Washington	DC	900
106	Greystar	Neptune Marina	Marina Del Rey	CA	900
107	Greystar	The Pullman	Denver	CO	900
108	Towne Properties	Bent Tree	Piqua	OH	900
109	Greystar	Baypoint	Corpus Christi	TX	899
110	Sequoia	Venu at Galleria Condominium Rentals	Roseville	CA	899
111	Ram Partners	Vintage Foxland	Gallatin	TN	899
112	ZRS Management	Mystic Bay	Largo	FL	899
113	Manor Communities	Powder Mill Apartments	York	PA	898
114	Towne Properties	Fox Run	Dayton	OH	898
115	Ram Partners	The Cove at Creekwood Park	Lenoir City	TN	898
116	Bozzuto	555	Washington	DC	898
117	Cortland	Cortland Lakemont	Richmond	TX	898
118	Greystar	1 Kennedy Flats	Danbury	CT	898
119	Greystar	Roots at Boerne	Boerne	TX	898
120	Greystar	Lennox SouthPark	Charlotte	NC	898
121	Greystar	415 Premier	Evanston	IL	898
122	Greystar	Osprey Cove Apartments	Secaucus	NJ	898
123	Bozzuto	The Upton	Rockville	MD	897
124	Greystar	Eastbank Riverwalk	Flower Mound	TX	897
125	Greystar	Enso	Portland	OR	897

Top 500 Properties

Rank	Brand	Location Name	City	State	Score
126	Greystar	Novel Deep Ellum	Dallas	TX	897
127	Bozzuto	465 North Park	Chicago	IL	897
128	Greystar	Plantation Colony	Plantation	FL	897
129	Greystar	Proximity Northlake	Charlotte	NC	896
130	Greystar	The Jameson at Kincora	Sterling	VA	896
131	The Michelson Organization	Hermitage Apartment Homes	St. Petersburg	FL	896
132	Greystar	Woodlands Landing at Echo Farms	Wilmington	NC	896
133	Windsor Property Management	Windsor Republic Place	Austin	TX	896
134	Greystar	1010 Dilworth	Charlotte	NC	896
135	Greystar	Overture Greenville	Greenville	SC	895
136	Greystar	Waterwalk at Shelter Cove Towne Centre	Hilton Head Island	SC	895
137	Cortland	Cortland Halstead	Houston	TX	895
138	Greystar	Sanctuary at West Port	Port Orange	FL	894
139	Trinity Property Consultants	ReNew Flagstaff	Flagstaff	AZ	894
140	Cortland	Lake's Edge by Cortland	Pickerington	OH	894
141	Greystar	Caspian Delray Beach	Delray Beach	FL	894
142	Greystar	Destinations Alexander	North Las Vegas	NV	894
143	Greystar	Avana North Hollywood	North Hollywood	CA	894
144	Greystar	Pradera	San Antonio	TX	894
145	Greystar	The Boulevard	Mt. Pleasant	SC	894
146	Greystar	Cobalt Lofts	Harrison	NJ	894
147	TriVest McNeil Real Estate	The Landing Apartment Homes	Richwood	TX	894
148	BH Management	Marcus Pointe Grande Apartments	Pensacola	FL	894
149	Ram Partners	Greystone at Riverchase	Phenix City	AL	894
150	Cortland	Cortland Viridian	Decatur	GA	893

Top 500 Properties

Rank	Brand	Location Name	City	State	Score
151	Greystar	Roosevelt Lofts	Los Angeles	CA	893
152	Cortland	Cortland Windsong Ranch	Prosper	TX	893
153	Greystar	555 Ross	Dallas	TX	893
154	Simpson Property Group	Artisan Station Apartments	Suwanee	GA	893
155	Windsor Property Management	Twenty50 by Windsor	Fort Lee	NJ	893
156	Weller Management	Polo Lakes	Wellington	FL	893
157	Simpson Property Group	The Residence Buckhead Atlanta	Atlanta	GA	892
158	First Communities Management	Lofts at South Lake	Clermont	FL	892
159	GRE Management	Deer Creek Apartments	Princeton Meadows	NJ	892
160	Greystar	Novel West Nashville	Nashville	TN	892
161	Greystar	Urbana	Orlando	FL	892
162	Cortland	Cortland Brighton Bay	St. Petersburg	FL	892
163	Greystar	Boardwalk Research	San Antonio	TX	892
164	Greystar	Windermere Cay	Winter Garden	FL	892
165	Cortland	Cortland Lex	Alpharetta	GA	892
166	Greystar	The Atworth at Mellody Farms	Vernon Hills	IL	891
167	AMLI Residential	AMLI Park Avenue	Denver	CO	891
168	National Development	Ink Block	Boston	MA	891
169	Windsor Property Management	Dublin Station by Windsor	Dublin	CA	891
170	Hawthorne Residential Partners	Hawthorne at the Summit	Ooltewah	TN	891
171	Greystar	The Residence at Stadium Village	Surprise	AZ	891
172	Greystar	The Fenley	Bloomington	MN	891
173	Greystar	Korina at the Grove	Austin	TX	891
174	Bozzuto	The Lockwood	Washington	DC	891
175	Greystar	District Lofts	Morrisville	NC	891

Top 500 Properties

Rank	Brand	Location Name	City	State	Score
176	Greystar	Elan Williamsburg	Williamsburg	VA	891
177	Greystar	Huntington at King Farm	Rockville	MD	890
178	Greystar	Trinity Club	Trinity	FL	890
179	Greystar	Everleigh Lakeline	Austin	TX	890
180	Greystar	30Six NoDa	Charlotte	NC	890
181	Cortland	Cortland Presidio East	Fort Worth	TX	890
182	Greystar	Elizabeth Square	Charlotte	NC	890
183	Cortland	Cortland Presidio West	Fort Worth	TX	890
184	Hawthorne Residential Partners	Stephens Pointe	Wilmington	NC	890
185	Lincoln Property Company	City Place at Westport	Kansas City	MO	890
186	Cortland	Cortland Oak Lawn	Dallas	TX	890
187	Greystar	Plaza at Westchase	Houston	TX	890
188	Windsor Communities	Windsor Ridge at Westborough	Westborough	MA	890
189	Greystar	Copper Ridge	Corpus Christi	TX	890
190	Sunstates Management	The Oaks Apartments	Gulfport	MS	889
191	Towne Properties Asset Mgt	Bloomfield Apartments	Dayton	OH	889
192	Windsor Communities	South Park by Windsor	Los Angeles	CA	889
193	BH Management	Brooksfield Apartments	San Antonio	TX	889
194	Timberland Partners	Parkway Lakeside	O'Fallon	IL	889
195	Greystar	Sierra Foothills	Phoenix	AZ	889
196	Greystar	The Sawyer Providence Farm	Charlotte	NC	889
197	Greystar	Broadstone Vintage Park	Houston	TX	889
198	Greystar	Kirkwood Place	Clarksville	TN	889
199	Greystar	Legacy Lake Norman	Mooresville	NC	889
200	Greystar	The Olivian	Seattle	WA	889

Top 500 Properties

Rank	Brand	Location Name	City	State	Score
201	Bozzuto	The Cooper	Chicago	IL	889
202	Greystar	M Station	Charlotte	NC	889
203	Shea Properties	Chroma Apartments	Highlands Ranch	CO	888
204	Greystar	Midtown Delray	Delray Beach	FL	888
205	Ram Partners	Greystone Summit Gulf Breeze	Gulf Breeze	FL	888
206	N/A	Graystone Heights	Sioux Falls	SD	888
207	Flournoy Develpoment Group	Aventine Northshore	Knoxville	TN	888
208	Greystar	Elan Memorial Park	Houston	TX	888
209	RREAF Residential	Paces at the Estates	Opelika	AL	888
210	N/A	Santa Fe Village Apartments	Kansas City	MO	888
211	Bell Partners	Bell Timacuan	Lake Mary	FL	888
212	Greystar	Circa Uptown	Charlotte	NC	888
213	Greystar	Monaco Park	Las Vegas	NV	888
214	Bozzuto	Flats 8300	Bethesda	MD	888
215	Greystar	Avana Almaden	San Jose	CA	888
216	Freeman Webb Company	Colony House Apartments	Murfreesboro	TN	888
217	Greystar	Prynne Hills	Canton	MA	888
218	Greystar	Union Chapel Hill	Chapel Hill	NC	888
219	Greystar	The Luke	Redmond	WA	888
220	Cortland	Cortland Med Center	Houston	TX	888
221	Bozzuto	OneEleven	Chicago	IL	888
222	Greystar	Overture Albuquerque	Albuquerque	NM	888
223	Greystar	Solis Southline Apartments	Charlotte	NC	888
224	BH Management	The Residences at CityCenter Apartments	Atlanta	GA	887
225	Tonti Properties	Cypress Lake Apartments	Mandeville	LA	887

Top 500 Properties

Rank	Brand	Location Name	City	State	Score
226	Oakwood Management Company	Cumberland Links	Pataskala	OH	887
227	Gateway Ventures	The Brunswick	Norcross	GA	887
228	Bell Partners	Park & Market Apartments	Raleigh	NC	887
229	Greystar	Overture Frisco	Frisco	TX	887
230	Ram Partners	Greystone Summit Forsyth Apartments	Cumming	GA	887
231	Greystar	Broadstone Trailside	Morrisville	NC	887
232	Greystar	Sailboat Bay	Raleigh	NC	887
233	Greystar	Willow Springs	Pasadena	TX	887
234	Greystar	Savoy	Charlotte	NC	886
235	Greystar	The District- West	La Mesa	CA	886
236	Cortland	Fountain Wood	Euless	TX	886
237	Greystar	Destinations Spring Valley	Las Vegas	NV	886
238	Greystar	Half Moon Harbour	North Bergen	NJ	886
239	CORE Realty Holdings Management, Inc.	Barrington Place at Somerset	Montgomery	AL	886
240	Greystar	Kapolei Lofts	Kapolei	HI	886
241	Ram Partners	Villages at Fort Town	Fort Oglethorpe	GA	885
242	The Manor Group	Roxalana Hills Apartments	Dunbar	WV	885
243	AMLI Residential	AMLI Deerfield	Deerfield	IL	885
244	Mountain States Property Management	Seasons at Murray Crossing	Murray	UT	885
245	Capstone Real Estate Services	Loretto at Creekside	Live Oak	TX	885
246	Cortland	Cortland Peachtree Corners	Peachtree Corners	GA	885
247	Simpson Property Group	District at Biltmore	Phoenix	AZ	885
248	Cortland	Cortland Huntersville	Huntersville	NC	885
249	Greystar	Broadway190	Spokane Valley	WA	885
250	Greystar	Elan City Center	Raleigh	NC	885

Top 500 Properties

Rank	Brand	Location Name	City	State	Score
251	Bozzuto	Arbors at Arundel Preserve	Hanover	MD	885
252	Greystar	The Morgan at Chapel Hill	Chapel Hill	NC	885
253	Greystar	Brackett	Edmonds	WA	885
254	Mill Creek Residential	Modera Midtown	Atlanta	GA	885
255	Sandhurst Apartment Management	Dogwood Creek Apartment Homes	Collierville	TN	884
256	Greystar	Watermark Seaport	Boston	MA	884
257	Cortland	Watermark At East Cobb by Cortland	Marietta	GA	884
258	Greystar	The Jamison	Kissimmee	FL	884
259	Bozzuto	The Residences at Eastern Market	Washington	DC	884
260	Cortland	Cortland Sugar Land	Richmond	TX	884
261	Cortland	Cascades at Northlake by Cortland	Charlotte	NC	884
262	N/A	Sonterra Apartments	Roseville	CA	884
263	Cortland	Brooksedge by Cortland	Reynoldsburg	OH	884
264	Greystar	Avana on Wilshire	Los Angeles	CA	883
265	Greystar	Everleigh Forestwood	Dallas	TX	883
266	Bozzuto	Enclave at Box Hill	Abingdon	MD	883
267	Greystar	The Preserve at Henderson Beach	Destin	FL	883
268	Greystar	Junction Six Forks	Raleigh	NC	883
269	DMCI Dobler Management Company	1500 Orchard Street Apartments	Tacoma	WA	883
270	Ram Partners	Woodside	Lorton	VA	883
271	Westminster Management	The Park At Salisbury	Midlothian	VA	883
272	National Development	Seven Springs Apartments	Burlington	MA	883
273	Lincoln Property Company	The Shoreham at Lakeshore East	Chicago	IL	883
274	Greystar	Avia	Richmond	VA	883
275	Greystar	Adaire	Tysons	VA	883

Top 500 Properties

Rank	Brand	Location Name	City	State	Score
276	Wood Partners	Kaiser park	Ellicott City	MD	882
277	N/A	Park Villas Apartments	Lexington Park	MD	882
278	Windsor Property Management Co.	Windsor at Cambridge Park	Cambridge	MA	882
279	Tonti Properties	Highlands of Valley Ranch	Irving	TX	882
280	Greystar	Verano	Kissimmee	FL	882
281	Tipton Group	Sky Ancala	Scottsdale	AZ	882
282	Greystar	Fair Hills	Williston	ND	882
283	Bozzuto	Atwater Apartments	Chicago	IL	882
284	Cortland	Cortland Glade Parks	Euless	TX	882
285	Greystar	One Hermann Place	Houston	TX	882
286	Greystar	EMME Chicago	Chicago	IL	882
287	Greystar	Overture Domain	Austin	TX	882
288	Cortland	Cortland Brackenridge	San Antonio	TX	882
289	Greystar	Mirella at Foxboro	North Salt Lake	UT	882
290	Greystar	Latitude 45	Minneapolis	MN	882
291	Greystar	Boca City Walk	Boca Raton	FL	882
292	Greystar	StonePointe	University Place	WA	882
293	Cortland	Cortland 3131	Decatur	GA	881
294	N/A	Glenview Apartments and Townhomes	Clarksville	IN	881
295	Bainbridge	AXIS Wellington Green	Wellington	FL	881
296	Greystar	Loft One35 Apartments	Charlotte	NC	881
297	Cortland	Cortland Reunion	Kissimmee	FL	881
298	Bozzuto	The Kensington	Boston	MA	881
299	K&D Properties	Oliver House	Cleveland	OH	881
300	Greystar	Fountains Matthews	Matthews	NC	881

Top 500 Properties

Rank	Brand	Location Name	City	State	Score
301	Greystar	Bella Tess	Spokane Valley	WA	881
302	Cortland	Cortland North Beach	Fort Worth	TX	881
303	Greystar	The Baxly	Savannah	GA	881
304	Hayman Company	601 Bond Apartments	Grand Rapids	MI	881
305	Continental Properties	Springs at Sun Prairie	Sun Prairie	WI	881
306	N/A	Bridges At Woodcreek Oaks	Roseville	CA	881
307	Greystar	River House	San Antonio	TX	880
308	Greystar	The Griffith	Glendale	CA	880
309	Greystar	22Hundred	Houston	TX	880
310	Bozzuto	The Lindley	Chevy Chase	MD	880
311	Cortland	Cortland Holcomb Bridge	Alpharetta	GA	880
312	Greystar	The Gramercy	Raleigh	NC	880
313	Greystar	Elan Inwood	Dallas	TX	880
314	Greystar	San Paloma	Houston	TX	880
315	Greystar	Upper Kirby	Houston	TX	880
316	Greystar	55 West	Orlando	FL	880
317	Greystar	Griffin Center City	Philadelphia	PA	880
318	Beztak Properties	Waters Edge Apartments	Lansing	MI	880
319	Investors Management & Marketing	Lakewood Estates Apartments	Mandan	ND	880
320	Hubbell Apartment Living	Cityville On 9Th	Des Moines	IA	880
321	BH Management	Walden Ridge Apartments	Kennesaw	GA	880
322	Windsor Property Management	Windsor at Miramar	Miramar	FL	880
323	Greystar	Echelon at Odenton	Odenton	MD	879
324	Greystar	The Pointe at West Chester	West Chester	PA	879
325	Greystar	Hawthorne Village	Port Orange	FL	879

Top 500 Properties

Rank	Brand	Location Name	City	State	Score
326	Greystar	The Alexander	Philadelphia	PA	879
327	Greystar	One Riverwalk	Knoxville	TN	879
328	Greystar	Element SouthPark	Charlotte	NC	879
329	Greystar	Montclair Terrace	Portland	OR	879
330	Cortland	Cortland Galleria	Farmers Branch	TX	879
331	Greystar	Riviera at West Village	Dallas	TX	879
332	Greystar	The Prescott at Concord	Concord	MA	879
333	Cortland	Cortland Onion Creek	Austin	TX	879
334	Greystar	888 Apartments	Bellevue	WA	879
335	RAM Partners	The Retreat at Arden Village Apartments	Columbia	TN	879
336	Management & Marketing Concepts	St. Andrews Apartments	Murfreesboro	TN	879
337	Flournoy Develpoment Group	Rock Island Ridges at Riverchase	Phenix City	AL	878
338	Varia US Properties	Varia at Oakcrest	Columbia	SC	878
339	Edward Rose & Sons	Westlake Apartments	Belleville	MI	878
340	RAM Partners	Greystone Falls	Columbus	GA	878
341	Continental Property Services	Golfview Apartments	South Daytona	FL	878
342	Rich Management	Waterford Downs	St. Louis	MO	878
343	Broadmoor	Harrison Hills by Broadmoor	La Vista	NE	878
344	Greystar	Infinity at the Rim	San Antonio	TX	878
345	AMLI Residential	AMLI at Interlocken	Broomfield	CO	878
346	Greystar	Riviera at Seaside	Mt. Pleasant	SC	878
347	Greystar	Central Square at Watermark Apartments	Mt. Pleasant	SC	878
348	Cortland	Cortland Walker Ranch	San Antonio	TX	878
349	Greystar	Overture Daniel Island	Charleston	SC	878
350	Greystar	Deerwood Apartments	Houston	TX	878

Top 500 Properties

Rank	Brand	Location Name	City	State	Score
351	Greystar	The Pointe at New Town	Williamsburg	VA	878
352	RAM Partners	Greystone Vista Apartments	Knoxville	TN	877
353	Bozzuto	Crane Chinatown	Philadelphia	PA	877
354	Greystar	Lamar Union	Austin	TX	877
355	Bozzuto	The Harlo	Boston	MA	877
356	Investment Development Management	Acero Cooley Station Apartments	Gilbert	AZ	877
357	Mandel Group	DoMUS	Milwaukee	WI	877
358	North Coast Living	Mirabella Apartments	Houston	TX	877
359	Greystar	Observer Park	Hoboken	NJ	877
360	Greystar	Brigham Apartments	Salt Lake City	UT	877
361	Greystar	Hudson Park North	Yonkers	NY	877
362	Greystar	1900 McKinney	Dallas	TX	877
363	Greystar	Raleigh at Sloans Lake	Denver	CO	877
364	Cortland	Cortland Sugarloaf	Lawrenceville	GA	877
365	Martin Fein Interests	The Mark at Cityplace Springwoods Village Apartments	Spring	TX	877
366	Greystar	Ascent Uptown	Charlotte	NC	877
367	Greystar	Irvine Exchange	St. Paul	MN	876
368	Greystar	Sanctuary at Eagle Creek	Orlando	FL	876
369	Greystar	Orion 59	Naperville	IL	876
370	Greystar	Brookside 112	Vancouver	WA	876
371	Greystar	Rock Creek at Ballantyne Commons	Charlotte	NC	876
372	Greystar	Tryon Place	Cary	NC	876
373	MAA	Retreat at Magnolia Parke	Gainesville	FL	876
374	Bozzuto	The Fitzgerald at UB Midtown	Baltimore	MD	876
375	Greystar	360 Degrees	Centennial	CO	876

Top 500 Properties

Rank	Brand	Location Name	City	State	Score
376	Cortland	Cortland Bayport	Tampa	FL	876
377	Cortland	Cortland Hunter's Creek	Kissimmee	FL	876
378	Greystar	Element Barclay	Wilmington	NC	876
379	Drucker + Falk	The Choices At Holland Windsor	Virginia Beach	VA	876
380	Windsor Property Management	IO Piazza by Windsor	Arlington	VA	875
381	Windsor Property Management	Mission Pointe by Windsor	Sunnyvale	CA	875
382	Insula	Edgewood Apartments	Lakeland	FL	875
383	Metropolitan Management Group	The Reserve at Gring's Mill	Wyomissing	PA	875
384	DHS Management	Boulevard Apartments	Auburn Hills	MI	875
385	Hawthorne Residential Partners	Myrtle Landing Townhomes	Wilmington	NC	875
386	Bridge Property Management	Waverley Place Apartments	Naples	FL	875
387	Wood Residential Services	Alta Champions Circle Apartments	Fort Worth	TX	875
388	Bozzuto	Alston	Ronkonkoma	NY	875
389	Greystar	Hyde Square	Bellevue	WA	875
390	Greystar	NOVA	San Antonio	TX	875
391	Cortland	Cortland Vera Sanford	Sanford	FL	875
392	Greystar	Caralea Valley	Concord	NC	875
393	Bozzuto	Instrata Pentagon City	Arlington	VA	875
394	Greystar	Sorrel Grand Parkway	Katy	TX	875
395	Greystar	Cary Greens at Preston	Cary	NC	875
396	Greystar	Broadstone Vilara	Laguna Niguel	CA	875
397	Tipton Group	Palomar	Tyler	TX	875
398	Cortland	Cortland Boca Raton	Boca Raton	FL	875
399	Cortland	Cortland Jubilee Park	Orlando	FL	875
400	Cortland	Cortland Cotswold	Charlotte	NC	874

Top 500 Properties

Rank	Brand	Location Name	City	State	Score
401	Manor Communities	Pikeview Manor Apartments	Beckley	WV	874
402	Doran Properties Group	Mill & Main	Minneapolis	MN	874
403	Towne Properties	Millcroft Apartments And Townhomes	Milford	OH	874
404	Rich Properties	Torino Lakes Rental Townhomes	Port St. Lucie	FL	874
405	Greystar	The Louisa	Portland	OR	874
406	Bozzuto	The Harvey	Boston	MA	874
407	Timberland Partners	Lakes of Columbia	Columbia	TN	874
408	Bozzuto	The Vine	Laurel	MD	874
409	Greystar	Atlantic at Parkridge	Irmo	SC	874
410	Greystar	Entrada Pointe	Rio Rancho	NM	874
411	Greystar	Acacia on Santa Rosa Creek	Santa Rosa	CA	874
412	Cortland	Cortland Seventy Seven	Charlotte	NC	874
413	Greystar	PearlDTC	Denver	CO	874
414	Greystar	Stonebridge Ranch	Chandler	AZ	874
415	Timberland Partners	Synergy at the Meadows	Lake St. Louis	MO	874
416	The Dinerstein Companies	Sterling 5th Street	Davis	CA	874
417	Greystar	Canyon Woods	San Ramon	CA	874
418	Greystar	Desmond at Wilshire	Los Angeles	CA	874
419	Hawthorne Residential Partners	Hawthorne at Leland	Leland	NC	873
420	Connor Group	Pointe At Chapel Hill	Chapel Hill	NC	873
421	LMC	Lumen Apartment Homes	Tysons	VA	873
422	Greystar	Belle Haven	Charlotte	NC	873
423	BH Management	West M Apartments	Lake Charles	LA	873
424	Lincoln Property Company	west77 Apartments	Chicago	IL	873
425	Greystar	Reserve at City Place	Conroe	TX	873

Top 500 Properties

Rank	Brand	Location Name	City	State	Score
426	RAM Partners	Reserve at Regency Park	Centreville	VA	873
427	Greystar	Creekstone	Williston	ND	873
428	Greystar	Bailey's Crossing	Alexandria	VA	873
429	Cortland	Cortland Bermuda Lake	Brandon	FL	873
430	Cortland	Cortland Meridian	Columbus	OH	873
431	Greystar	Miro	Dallas	TX	873
432	Greystar	Grand Mason at Waterside Estates	Richmond	TX	873
433	Greystar	The Southmore	Houston	TX	873
434	Greystar	Steelworks	Harrison	NJ	873
435	Greystar	Overture Stone Oak	San Antonio	TX	872
436	Greystar	Esteban Park	Phoenix	AZ	872
437	Greystar	Residences at Boardwalk	Bixby	OK	872
438	Greystar	Overture 9th + CO	Denver	CO	872
439	Greystar	442 Residences	Long Beach	CA	872
440	Greystar	Avana Bayview	Pompano Beach	FL	872
441	Cortland	Cortland Copper Springs	Houston	TX	872
442	Greystar	The Westerly	Houston	TX	872
443	Rochford Realty & Construction Company	Meridian at Providence	Mt. Juliet	TN	872
444	Greystar	Bridges at Kendall Place	Miami	FL	872
445	Capstone Multi-Family Group	Falcon Pointe Apartments	Winston-Salem	NC	872
446	Cortland	Cortland Bellevue	Nashville	TN	872
447	Broadmoor	River Park by Broadmoor	Council Bluffs	IA	872
448	Shea Properties	Vela Meridian Apartments	Parker	CO	872
449	BH Management	Promenade at Aloma	Oviedo	FL	872
450	Bella Investment Group	Country Club Meadows Apartments	Flagstaff	AZ	872

Top 500 Properties

Rank	Brand	Location Name	City	State	Score
451	AJH Management	Infinity Harbor Point	Stamford	CT	872
452	N/A	Cross Creek Apartments	Brunswick	OH	872
453	Greystar	Crossing at Katy Ranch	Katy	TX	872
454	Lincoln Property Company	Azure on the Park	Atlanta	GA	872
455	Greystar	Ellison on Broad	Greenville	SC	872
456	Cortland	Wren Northlake by Cortland	Charlotte	NC	871
457	Greystar	The Mint	Charlotte	NC	871
458	Greystar	THEA at Metropolis	Los Angeles	CA	871
459	Greystar	Overture Sugar Land	Sugar Land	TX	871
460	Greystar	The Greens of Fossil Lake	Fort Worth	TX	871
461	Bozzuto	The Witmer	Arlington	VA	871
462	Cortland	Sunbury Ridge by Cortland	Columbus	OH	871
463	Federal Capital Partners	Meeting Street Lofts	Charleston	SC	871
464	Greystar	Wilco	Los Angeles	CA	871
465	United Property Management	Cherry Grove Village	Miami	FL	871
466	Greystar	The Village at West Point	Surprise	AZ	871
467	Lincoln Military Housing	Lincoln Military Housing - Gateway Village	San Diego	CA	871
468	Cortland	Cortland East Cobb	Marietta	GA	871
469	Capstone Cottages	Renaissance at NorthPark	Lubbock	TX	871
470	Cortland	Cortland Prairie Creek	Richardson	TX	871
471	Greystar	CP Waterfront	League City	TX	870
472	Greystar	West End	Houston	TX	870
473	Cortland	Cortland Vizcaya	Houston	TX	870
474	Cortland	Cortland Research Park	Durham	NC	870
475	Greystar	The James Park Place	Houston	TX	870

Top 500 Properties

Rank	Brand	Location Name	City	State	Score
476	Greystar	511 Faye	Raleigh	NC	870
477	Greystar	Artisan Laguna Beach	Laguna Beach	CA	870
478	ICO Companies	ICO Station Parkway	Farmington	UT	870
479	Peak Campus Companies	The Bluff at Waterworks Landing	Tuscaloosa	AL	870
480	Greystar	Bridgeport	Raleigh	NC	870
481	Greystar	The Grayson	Spring	TX	870
482	Greystar	Elan River District	Fort Worth	TX	870
483	Lincoln Property Company	Sabal Club	Wekiva Springs	FL	870
484	United Property Management	Miami Bay Waterfront Midtown Residences	Miami	FL	870
485	N/A	21 Apartments	Starkville	MS	870
486	Windsor Property Mangement	Windsor at Contee Crossing	Laurel	MD	870
487	N/A	Merritt Station Apartments	Meriden	CT	870
488	NTS Development Company	The Willows Apartments	Louisville	KY	870
489	Vantage Point Properties	SunSTONE Apartment Homes at MarketPlace	Andover	KS	870
490	Towne Properties	Lawrence Landing Apartments	Indianapolis	IN	870
491	Cortland	Bowery Bayside by Cortland	Tampa	FL	869
492	Greystar	Overlook at Huntcrest	Suwanee	GA	869
493	Cortland	Cortland Chandler Crossing	Chandler	AZ	869
494	Bozzuto	The Banks	Washington	DC	869
495	N/A	Magnolia Landing Apartments	Foley	AL	869
496	Northland Investment Corporation	Hartford 21	Hartford	CT	869
497	Insula	The Loop at Wedgewood	Lakeland	FL	869
498	Carter Haston	Station 92 at Woodstock	Woodstock	GA	869
499	Marquette Management	Maple Knoll Apartments	Westfield	IN	869
500	Greystar	121 Towne	Stamford	CT	869

Average Reputation Scores by State

We examined the overall averages for property management locations in all 50 states and Washington, D.C. We found:

The South and West are winning

The Top of the list consisted of Washington, D.C., Utah, Colorado, North Carolina, Georgia, Florida, Texas, Maryland, South Carolina, Arizona, and North Dakota.

Interestingly, the states with the highest overall Reputation Scores correlate roughly with the states that attracted the most people relocating during 2020. Our data suggests that property managers in those locations have positioned themselves well for the influx by managing their reputations.

California and New England have work to do

When we looked at the states with the lowest Reputation scores, two patterns stood out: New England states ranked poorly, and so did California. Vermont, New Hampshire, and Maine ranked among the states with the lowest Reputation Scores. Meanwhile, California ranked 43, this finding is especially noteworthy because California is a bellwether state and **the largest economy** in the United States. California also ranked among the states that lost the most people due to relocations in 2020.

A stronger focus on reputation management could help lure back renters to this crucial state.

Top State-by-State Rankings

State	Brand	Location Name	City	Score
Alaska				
1	American Multiplex Properties	West Midtown Apartments	Anchorage	754
2	Rent in the Valley	Rent In the Valley	Wasilla	728
3	PacRim Properties	North Pointe Apartments	Anchorage	719
4	Winco	Eagle Crest Condos	Anchorage	715
5	N/A	Prince of Wales Eagle Lodge	Craig	690
Alabama				
1	Hawthorne Residential Partners	Hawthorne at the Ridge Building M	Madison	903
2	Ras Realty Partners	The Moderne At Providence	Huntsville	902
3	RAM Partners	Greystone at Riverchase	Phenix City	894
4	RREAF Residential	Paces at the Estates	Opelika	888
5	CORE Realty Holdings Management	Barrington Place at Somerset	Montgomery	886
Arkansas				
1	BSR Real Estate Investment Trust	Towne Park at Har-Ber	Springdale	862
2	Richardson Properties	Bowman Pointe	Little Rock	861
3	Maxus Properties	Highland Pointe Apartments of Maumelle	Maumelle	847
4	RAM Partners	Willow Creek Apartments	Jonesboro	845
5	Tuggle Services	Arkansas Suites	Little Rock	839
Arizona				
1	Greystar	The Standard	Scottsdale	914
2	Greystar	The Met at Fashion Center	Chandler	911
3	Trinity Property Consultants	ReNew Flagstaff	Flagstaff	894
4	Greystar	The Residence at Stadium Village	Surprise	891
5	Greystar	Sierra Foothills	Phoenix	889

Top State-by-State Rankings

State	Brand	Location Name	City	Score
California				
1	Greystar	Provence at Valencia	Valencia	927
2	Greystar	Amp Lofts	Los Angeles	920
3	Greystar	Park Fifth	Los Angeles	914
4	Greystar	Trademark Apartments	Los Angeles	911
5	Greystar	Neptune Marina	Marina Del Rey	900
Colorado				
1	Cortland	Cortland Broomfield	Broomfield	901
2	Greystar	The Pullman	Denver	900
3	AMLI	AMLI Park Avenue	Denver	891
4	Shea Properties	Chroma Apartments	Highlands Ranch	888
5	AMLI	AMLI at Interlocken	Broomfield	878
Connecticut				
1	Greystar	1 Kennedy Flats	Danbury	898
2	AJH Management	Infinity Harbor Point	Stamford	872
3	N/A	Merritt Station Apartments	Meriden	870
4	Northland	Hartford 21	Hartford	869
5	Greystar	121 Towne	Stamford	869
DC				
1	Bozzuto	The Apartments at CityCenter	Washington	900
2	Bozzuto	555	Washington	898
3	Bozzuto	The Lockwood	Washington	891
4	Bozzuto	The Residences at Eastern Market	Washington	884
5	Bozzuto	The Banks	Washington	869

Top State-by-State Rankings

State	Brand	Location Name	City	Score
Delaware				
1	Vantage Point Retirement Living	The Lodge at Truitt Homestead	Rehoboth Beach	845
2	Peak Campus	Rittenhouse Station	Newark	826
3	Switzenbaum & Associates	School Bell Apartments	Bear	825
4	Reybold	St Andrews Apartments	Bear	816
5	The Michaels Organization	Chasemont Apartments	Newark	797
Florida				
1	Greystar	Trinity Exchange	New Port Richey	925
2	Greystar	Sofia Coral Gables	Coral Gables	918
3	Greystar	2 Bayshore	Tampa	917
4	Greystar	The Retreat at Trinity	Trinity	909
5	Greystar	Overture Dr. Phillips	Orlando	908
Georgia				
1	RAM Partners	Greystone Oakland	Leesburg	917
2	BH Management Services	Park at Johns Creek Apartments	Suwanee	908
3	Greystar	Glenwood at Grant Park	Atlanta	907
4	Greystar	Greystone Farms	Columbus	907
5	Cortland	Cortland Decatur East	Decatur	905
Hawaii				
1	Greystar	Makai	Kapolei	902
2	Greystar	Kapolei Lofts	Kapolei	886
3	Greystar	Kapilina Common - Retail	Ewa Beach	824
4	N/A	Sunset Terrace Apartments Lahaina	Lahaina	824
5	Associa	Associa Hawaii	Honolulu	818

Top State-by-State Rankings

State	Brand	Location Name	City	Score
Iowa				
1	Hubbell Apartment Living	Cityville On 9Th	Des Moine	880
2	Broadmoor Apartments	River Park by Broadmoor	Council Bluffs	872
3	Axiom Properties	Chateau Knoll Apartments	Bettendorf	868
4	Tailwind Group	The Quarters at Iowa City	Iowa City	864
5	Broadmoor Apartments	Windsor Square by Broadmoor	Windsor Heights	849
Idaho				
1	South Fork Property Management	The Lodge - BYU-I Approved Housing	Rexburg	827
2	N/A	Orchard Place	Nampa	816
3	Kartchner Property Management	The Residences at First Street	Ammon	815
4	Kartchner Property Management	The Falls Apartments	Idaho Falls	815
5	Greystar	The Northern at Coeur d'Alene Place	Coeur d'Alene	811
Illinois				
1	Harmoniq Residential	Watermark at the Grove	Elgin	910
2	Axiom Properties	The Ponds on Plum Grove	Roselle	909
3	Bozzuto	Left Bank	Chicago	905
4	Holladay Properties	Burlington Station	Downers Grove	904
5	Axiom Properties	Pine Ridge Apartments	Moline	903
Indiana				
1	Research Properties	Glenview Apartments and Townhomes	Clarksville	881
2	Towne Properties	Lawrence Landing Apartments	Indianapolis	870
3	Marquette Management	Maple Knoll Apartments	Westfield	869
4	Edward Rose & Sons	Bavarian Village Apartments	Indianapolis	864
5	Regency Windsor Management	Woods Of Britton	Fishers	861

Top State-by-State Rankings

State	Brand	Location Name	City	Score
Kansas				
1	Vantage Point Properties	SunSTONE Apartment Homes at MarketPlace	Andover	870
2	Oddo Development	Bradford Pointe Apartments and Townhomes	Overland Park	865
3	Greystar	The Vue	Overland Park	864
4	Price Brothers	Bremerton Park Apartments	Prairie Village	863
5	CAPREIT	Aberdeen Apartments	Lawrence	862
Kentucky				
1	NTS	The Willows Apartments	Louisville	870
2	Lauth	The Drake Apartments	Bowling Green	859
3	Connor Group	Highland Station	Louisville	853
4	PRG	River Oak Apartments	Louisville	849
5	CAPREIT	Southgate Landing	Louisville	845
Louisiana				
1	Chestnust Ridge Apartments	Chestnut Ridge Apartments	Baton Rouge	904
2	TONTI Properties	Cypress Lake Apartments	Mandeville	887
3	BH Management Services	West M Apartments	Lake Charles	873
4	Greystar	Delaneaux	New Orleans	865
5	N/A	Eagle Run Apartments	Lafayette	864
Massachusetts				
1	Windsor Communities	Windsor at Maxwell's Green	Somerville	903
2	National Development Communities	Ink Block	Boston	891
3	Windsor Communities	Windsor Ridge at Westborough	Westborough	890
4	Greystar	Prynne Hills	Canton	888
5	Greystar	Watermark Seaport	Boston	884

Top State-by-State Rankings

State	Brand	Location Name	City	Score
Maryland				
1	Bozzuto	The Upton	Rockville	897
2	Greystar	Huntington at King Farm	Rockville	890
3	Bozzuto	Flats 8300	Bethesda	888
4	Bozzuto	Arbors at Arundel Preserve	Hanover	885
5	Bozzuto	Enclave at Box Hill	Abingdon	883
Maine				
1	N/A	Pepperell Mill Campus	Biddeford	804
2	Main Echo Homes	Lakewood Apartments	Bridgton	802
3	Asset Living	The Reserve Apartments Orono	Orono	787
4	Presidium	Brunswick Landing Venture	Brunswick	752
5	Jones Street Residential	Redbank Village	South Portland	746
Michigan				
1	Hayman Company	601 Bond Apartments	Grand Rapids	881
2	Beztak Properties	Waters Edge Apartments	Lansing	880
3	Edward Rose & Sons	Westlake Apartments	Belleville	878
4	DHS Management Company	Boulevard Apartments	Auburn Hills	875
5	Monarch Investment & Management Group	Old Farm Shores Apartments	Grand Rapids	868
Minnesota				
1	Greystar	The Fenley	Bloomington	891
2	Greystar	Latitude 45	Minneapolis	882
3	Greystar	Irvine Exchange	St. Paul	876
4	Doran Properties Group	Mill & Main	Minneapolis	874
5	Arcadia Managment	The Lyric at Carleton Place	St Paul	863

Top State-by-State Rankings

State	Brand	Location Name	City	Score
Missouri				
1	Lincoln Property Company	City Place at Westport	Kansas City	890
2	N/A	Santa Fe Village Apartments	Kansas City	888
3	Rich Management	Waterford Downs	St. Louis	878
4	Timberland Partners	Synergy at the Meadows	Lake St. Louis	874
5	Columbia Rentals	Broadway Village	Columbia	865
Mississippi				
1	Sunstates Management	The Oaks Apartments	Gulfport	889
2	N/A	21 Apartments	Starkville	870
3	Greystar	Campus Creek Apartments	Oxford	841
4	Greystar	College View	Starkville	841
5	N/A	Oceanaire Apartments	Biloxi	836
Montana				
1	Affinity Living Communities	Affinity at Billings	Billings	853
2	TableRock Residential	Brooklyn West Apartments	Missoula	820
3	Apartment Management Consultants	Mountain View Apartments	Bozeman	796
4	N/A	Rockcress Commons	Great Falls	779
5	Tamarack Property Management	Interpointe Apartments	Billings	772
North Carolina				
1	Greystar	Ashton South End	Charlotte	938
2	Greystar	The Dakota	Raleigh	921
3	Greystar	Liberty Warehouse	Durham	919
4	Greystar	Anderson Flats	Raleigh	918
5	Greystar	Wayford at Concord	Concord	914

Top State-by-State Rankings

State	Brand	Location Name	City	Score
North Dakota				
1	Greystar	Eagles Landing	Williston	904
2	Greystar	Fair Hills	Williston	882
3	IMM	Lakewood Estates Apartments	Mandan	880
4	Greystar	Creekstone	Williston	873
5	Centerspace	Cardinal Point Apartments	Grand Forks	859
Nebraska				
1	Broadmoor Apartments	Harrison Hills by Broadmoor	La Vista	878
2	CIP	Stone Ridge Estates	Lincoln	863
3	CIP	The Flats at 84	Lincoln	862
4	NuStyle Development	The Bank Apartments	Omaha	857
5	CIP	The Villas at Wilderness Ridge	Lincoln	851
New Hampshire				
1	Peak Campus	The Lodges at West Edge	Durham	832
2	Associa	Evergreen Management Group	Bedford	808
3	N/A	The Residences at Manchester Place	Manchester	804
4	Palmer Asset Management	Regency West	Manchester	801
5	First Equity Associates	Twin Ponds at Nashua	Nashua	791
New Jersey				
1	Manor Communities	California Apartments	Absecon	933
2	JCMLiving	The Highlands At Westwood	Westwood	904
3	Mill Creek Residential	Modera 55	Morristown	903
4	Greystar	Estuary	Weehawken	903
5	Greystar	3 Journal Square	Jersey City	901

Top State-by-State Rankings

State	Brand	Location Name	City	Score
New Mexico				
1	Greystar	Overture Albuquerque	Albuquerque	888
2	Greystar	Entrada Pointe	Rio Rancho	874
3	Greystar	Markana	Albuquerque	838
4	Greystar	Cantata at the Trails	Albuquerque	836
5	Greystar	Ottavo	Albuquerque	819
Nevada				
1	Greystar	Destinations Alexander	North Las Vegas	894
2	Greystar	Monaco Park	Las Vegas	888
3	Greystar	Destinations Spring Valley	Las Vegas	886
4	Greystar	Elysian at Flamingo	Las Vegas	867
5	ConAm Management Corporation	Villas at Sunrise Mountain Apartments	Las Vegas	847
New York				
1	Sunrise Management & Consulting	Van Allen Apartments	Rensselaer	916
2	Jones Street Residential	Alexander at Patroon Creek	Albany	901
3	Greystar	Hudson Park North	Yonkers	877
4	Bozzuto	Alston	Ronkonkoma	875
5	Windsor Communities	Windsor at The Gramercy	White Plains	866
Ohio				
1	Greystar	The Lumen	Cleveland	915
2	GoldOller Real Estate Investments	Albany Landings	Westerville	909
3	Towne Properties	Bent Tree	Piqua	900
4	Towne Properties	Fox Run	Dayton	898
5	Cortland	Lake's Edge by Cortland	Pickerington	894

Top State-by-State Rankings

State	Brand	Location Name	City	Score
Oklahoma				
1	Greystar	Residences at Boardwalk	Bixby	872
2	Horizon Realty Management	University Club Apartment	Tulsa	866
3	Greystar	Capitol on 28th	Oklahoma City	864
4	Greystar	West Village	Oklahoma City	857
5	RAM Partners	Creekside Apartment Homes	Broken Arrow	853
Oregon				
1	Greystar	Lineage at Willow Creek	Beaverton	902
2	Greystar	Enso	Portland	897
3	Greystar	Montclair Terrace	Portland	879
4	Greystar	The Louisa	Portland	874
5	Greystar	Edgewater at the Cove	Oregon city	865
Pennsylvania				
1	Fidelity Management	Park Place One Apartments	Philadelphia	906
2	Manor Communities	Powder Mill Apartments	York	898
3	Greystar	Griffin Center City	Philadelphia	880
4	Greystar	The Alexander	Philadelphia	879
5	Greystar	The Pointe at West Chester	West Chester	879
Rhode Island				
1	AvalonBay Communities	Avalon at Center Place	Providence	852
2	The Simon Companies	The Admiralty	Newport	849
3	Gilbane Development Company	257 Thayer Apartments	Providence	833
4	Brady Sullivan Properties	Tourister Mill	Warren	819
5	Samuels & Associates	Northgate Apartments	Middletown	804

Top State-by-State Rankings

State	Brand	Location Name	City	Score
South Carolina				
1	Greystar	DECA	Greenville	914
2	Greystar	Legacy Haywood	Greenville	910
3	RAM Partners	Vista Commons	Columbia	908
4	Madison Apartment Group	Aspire	Charleston	903
5	Greystar	Waterwalk at Shelter Cove Towne Centre	Hilton Head Island	895
South Dakota				
1	Real Property Management Express	Graystone Heights	Sioux Falls	888
2	N/A	Copper Ridge Apartments	Rapid City	857
3	Core Living	The Pines at Rapid City	Rapid City	847
4	Llyod Companies	The Commons	Sioux Falls	838
5	Llyod Companies	Killarney Crossing Townhomes & Apartments	Sioux Falls	816
Tennessee				
1	DLP Real Estate Management	South Wind Apartment Homes	Franklin	936
2	RAM Partners	Foxland Crossing	Gallatin	930
3	Greystar	The Banks at West Fork	Murfreesboro	904
4	RAM Partners	Vintage Foxland	Gallatin	899
5	RAM Partners	The Cove at Creekwood Park	Lenoir City	898
Texas				
1	The Tipton Group	Parkside Grand Parkway	Katy	940
2	Greystar	The Florence at the Harbor	Rockwall	923
3	Greystar	Creekwood	Irving	921
4	Cortland	Cortland Avion Shadow Creek	Pearland	918
5	Greystar	Breakers	Corpus Christi	916

Top State-by-State Rankings

State	Brand	Location Name	City	Score
Utah				
1	Greystar	Hardware Village	Salt Lake City	927
2	Mountain States Property Management	Seasons at Murray Crossing	Murray	885
3	Greystar	Mirella at Foxboro	North Salt Lake	882
4	Greystar	Brigham Apartments	Salt Lake City	877
5	ICO	ICO Station Parkway	Farmington	870
Virgina				
1	Pointe Management Group	Saddle Ridge	Ashburn	927
2	CORE Realty Holdings	Park West End Apartments	Richmond	910
3	RAM Partners	The Reserve at Town Center Apartments	Sterling	907
4	Greystar	Exo	Reston	906
5	Greystar	High Street View Luxury Apartments	Williamsburg	904
Vermont				
1	Rieley Properties	Finney Crossing Apartments	Williston	743
2	Redstone	Redstone Lofts	Burlington	710
3	Redstone	Spinner Place	Winooski	637
4	N/A	Mountain Haus	Stowe	615
5	S.D. Ireland Properties	Bayberry Commons Apartments	Burlington	614
Washington				
1	Greystar	Big Trout Lodge	Liberty Lake	904
2	Greystar	The Olivian	Seattle	889
3	Greystar	The Luke	Redmond	888
4	Greystar	Broadway190	Spokane Valley	885
5	Greystar	Brackett	Edmonds	885

Top State-by-State Rankings

State	Brand	Location Name	City	Score
Wisconsin				
1	Bozzuto	7SEVENTY7	Milwaukee	914
2	Continental Properties	Springs at Sun Prairie	Sun Prairie	881
3	Mandel Group	DoMUS	Milwaukee	877
4	Axiom Properties	Mountain Village Apartments	Waukesha	867
5	Morgenson Realty Company	Fairway Meadows Apartments	Franklin	863
West Virginia				
1	Manor Communities	Roxalana Hills Apartments	Dunbar	885
2	Manor Communities	Pikeview Manor Apartments	Beckley	874
3	Manor Communities	Country Club Apartments	Huntington	839
4	Gates Hudson Community Management	Black Bear Village	Morgantown	823
5	DLP Real Estate Management	Wexford Village at Devonshire	Teays Valley	813
Wyoming				
1	UV Residential	Aspen Meadows	Jackson	812
2	RAM Partners	Prairie View Apartments	Cheyenne	799
3	Elkco Properties	Westgate Village Apartments	Cheyenne	795
4	N/A	Sunridge	Casper	789
5	MLC Properties and Management	Sagebrush - Cheyenne Apartments	Cheyenne	784

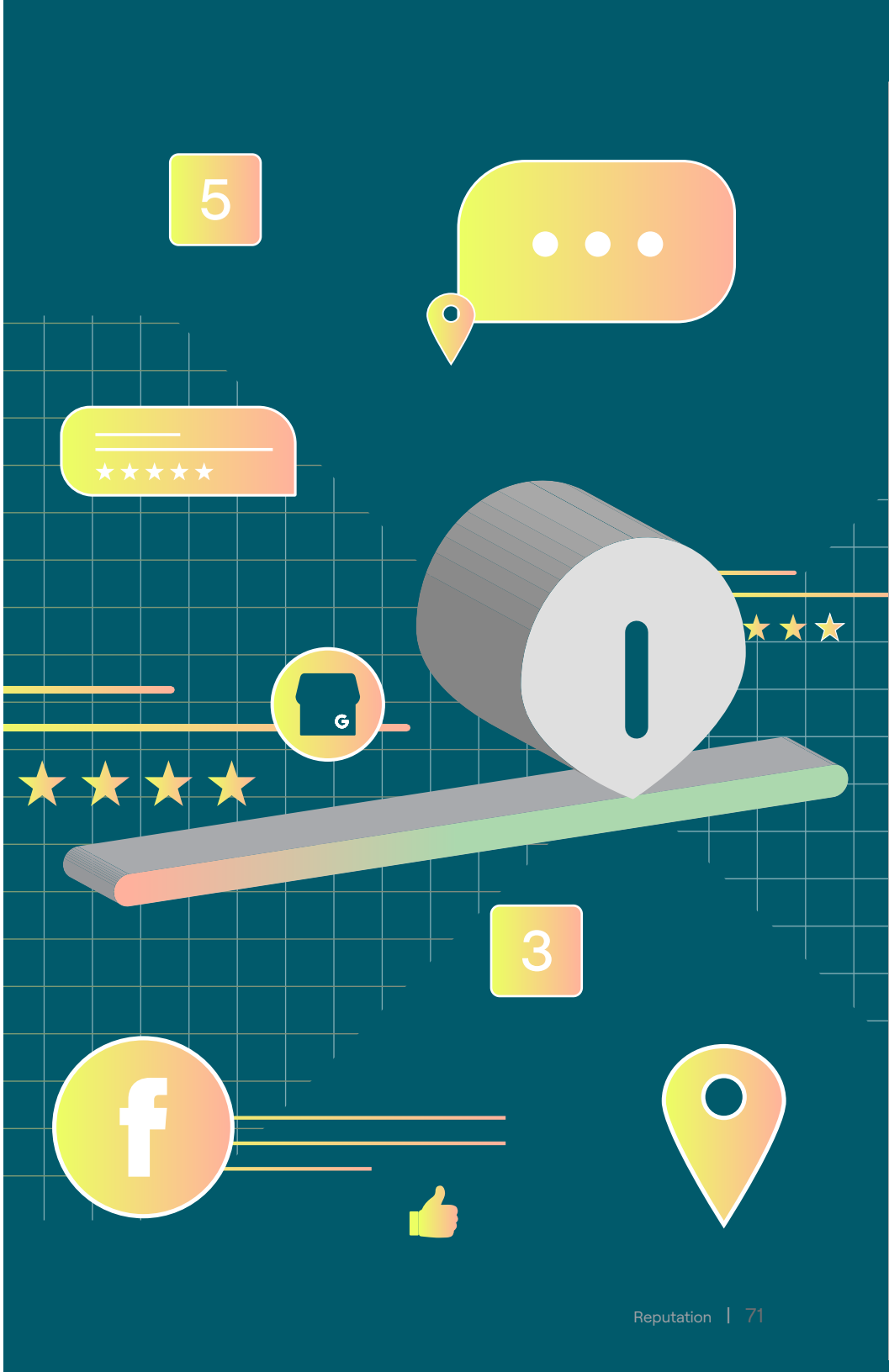
Top State-by-State Rankings

State	Average Score
DC	590
UT	571
CO	566
NC	565
GA	561
VA	558
FL	556
TX	553
MD	553
SC	552
AZ	551
ND	550
NV	545
MA	543
IL	538
KS	530
NE	528
SD	528
TN	527
NM	523

State	Average Score
IN	523
WA	522
MT	522
PA	519
CT	518
RI	515
NJ	511
DE	506
AL	501
IA	501
MN	499
MO	499
NY	498
WI	497
OH	496
ID	495
OK	494
KY	494
MI	492
WV	491

State	Average Score
WY	480
LA	479
CA	473
OR	468
AR	467
MS	465
HI	461
ME	457
NH	455
VT	410
AK	393
AK	424

About Reputation Score



About Reputation Score

Measured on a scale of 0 to 1,000, our Reputation Score is an index of the digital presence of business locations spanning more than 70 industries. Reputation Score looks at a location's sentiment, visibility, and engagement across nine elements:

Star average. A strong star rating demonstrates a commitment to customer service and can influence customers' decisions to choose a location.

Review volume. This represents the total quantity of reviews — both positive and negative — that have been written about a business. Review volume has a significant impact on locations' search rankings and Reputation Score.

Review recency. Recently published reviews convey that the business is requesting feedback from their customers and that their customers are active and engaged. Newer reviews also help increase search rankings for locations.

Review spread. The spread refers to the total number of sites on which reviews are being posted — from Google and Facebook to dozens of industry-specific review sites. The broader the spread, the better.

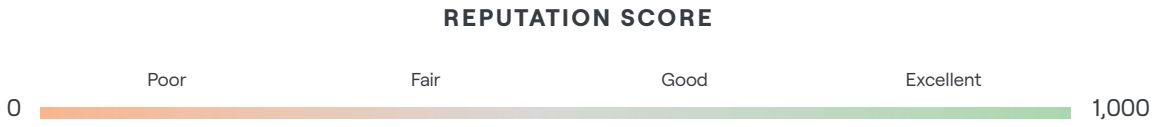
Search impressions. This plays a role in how businesses look when customers search for locations on Google or other search engines. The higher a business or location appears in the search results, the easier it is for consumers to find it.

Social engagement. Engaged users on social networks are more likely to convert customers.

Listing accuracy. Accurate listings on sites attract more renters.

Review response. Responding to reviews demonstrates a commitment to customer experience and helps influence conversations about a brand.

Review length. The length of your reviews indicates how invested customers are in a business. It is a measure of how much time they were willing to spend giving feedback.



Reputation Score provides actionable insights

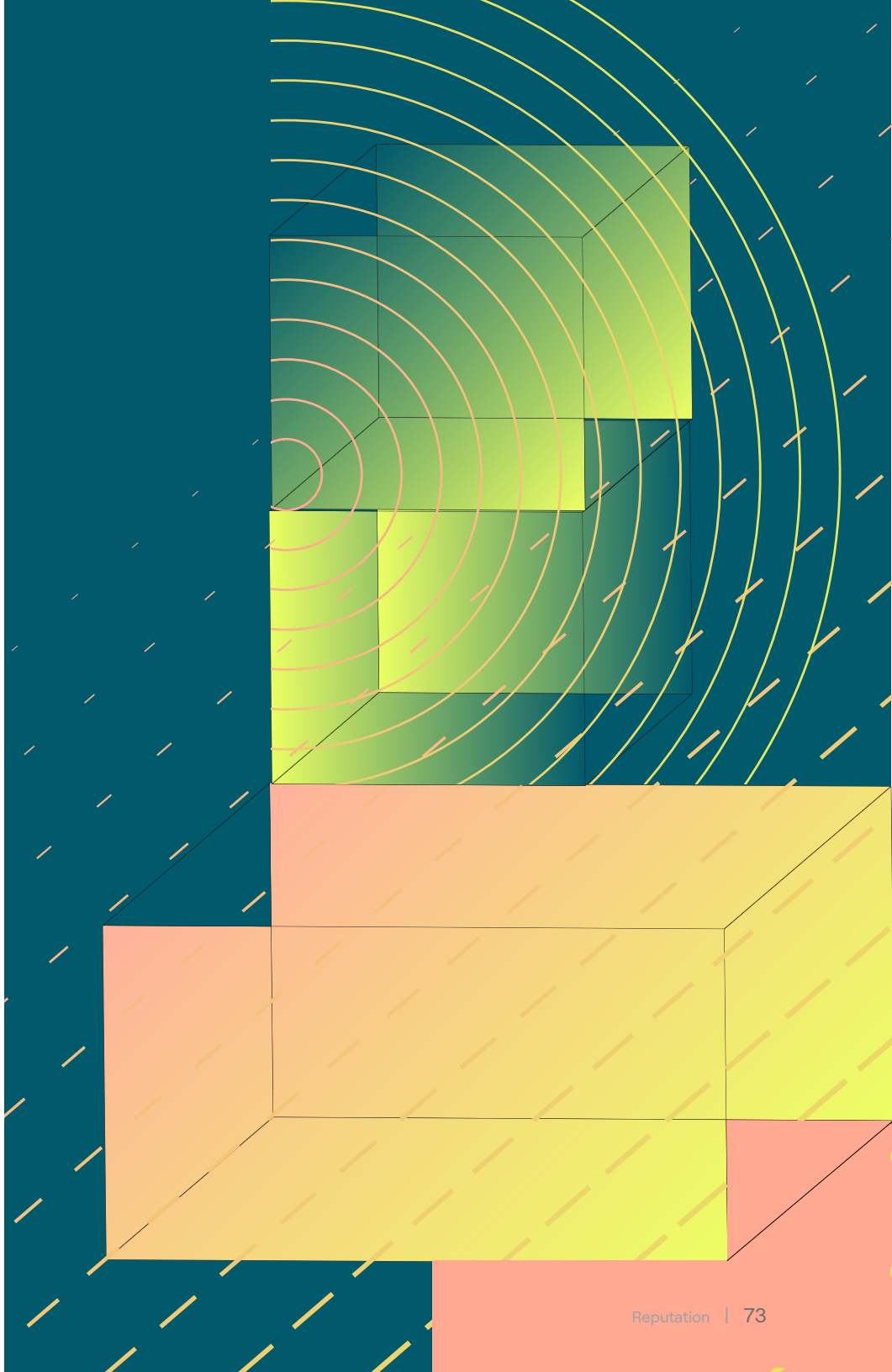
Reputation Score is more than a benchmark: It's also a tool kit that shows property managers **how to improve their performance based on their scores.** Unlike other industry report cards, Reputation Score delivers actionable insights that help property managers improve their operations and drive revenue. We can show how an increase in Reputation Score leads to measurable revenue gains.

How do we do this?

We start by using artificial intelligence to take a snapshot of everything your residents say about you. We examine customer surveys. But we also look at the harder-to-find, unstructured data that other tools overlook, such as Facebook posts, data within your business listings, and other comments that appear on your social channels every day.

Next, we assess other crucial elements of your reputation, such as how findable you are online and how accurate your content is. That's because customer reviews and visibility are related. Reputation Score is certainly not the only metric – but it's a valuable one. It's a tool that provides a unique assessment that can complement other industry ratings.

About Reputation Reports



About Reputation Reports

This report is part of Reputation's series of Reputation Reports, analyzing key data and rankings in the most significant industries that matter most to consumers. Founded in 2013, Reputation is a SaaS-based platform that manages tens of millions of reviews and interactions across hundreds of thousands of customer touchpoints. The patented algorithms behind the Reputation Score are based on more than a decade of machine learning and data science expertise, providing businesses with a reliable index of brand performance that they can use to make targeted improvements.

About Reputation

Reputation, creator of the Reputation Experience Management category, is changing the way companies gather and act on customer feedback to drive decision making and enhance Customer Experience (CX) programs. Thousands of global organizations rely on Reputation to ensure their Business Listings are getting clicks, to request and respond to customer feedback with Reviews and Messaging, to understand their CX strengths and weaknesses with Experience Insights, and to track and execute improvements with Actions — all from within the Reputation Experience Management platform.

Backed by Bessemer Ventures, Kleiner Perkins, Ascension Ventures and Heritage Group, and trusted by over 250 integration partners, including Google, Facebook, Salesforce, J.D. Power, Amazon, and Web.com, Reputation turns feedback into the fuel to grow businesses around the world. Visit **reputation.com** to learn more.

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