

KEY FINDINGS

What does it take to be a Top Property Manager?

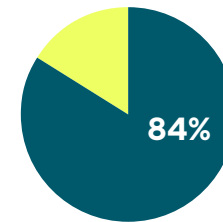
How can property management firms succeed in 2021 and beyond? To find out, Reputation reviewed renters' opinions of more than 80,000 multifamily residential properties across the United States in our 2021 Property Management Reputation Report. We also ranked the Top 500 management locations using our proprietary Reputation Score and took a closer look at what they're doing right, and what they need to do better. Here are our key findings.

For this report, we analyzed:

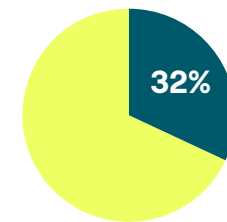


Ask for reviews.

84% of renters 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. Property managers need to accumulate reviews to improve their visibility on Google and to strengthen their reputations.



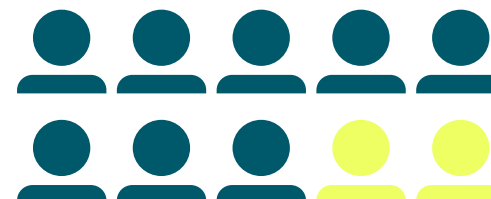
84% of renters read reviews before touring an apartment.



32% of locations received 0 reviews over the past 12 months

Listen to feedback about rents.

Rents are causing a spike in negative reviews. This is especially problematic for property managers because 77% of renters say that rent is the most important factor when they search for an apartment.



Nearly 8 out of 10 renters consider price as the most important factor in finding an apartment.



Empower your front-line staff.

Customer service is the main driver of high ratings for properties right now – especially with front-line staff such as maintenance teams.



Embrace PropTech tools.

In 2021, the number of reviews mentioning “virtual” are still 4.6x (358%) higher than pre-pandemic levels. Renters will continue to value virtual tools such as virtual showings and video tours long after the pandemic subsides.

4.6x ↑

Number of reviews mentioning “virtual” rose 4.6x or 358% than pre-pandemic levels.



Every Point Improves Revenue.

The top-performing property management firms in our ranking 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.

100pt ↑ = \$150k

Annually for 500 units managed

100pt ↑ = \$3M

Annually for 10,000 units managed

Download the full report for more insights and tips.

Learn more by downloading our new 2021 Property Management Report. And contact Reputation. We can help you grow your business by improving your online reputation.

[Download the Report](#)

