

VOICE OF THE RESIDENT ANNUAL REPORT

2025

Measuring
Resident
Experience
In Google
Reviews

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METHODOLOGY

The dataset for this report comes from the Widewail Multifamily Reputation Index, using Google review data from January 2023 to December 2024. It comprises 988,000 Google reviews collected from 600 multifamily portfolios and 32,000 individual communities.

This report contains analysis of the 2024 calendar year, with 2023 acting as a reference period.

We have divided our analysis into two categories for assessing a community's reputation and operational performance: *reputation metrics* and *topic data*.

Reputation metrics evaluate a community's numeric reputation performance. The metrics include review volume, overall rating, negativity percentage (reviews with 3 stars or less), and response rate.

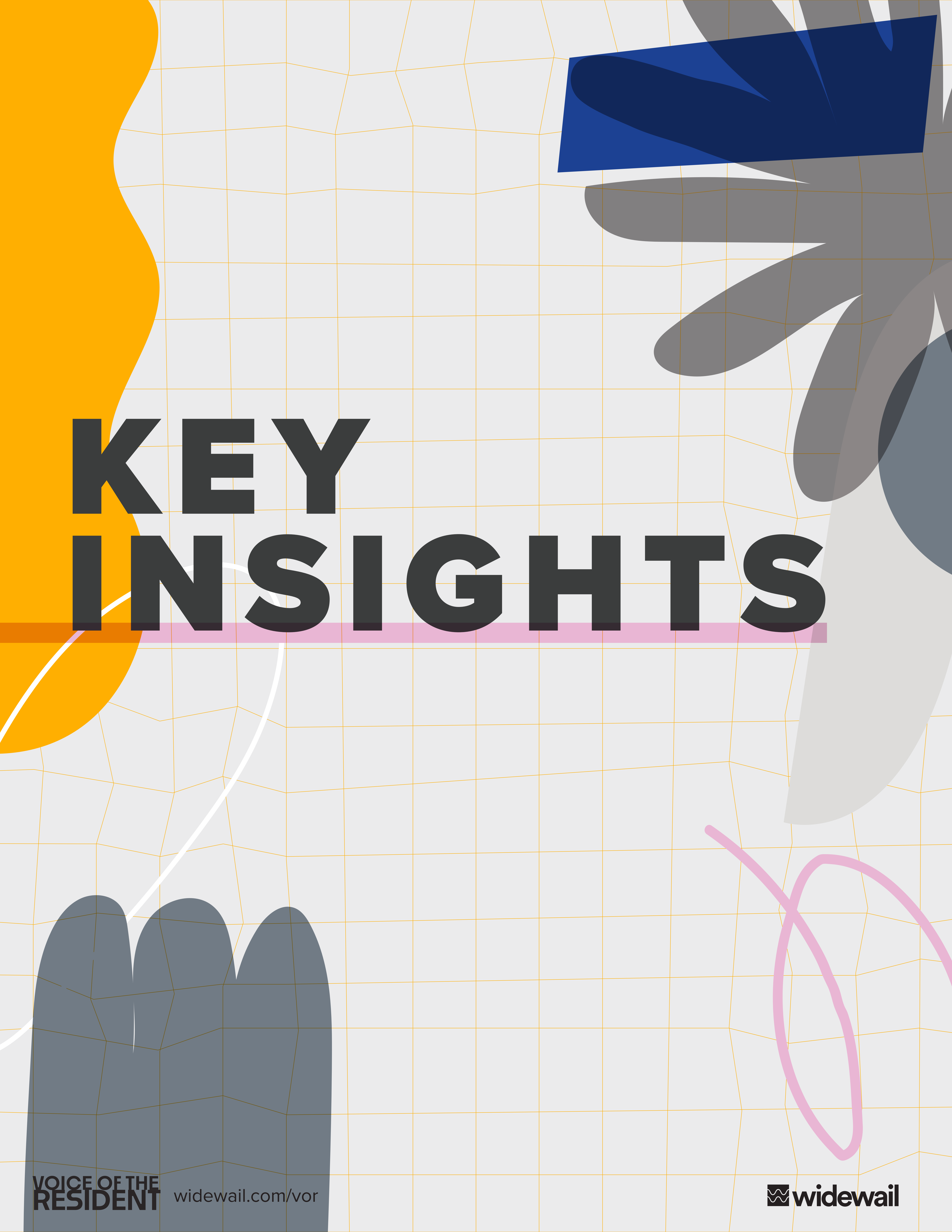
Topic data refers to the analysis of specific topics mentioned in resident reviews. Utilizing state-of-the-art machine learning techniques in partnership with AI-analysis, we can identify which topics are mentioned frequently in reviews, and thereby gain a better understanding of what factors contribute the most to the resident experience. In our study we identified 51 unique topics, which allow us to better understand the strengths and weaknesses of individual communities.

Reputation metrics give a high-level overview of a community's rating while topic data offers a more granular understanding of the specific areas impacting the resident experience and informing those ratings.

For this report, topic data was broken down into lifecycle stages—**tour, move-in, maintenance, and renewal**—to find the most commonly discussed topics for every stage of the resident's journey. This allows us to analyze the most impactful elements of the resident experience within each stage.

Looking at topic data by lifecycle stage, we were able to analyze topics by **frequency**—how often they are mentioned in reviews for a given lifecycle stage, as well as the sentiment, both positive and negative, associated with each topic. This is then compared to our **benchmark data**—how often these topics appear within the entire dataset of 988,000 reviews, regardless of lifecycle stage. This year, for the first time in the Voice of the Resident Report, we were able to analyze topic performance year-over-year, highlighting not only what's important, but what's growing and fading in relevance to residents.

Ultimately, we hope multifamily operators of all sizes find value in the insights from topic data to make operational decisions that increase ratings across all stages to attract new residents and improve retention rates.



KEY INSIGHTS

70%

THE #1 CAUSE OF
POSITIVE REVIEWS:

ONSITE TEAMS

(-5.2% VS. 2023)

mentioned in 70% of positive reviews

THE #1 CAUSE OF
NEGATIVE REVIEWS:

MAINTENANCE

mentioned in 38% of negative reviews

38%

(+6.3% VS. 2023)

LIFECYCLE STAGES: ALL

SPEED IS THE NEW STANDARD

Stat:

Maintenance negativity is up +6.3% from 2023 to 2024

Insight:

Just completing the repair is no longer completely satisfying residents. In 2024, residents increasingly criticized *how quickly* issues were addressed—often referencing same-day or even within-the-hour service.

2023

2024

Language

Management

→

→

“quickly,” “promptly,” “timely”

Secondary to Maintenance

→

→

“within an hour,” “same day,” “24-hour turnaround”

Seen as orchestrators

LIFECYCLE STAGES
IN THIS REPORT

- TOUR

- MAINTENANCE

- MOVE-IN

- RENEWAL

OPPORTUNITIES TO BRAND
SPEED

- “SAME DAY”

- “WITHIN A DAY”

- “24-HOUR
TURNAROUND”

In 2024 we observe greater specificity of language and emphasis put on follow-through and speed. How you get the job done is now frequently mentioned in resident reviews.

AVERAGE RATINGS
PER STAGE

TOUR: 4.63

2023: 4.18

MAINTENANCE: 3.17

2023: 2.89

MOVE-IN: 4.25

2023: 3.87

RENEWAL: 3.74

2023: 2.98

LIFECYCLE STAGES: TOUR

DURING LEASING:

WHAT RESIDENTS WANT

1. Responsive leasing staff

2. Professional, yet friendly atmosphere

3. Follow-through and transparency

4. Safety & support

5. Leasing and Maintenance alignment

WHAT RESIDENTS DON'T WANT

1. Broken promises or no follow-up

2. Lack of communication

3. Unclear or unfair lease terms

4. Disorganized staff & systems

5. Policy changes without warning

IMPORTANT LEASING TOPICS:

Positive reviews, tour stage, 2024 topic mentions (YoY change)

STAFF:

77% (-3.1%)

AMENITIES:

16% (+1.5%)

LEASING PROCESS:

15% (-13.6%)

LIFECYCLE STAGES: RENEWAL

RENT COMPLAINTS DROPPING, REPLACED BY FEES

Stat:

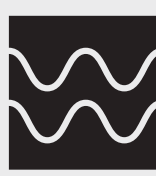
Rent mentions in negative renewal reviews dropped 27% from 2023 to 2024. During that same period, negative mentions of Fees grew 21%.

Insight:

Frustrations with cost persist, but residents are less fixated on the overall cost, rather peeved by incremental fees.

Download full report: [widewail.com/vor](https://www.widewail.com/vor)

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widewail

What drives a POSITIVE RESIDENT EXPERIENCE?

RANK	TOPIC	2024	YOY	TREND
1	STAFF	70%	-5.2%	▼
2	HELPFULNESS	15%	-0.9%	▼
3	MAINTENANCE	14.5%	+0.7%	▲
4	LOCATION	12.7%	-2.9%	▼
5	CUSTOMER SERVICE	12.5%	+8.1%	▲
6	AMENITIES	12.5%	-0.7%	▼
7	MOVE IN	11.4%	+1.8%	▲
8	MANAGEMENT	10.7%	+2.4%	▲
9	COMMUNITY	10.1%	+3.8%	▲
10	FRIENDLINESS	9.9%	+3.4%	▲
11	MAINTENANCE STAFF	9.9%	-10.6%	▼
12	LEASING PROCESS	9.2%	-1.2%	▼
13	CLEANLINESS	8%	+2.8%	▲
14	AESTHETICS	7.5%	+5.9%	▲
15	UNIT CONDITION	6.5%	+1.3%	▲
16	TOUR	5.7%	+15.5%	▲
17	PROFESSIONALISM	5.2%	+6.7%	▲
18	COMMUNICATION	4.5%	+2.4%	▲
19	NEIGHBORHOOD	3.6%	+1.7%	▲
20	TOUR GUIDE	3.1%	+18.5%	▲
21	NEIGHBORS	3%	-8.3%	▼
22	PROPERTY MANAGER	2.9%	+12.9%	▲
23	EVENTS	2.6%	-2.5%	▼
24	SAFETY/SECURITY	2.5%	+3.3%	▲
25	AMBIANCE	2%	+28.7%	▲
26	POOL	2%	-7.3%	▼
27	FACILITIES	1.5%	-1.3%	▼
28	PETS	1.4%	-2.9%	▼
29	RENEWAL	1.3%	-7.8%	▼
30	APPLIANCES	1.3%	-2.1%	▼
31	PRICING	1.2%	+7.1%	▲

STAFF

Staff is still the most-mentioned topic in positive reviews (70%), but mentions are down 5.2% YoY. Residents aren't less impressed—they're just more specific. Broad praise like "the staff is great" is being replaced by targeted shoutouts. Mentions are up for **Tour Guides** (+18.5%), **Property Managers** (+12.9%), and **Customer Service** (+8%). Residents are naming names, calling out roles, and making it personal.

MAINTENANCE

Maintenance is mentioned in **14.5%** of reviews **Maintenance Staff** in another **9.9%**. That's nearly a quarter of positive reviews pointing to the speed, quality, or friendliness of maintenance teams. Maintenance satisfaction is highly visible—and not something that can be hidden behind curb appeal.

COMMUNITY

Community is mentioned in 10% of positive reviews, +3.8% YoY. It is essential for resident satisfaction and retention. As community mentions increase, so do mentions of **Friendliness** (+3.39%), **Safety/Security** (+3.31%), and **Common Areas** (+4.64%), all crucial for fostering a sense of belonging. When residents feel safe, valued, and connected, they're more likely to stay long-term. Prioritizing these elements can help create an environment where residents truly feel at home.

	RANK	TOPIC	2024	YOY	RANK	TOPIC	2024	YOY
Topics mentioned in <1% of positive reviews	32	AFFORDABILITY	1%	+6.2%	42	TECHNOLOGY	0.3%	-9.3%
	33	NOISE	1%	+11.6%	43	SCHEDULING APPOINTMENTS	0.2%	+4.2%
	34	PARKING	0.9%	-8.5%	44	PESTS	0.1%	+6%
	35	MOVING PROCESS	0.8%	-8%	45	UTILITIES	0.1%	-5.4%
	36	RENT	0.7%	+1%	46	BILLING/FEES	0.1%	+5.2%
	37	MOVE OUT	0.7%	-10.2%	47	WAIT TIMES	0.1%	-24.1%
	38	SECURITY DEPOSIT	0.5%	0%	48	FAIR HOUSING/DISCRIMINATION	0%	+3.2%
	39	COMMON AREAS	0.5%	+4.6%	49	COVID-19	0%	-67.4%
	40	PRICE INCREASES	0.4%	-3.2%	50	DISTURBANCES	0%	+1.6%
	41	ONLINE/VIRTUAL VIEWING	0.3%	-7.8%	51	EVICCTIONS	0%	-5.9%

What drives a **NEGATIVE RESIDENT EXPERIENCE?**

RANK	TOPIC	2024	YOY	TREND
1	MAINTENANCE	37.8%	+6.3%	▲
2	STAFF	36.9%	+1.2%	▲
3	MANAGEMENT	33.7%	+4.8%	▲
4	COMMUNICATION	18.5%	-2%	▼
5	CLEANLINESS	14.6%	+16.8%	▲
6	SAFETY/SECURITY	11.8%	+1.4%	▲
7	NEIGHBORS	11.4%	+4.2%	▲
8	BILLING/FEES	11%	+13%	▲
9	PRICING	10.6%	-2.7%	▼
10	RENT	9.9%	-5.6%	▼
11	PARKING	9.8%	+1%	▲
12	PESTS	9.6%	+12.8%	▲
13	CUSTOMER SERVICE	9.2%	-1.3%	▼
14	UNIT CONDITION	9%	+1.4%	▲
15	SECURITY DEPOSIT	8.3%	+6.8%	▲
16	MOVE IN	7.7%	+2.6%	▲
17	MOVE OUT	7.5%	+8.3%	▲
18	NOISE	7.4%	-0.9%	▼
19	AMENITIES	7.2%	+1.6%	▲
20	LEASING PROCESS	6.8%	-1.5%	▼
21	POOL	3.7%	+2.4%	▲
22	APPLIANCES	3.5%	+5.2%	▲
23	NEIGHBORHOOD	2.8%	+6.3%	▲
24	MAINTENANCE STAFF	2.3%	+6.2%	▲
25	UTILITIES	2.3%	+15.6%	▲
26	PETS	2%	+18.9%	▲
27	RENEWAL	1.9%	-16.8%	▼
28	PROFESSIONALISM	1.8%	+3%	▼
29	SCHEDULING APPOINTMENTS	1.8%	-4.8%	▼
30	FACILITIES	1.7%	+3%	▲
31	COMMUNITY	1.6%	+2.3%	▲
32	PROPERTY MANAGER	1.6%	+7.9%	▲
33	FAIR HOUSING/DISCRIMINATION	1.5%	+2.8%	▲
34	LOCATION	1.5%	-1.1%	▼
35	TOUR	1.5%	+0.8%	▲
36	EVICCTIONS	1.5%	+12.9%	▲
37	PRICE INCREASES	1.4%	-17.1%	▼

MAINTENANCE

Maintenance is still the #1 pain point in 2025. Negative mentions are up **6.3% YoY**. **Maintenance staff** complaints are up **6.2%** and **Appliance** issues jumped **5.2%**. Residents expect more than just speed. They want ***skill, professionalism, and proactive fixes.***

STAFF & MANAGEMENT

Complaints about **Staff** (36.9%) and **Management** (33.7%) are both on the rise—up 1.2% and 4.8% YoY. Negative mentions of **Property Managers** are up even more: 7.9%. At the same time, **Billing/Fees** complaints are up 13%, **Security Deposits** up 6.8%, and **Evictions** up 12.9%. These are signals of broken processes and unmet expectations. The message? When follow-through is missing, residents notice—and they speak up.

CLEANLINESS

Cleanliness complaints shot up **16.8% YoY**, now showing up in **14.6%** of all negative reviews. That jump isn't just about mess—**pest** mentions also climbed **12.8%**. As teams lean into automation and remote operations, fewer people are physically onsite to maintain spaces. We're so focused on tech and process that we're forgetting the basics.

	RANK	TOPIC	2024	YOY
Topics mentioned in <1% of negative reviews	38	AFFORDABILITY	1%	-0.2%
	39	TECHNOLOGY	0.9%	0.2%
	40	AESTHETICS	0.6%	-8.1%
	41	WAIT TIMES	0.6%	-40.3%
	42	HELPFULNESS	0.6%	-4.3%
	43	DISTURBANCES	0.6%	-10.5%
	44	COMMON AREAS	0.6%	-6.7%
	45	ONLINE / VIRTUAL VIEWING	0.5%	-17%
	46	FRIENDLINESS	0.4%	0.4%
	47	EVENTS	0.4%	-5%
	48	MOVING PROCESS	0.2%	-6.9%
	49	AMBIANCE	0.1%	9.9%
	50	COVID-19	0.1%	-54.2%
	51	TOUR GUIDE	0.1%	8.2%

INSIGHT:

Community is mentioned in **10% of positive reviews**, but only **1.6% of negative ones**. When it's there, residents take note. When it's missing, they stay quiet. If you want community to stand out, you have to be intentional—those moments don't happen on their own.

TOP RESIDENT SATISFACTION DRIVERS DURING LEASING

WHAT RESIDENTS WANT DURING LEASING

- 1. Responsive leasing staff
- 2. Professional, yet friendly atmosphere
- 3. Follow-through and transparency
- 4. Safety & support
- 5. Leasing and Maintenance alignment

Tone Shift Summary in Positive Reviews

2023:
Residents focused more on relationship-building and emotional support in their leasing journey (e.g., “I felt comfortable asking for help”).

2024:
Feedback became more transactional and performance-focused — residents praised efficiency, clarity, and proactive updates (e.g., “they explained all fees and followed up promptly”).

POSITIVE REVIEWS: TOP 5 TOPICS IMPACTING TOUR

TOPIC	TOUR 2024	2024 VS. 2023	TOUR 2023
Staff	77%	-3.2%	79.5%
Helpfulness	17.5%	-1.9%	17.9%
Amenities	16.3%	1.5%	16.1%
Leasing process	15.3%	-13.6%	17.7%
Move in	15.2%	-11.7%	17.2%

POSITIVE REVIEWS: TOP 5 TOPICS IMPACTING RENEWAL

TOPIC	RENEWAL 2024	2024 VS. 2023	RENEWAL 2023
Staff	71.1%	0.8%	70%
Maintenance	24.6%	-1.9%	14.5%
Management	20.8%	-5.3%	10.7%
Location	17.8%	-11.2%	12.7%
Amenities	15.2%	-10.4%	12.5%

TOP RESIDENT DISSATISFACTION DRIVERS DURING LEASING

WHAT RESIDENTS DON'T WANT DURING LEASING

- 1. Broken promises or no follow-up
- 2. Lack of communication
- 3. Unclear or unfair lease terms
- 4. Disorganized staff & systems
- 5. Renovations and policy changes without warning

Tone Shift Summary in Negative Reviews

2023:
Residents wanted kindness and stability.


2024:
Residents wanted accountability and execution.

NEGATIVE REVIEWS: TOP 5 TOPICS IMPACTING TOUR

TOPIC	TOUR 2024	2024 VS. 2023	TOUR 2023
Staff	45.3%	-3.1%	46.8%
Communication	28.5%	-4.7%	29.9%
Management	19%	-2.5%	19.4%
Scheduling Appts	16.4%	0.7%	16.3%
Leasing process	13%	1.6%	12.8%

NEGATIVE REVIEWS: TOP 5 TOPICS IMPACTING RENEWAL

TOPIC	RENEWAL 2024	2024 VS. 2023	RENEWAL 2023
Maintenance	47.4%	10.5%	43%
Management	43%	1.6%	42.2%
Staff	36.9%	8.6%	34%
Pricing	21.1%	-8.2%	23%
Communication	20.1%	-1.7%	20.5%



2024 TRENDS

TREND #1

SPEED IS THE NEW STANDARD

RESIDENTS ARE WATCHING CLOSELY

OVERVIEW

In 2024, residents increasingly praised how quickly issues were addressed—often referencing same-day or even within-the-hour service. This isn’t just about maintenance. Management teams are credited as the force behind the speed, with reviewers often naming individuals and highlighting coordination between office and service staff.

COMMON PHRASES IN 2024 REVIEWS:

- “They were on it within hours!”
- “Maintenance showed up same day —management made it happen.”
- “Fixed before I even got home from work!”

WHAT WE ARE SEEING IN THE DATA



In response to this increasing attention to detail on timing, we see overall negative feedback for maintenance grow 6.3% in 2024.

WHAT CHANGED FROM 2023?

- Expectations Evolved:** “Same day” resolution feels normalized, not exceptional.
- Tone Intensified:** Residents are more emotionally expressive when things go right.
- Credit Expanded:** Management, not just Maintenance, is now recognized for great service.

LANGUAGE PROGRESSION IN REVIEWS

CATEGORY	2023	2024
Language	“Quickly,” “promptly,” “timely”	“Within an hour,” “same day,” “24-hour turnaround”
Tone	Polite appreciation	Exuberant, emotional praise (e.g., “OMG!!”)
Detail	General team mentions	Specific coordination between office + maintenance
Management’s Role	Often secondary to maintenance	Seen as orchestrators of service

TREND #1 SPEED IS THE NEW STANDARD

WHAT THIS TELLS US

Residents notice speed, and they remember it—especially when:

It happens without needing to chase anyone.

There's clear communication throughout the process.

The resolution happens within hours or by the next day.

This shows that fast resolution is not just about fixing the issue—it's also about how fast action reflects the professionalism, care, and coordination of the entire management team.

KATIE RITTER, DIRECTOR OF NATIONAL ACCOUNTS, WIDEWAIL



“Responsiveness is no longer prized—it’s expected. Excellence is found in the follow-through.”

WHY IT MATTERS

Speed has become a differentiator, if not a fundamental requirement. Residents now expect fast action as the baseline—and associate it with professionalism and care. When management leads the charge (not just relays messages), it builds trust and lowers stress. Communities that deliver fast, coordinated responses stand out in a crowded market.

MARKETING TEAMS TAKE NOTICE

OPPORTUNITIES TO BRAND SPEED

“SAME DAY”

“WITHIN A DAY”

“24-HOUR
TURNAROUND”

Across reviews we see that these three phrases matter to residents. Use them in marketing for greater impact.

LEASING AGENTS MAKING MAINTENANCE PROMISES THEY DON'T KEEP

UNIT CONDITION PROMISES AND MAINTENANCE EXECUTION NOT ON SAME PAGE WITH LEASING

We discovered persistent mentions of unmet promises at move-in. Residents are naming leasing staff directly and referencing specific promises that weren't fulfilled at a rate unseen in 2023.

KEY COMPLAINTS IN 2024:

Units not ready on move-in day, despite being told otherwise

Promises about repairs or amenities never kept

Mismatches between shown unit and delivered unit

WHAT CHANGED FROM 2023?

Increased clarity of blame: Residents name the leasing office and specific staff more often.

Shift from disappointment to anger: The emotional tone suggests deeper breaches of trust.

Move-in day is now high stakes: It's where reputation is built—or lost.

COMPARED TO 2023:

CATEGORY	2023	2024
Language	"Not what I expected"	"Leasing agent said..."
Tone	Disappointed, confused	Betrayed, angry
Focus	General move-in issues	Specific false promises

WHY IT MATTERS

Leasing is the first impression—and when trust is broken before move-in, it colors the entire resident experience. Misaligned expectations set by leasing staff create a sense of bait-and-switch, leading to long-term dissatisfaction, even if the issue is later resolved.

Residents aren't just reacting to delays—they're reacting to broken trust.

COMMUNICATION VS REPAIR IN MAINTENANCE

Here's the breakdown of 2024 maintenance-related complaints:

Communication issues (e.g., delays, unresponsiveness) are the most common.

Repair quality problems (e.g., poor fixes, things still broken) show up frequently but less often on their own.

A significant number of reviews mention both — suggesting frustration with how the repair was handled and how it was communicated.

Very few reviews had neither, indicating almost all complaints involve either a tangible failure or a process failure.

RESIDENTS GET GRANULAR

RESIDENTS ARE MORE DETAILED, MORE EMOTIONALLY INVESTED—AND MORE DEMANDING

THE DATA

Across both positive and negative reviews, 2024 saw a noticeable uptick in specificity, emotional tone, and clarity of feedback. Residents aren’t just sharing if something was good or bad—they’re describing what happened, who was involved, and why it mattered.

FOR EXAMPLE, LETS LOOK AT RENT VS. FEES

In negative renewal reviews, **Rent mentions** dropped 27% in 2024

-27%

SPECIFICITY IN THE DATA IN 2024

Tour Guide mentions in positive reviews are up 18.5% while Staff mentions are down 5%.

Property Manager mentions are up 12.9% in positive reviews in 2024.

Negative mentions of Maintenance Staff are up 6% YoY.

While mentions of **Fees** grew 21%

+21%

	2023	2024
Feedback Style	Broad	Precise and story-driven
Example	“The staff is great”	“Barbara resolved our billing issue in 24 hours”
Resident Expectation	Be acknowledged	Be understood and served accurately
Implications	Hard to diagnose or replicate success	Actionable for property teams; builds case studies

WHY IT MATTERS

Residents are evolving into smarter, more intentional reviewers. They know that specificity gives their reviews weight—and that it pressures management to be accountable. For operators, this means feedback is more usable—but also more demanding.



KATIE RITTER, DIRECTOR OF NATIONAL ACCOUNTS, WIDEWAIL

“In 2024, reviews read more like service case logs than opinion pieces.”

WHAT CHANGED FROM 2023?

Residents are more review-literate: They’re using the platform to document, not just vent.

Greater expectations for results: Praise isn’t given for effort—it’s earned through outcomes.

Data is more usable: Specific stories help onsite teams pinpoint and fix broken processes.

Review quality improved: Residents give more detail, making feedback more actionable.

Emotional stakes rose: There’s more at risk—residents are emotionally and financially invested.

Residents are using reviews not just to reflect—but to influence. They want their voice to create change.

2023 FEEDBACK STYLE:

General Praise: *“The staff is great.”*

Broad Frustration:
“The office never communicates.”

Emotional Tone:
Mild disappointment or vague praise

2024 FEEDBACK STYLE:

Scenario-Based: *“My tour started on time and finished 5 minutes ahead of schedule which was appreciated.”*

Timeline-Specific: *“It took two weeks, four calls, and a billing error to get my washer fixed.”*

Emotional Tone:
Energized praise or sharp frustration

HOW GRANULARITY TREND IMPACTS LEASING

2023: GENERALIZED SATISFACTION & FRUSTRATION

In 2023, much of the communication-related feedback — both positive and negative — was vague or high-level. Residents often expressed general feelings like:

POSITIVE REVIEWS:

“The staff is great.”

“Maintenance is helpful.”

“They take care of things.”

NEGATIVE REVIEWS:

“The office doesn’t communicate well.”

“I have issues with the lease.”

“Emails go unanswered.”

These reviews tend to reflect broad sentiments rather than pointing to specific events or scenarios. The language often lacks detail, and the feedback could be interpreted in multiple ways — making it harder for onsite teams to act on.

This may indicate that in 2023:

Residents were either **less empowered or less motivated** to document detailed experiences.

Or, property communication issues were **so foundational** that residents didn’t feel the need to elaborate — the problem was just “everything.”

2024: SPECIFIC PRAISE & PINPOINTED FRUSTRATION

By contrast, in 2024 reviews, residents are much more specific. They talk about:

POSITIVE REVIEWS:

“The office responded to my maintenance request in under 24 hours.”

“The leasing agent answered all my questions during the tour and followed up the next day.”

“The team explained the lease terms clearly and made me feel confident about signing.”

NEGATIVE REVIEWS:

“I was told the unit would be ready on the 1st and it wasn’t. No one gave me a heads-up.”

“Management promised to fix my fridge and didn’t follow up for two weeks.”

“They said they sent an email about the rent increase — I never got it.”

This specificity reflects:

A higher **expectation for accountability**.

Residents’ growing **familiarity with online review platforms**.

Possibly, a broader cultural trend toward **precision in service-related feedback**.

TREND #4

MANAGEMENT AS CONDUCTOR,
NOT MESSENGER

THE FOLLOWING ANALYSIS IS FOR POSITIVE REVIEWS

In 2023 reviews, **Management** was often a side character—mentioned after maintenance gets the job done.

In **2024** the role of **Management** has evolved:

Management is seen as the **initiator** (“they made sure it got done”).

They **assign, follow up,** and **communicate proactively.**

Residents feel like someone is **personally accountable** for the fix happening quickly.

WHEN MANAGEMENT IS INVOLVED,
WHAT DO RESIDENTS CARE ABOUT?

Speed and follow-through: Residents repeatedly highlight how quickly maintenance issues are resolved—with explicit praise for the management teams who make it happen.

Named individuals: Managers and staff are called out by name, suggesting more personalized service or deeper resident-staff relationships.

Team collaboration: Residents notice when management and maintenance teams work in sync.

Extra touches matter: Events, warm communication, and a sense of care boost overall satisfaction—even in the face of rent increases or maintenance challenges.

IN MANAGEMENT REVIEWS: 2023 vs 2024

ASPECT	2023 REVIEWS	2024 REVIEWS
Speed Language	Quick, promptly, immediately, fast, timely	Same terms + more emotional language
Response Time Specificity	Occasionally mentions “same day” or “immediate”	More reviews mention exact timing like “within an hour”
Tone	Positive, polite, appreciative	More enthusiastic and expressive
Examples of Coordination	General praise for teams	More explicit mentions of management + maintenance working in sync
Volume of Speed Mentions	Slightly fewer mentions of turnaround time	More frequent and specific references to speed

WHAT CHANGED IN 2024?

Faster responses appear more normalized:
Residents increasingly expect issues resolved in hours, not days.

Management is credited more for speed, not just maintenance: Residents perceive management as orchestrating the fast turnaround.

Speed is more emotionally charged: There’s more “wow” factor in how residents talk about it in 2024.

TAKEAWAY:

The best management teams are becoming **service orchestrators**, not just administrators. Residents notice when there’s a **smooth, managed system** behind the scenes. It creates confidence and reduces stress—even when things go wrong.

TOUR

TOUR

IN POSITIVE REVIEWS

WHAT MAKES A SUCCESSFUL TOUR?

1. Staff Remains the #1 Driver of Positive and Negative Tour Reviews

Staff negativity is down 3% this year. In every other lifecycle stage, staff negativity increased by 6-10%.

The 3% dip indicates the success of leasing teams in the face of rising negativity elsewhere in the resident lifecycle. Continuing to empower leasing teams with the proper training, support, and consistency is critical.

Staff-Related Subtopics:

- **Tour Guide positivity is up 7%**
- **Friendliness is down 3.2%**
- **Helpfulness is down 2%**

Tour Guide mentions are increasing—likely for their professionalism, knowledge, or ability to personalize the experience. Prospects see the guide as a distinct (and more memorable) part of their experience, rather than attributing their impressions broadly to “Staff.”

Notable Shifts:

TOPIC	POSITIVE 2024	POSITIVE DIFFERENCE	POSITIVE 2023
Tour Guide	11.85%	+7.04%	11.07%
Amenities	16.34%	+1.48%	16.11%
Tour	98.94%	+0.27%	98.67%
Helpfulness	17.53%	-1.89%	17.87%
Aesthetics	8.99%	-2.35%	9.21%
Community	8.47%	-2.48%	8.68%
Unit Condition	10.10%	-2.77%	10.39%
Staff	76.98%	-3.16%	79.49%
Friendliness	11.87%	-3.24%	12.27%
Move-In	15.23%	-11.69%	17.24%

2. Communication Is Generally Strong, but Tour Is a Pressure Point

Communication is improving overall—down 2% in negative reviews YoY. That’s a win. But when you zoom in on the Tour stage, we see how powerful communication is during this early stage.

Communication mentions vs benchmark:

- **54% more negative Tour reviews (-4.7% YoY)**
- **41% more positive Tour reviews (-7.2% YoY)**

Takeaway: It’s not just about showing the unit. It’s about setting expectations, answering questions, and building trust from the start.

3. Amenities Are the Hook—but Expectations Are Rising

Amenities are mentioned in 16% of positive Tour reviews, 31.3% above the benchmark, and up 1.5% YoY. Over time, the bar gets higher. Residents aren’t just judging that you have amenities. They’re evaluating how well they’re maintained, accessed, and experienced.

This trend is starting to show during Tour too. Related topics **Cleanliness**, **Facilities**, **Aesthetics**, and **Parking** all declined in positive mentions YoY during Tours:

FACILITIES: -10.9%

PARKING: -15.5%

CLEANLINESS: -1.4%

AESTHETICS: -2.4%

TOUR

IN NEGATIVE REVIEWS

WHAT MAKES A TOUR GO WRONG?

1. Pricing Isn't the Problem—Clarity Is

Negative mentions of **Pricing** are down overall (-2.7% YoY) but up 3% during Tours. Pricing complaints appear 22% more often in negative Tour reviews than the industry average. That points less to affordability concerns and more to confusion or unmet expectations.

Clear, upfront communication around pricing could defuse a major source of early dissatisfaction.

*Negative **Communication** is flagged 54% more often during Tour than the benchmark.*

*Negative mentions of **Price Increases** have decreased by 4% in 2024.*

*Negative mentions of **Affordability** have decreased by 5% in 2024.*

Notable Shifts:

TOPIC	NEGATIVE 2024	NEGATIVE DIFFERENCE	NEGATIVE 2023
Maintenance	10.9%	+18.9%	9.2%
Unit Condition	11.5%	+8.4%	10.6%
Pricing	13.0%	+3.0%	12.6%
Leasing Process	13.0%	+1.6%	12.8%
Scheduling	16.4%	+0.7%	16.3%
Tour	70.6%	+0.6%	70.2%
Move-In	9.4%	-1.6%	9.6%
Management	18.9%	-2.5%	19.4%
Staff	45.3%	-3.1%	46.8%
Communication	28.5%	-4.7%	29.9%

2. Smooth Leasing = Smoother Transitions

The leasing process is where expectations are set, questions are answered, and confidence is built. If it comes across as confusing, inconsistent, or overly complex, it creates doubt. That doubt doesn't disappear—it reemerges later.

By move-in, leasing is mentioned in positive reviews 96% above average, and 49% above average in negative reviews. A strong, clear, and communicative leasing experience during the Tour lays the foundation for a smoother move-in.

Topics often omitted from negative reviews during the Tour stage, but surge into relevance by Move-in.

NOISE

TOUR	MOVE-IN	CHANGE
-11.9%	+3.3%	+15.2%

NEIGHBORS

TOUR	MOVE-IN	CHANGE
-14.7%	+7.5%	+22.2%

PARKING

TOUR	MOVE-IN	CHANGE
-10.6%	+6.6%	+17.2%



MOVE-IN

MOVE-IN

IN POSITIVE REVIEWS

WHAT MAKES A GOOD MOVE-IN?

1. Helpful and Communicative Staff

Staff mentions are very frequent during Move-In.

Staff mentions are up 10% during Move-In vs. the benchmark.

Staff is mentioned in 77% of positive Move-In reviews.

Move-In vs. Benchmark, mentions in positive reviews:

HELPFULNESS:
19.2% (+28%)

COMMUNICATION:
7.5% (+66.9%)

PROPERTY MANAGER:
4% (+38.5%)

Move-In YoY, mentions in positive reviews:

SAFETY/SECURITY:
2% (+7%)

PROFESSIONALISM:
5% (+5.1%)

PROPERTY MANAGER:
4% (+6.8%)

2. Positive First Impressions

When residents feel safe, welcomed, and well taken care of at Move-In, positive reviews follow. A professional and helpful leasing team goes a long way toward smoothing out first impressions.

3. Laser-Focus on Logistics

Mentions of **Leasing Process** (+96%), **Unit Condition** (+92%), and **Scheduling Appointments** (+57%) spike during Move-in reviews. These are clear signals: residents are laser-focused on the logistics of the transition. *Did the paperwork line up? Was the unit ready? Were they set up for a smooth start?*

Notable Shifts:

NAME	POSITIVE 2024	POSITIVE DIFFERENCE	POSITIVE 2023
Community	11.2%	+1.1%	11.1%
Move-In	96.1%	+0.4%	95.7%
Tour	7.6%	+0.2%	7.6%
Unit Condition	12.5%	-1.9%	12.8%
Staff	77.0%	-2.0%	78.5%
Maintenance	10.6%	-2.8%	10.9%
Communication	7.5%	-3.0%	7.7%
Customer Service	12.2%	-3.4%	12.7%
Helpfulness	19.2%	-3.7%	19.9%
Cleanliness	7.8%	-3.8%	8.1%

MOVE-IN

IN NEGATIVE REVIEWS

WHAT CAUSES MOVE-IN PROBLEMS?

1. Maintenance

Maintenance remains the #1 Move-In complaint, maintaining the top spot for a second year.

2. Cleanliness

Cleanliness is the #5 most common complaint during the Move-In stage, and it’s getting worse. 18.7% of move-in complaints in 2024 mentioned Cleanliness (increased 12% YoY).

3. Unit Condition

Unit Condition exhibits a similar trend, appearing in 16.6% of Move-In complaints, 84% more frequently than in all reviews combined.

4. Appliances

Appliances are cited in 5.19% of Move-In negatives, up 46.5% from the benchmark.

5. Pests

Pests appear in 10.9% of Move-In complaints, 13% higher than the average.

Even lower-frequency issues, such as **Utilities** (2.5%, +10.9%) and **Technology** (1%, +15%), are amplified at Move-in, because the resident experience begins the moment they turn the key.

Maintenance-related friction is disproportionately high at Move-In, when residents are forming first impressions.

These aren’t just work order delays—they’re issues of trust and readiness. If the apartment doesn’t feel “move-in ready,” residents take note.

Maintenance Isn’t Just a Service Issue; It’s a Trust Issue. During Move-In, Maintenance Is Your Biggest Liability and Your Best Opportunity To Build Credibility Quickly.

MAINTENANCE:
44.5% (+7.9%)

SUPPORTING STATS:

44.46% of Move-In reviews in 2024 mention **Maintenance** negatively, up 7.9% from 2023.

Maintenance is 17.6% more likely to be mentioned negatively during Move-In than the benchmark (all reviews).

Notable Shifts:

NAME	NEGATIVE 2024	NEGATIVE DIFFERENCE	NEGATIVE 2023
Pests	10.9%	+14.9%	9.5%
Security Deposit	8.0%	+12.9%	7.1%
Cleanliness	18.7%	+12.0%	16.7%
Billing/Fees	11.2%	+10.5%	10.1%
Maintenance	44.5%	+7.9%	41.2%
Neighbors	10.7%	+7.5%	9.9%
Parking	7.6%	+6.6%	7.1%
Staff	38.6%	+6.5%	36.2%
Safety/Security	8.4%	+6.3%	7.9%
Management	34.7%	+5.0%	33.0%

MAINTENANCE

MAINTENANCE

IN POSITIVE REVIEWS

WHAT DRIVES MAINTENANCE SUCCESS?

1. Cleanliness Is Mentioned Positively More During Maintenance Than In Any Other Lifecycle Stage

Residents weigh in heavily on **Cleanliness**, which appears in 12.13% of maintenance reviews.

Positive mentions of **Cleanliness** increased 1.2% YoY.

Cleanliness appears in maintenance reviews 52% more frequently than overall.

2. Management Mentions Signal Maintenance Wins

Mentions of **Management** are up 8% YoY. It’s also mentioned positively 47% more during Maintenance than the average.

While **Staff** is personal, **Management** can imply policies, responsiveness, and big-picture operations, showing where resident attention shifts from the leasing stages (Tour & Move-in) to the residency stages (Maintenance).

Mentions in positive Maintenance reviews (YoY change):

MANAGEMENT :
16% (+8%)

CUSTOMER SERVICE:
7% (+1.3%)

STAFF:
58% (-2.1%)

HELPFULNESS:
8% (-5.8%)

3. Staff Remains a Key Player—Even as Mentions Dip During Maintenance

While still one of the most mentioned topics overall, **Staff** is mentioned 17% less during Maintenance, a -2% YoY decline.

Every staff-related topic declines in relevance in the Maintenance scenario—some drastically. Maintenance Staff drops by over 60%, while Helpfulness, Friendliness, and Professionalism dip more than 40%.

Staff-Related Topics are Trending Down YoY and in Maintenance:

- **Friendliness** is down 44% during Maintenance and 3% YoY
- **Helpfulness** is down 49% during Maintenance (-6% YoY)

Notable Shifts:

TOPIC	POSITIVE 2024	POSITIVE DIFFERENCE	POSITIVE 2023
Management	15.8%	+7.9%	14.7%
Community	9.8%	+1.9%	9.6%
Cleanliness	12.1%	+1.6%	12%
Customer Service	7.1%	+1.3%	7%
Maintenance	86%	+1.1%	85.1%
Move-In	7.8%	-0.9%	7.9%
Staff	58.3%	-2.1%	59.6%
Unit Condition	7.8%	-2.6%	8%
Amenities	14.6%	-3.2%	15.1%
Location	15.9%	-4.9%	16.8%

MAINTENANCE

IN NEGATIVE REVIEWS

WHAT ARE THE BIGGEST ISSUES?

1. Friendliness Fades: Staff Tone Shifts Post-Tour

Negative **Staff** mentions increased 9.71% YoY and affect 36.48% of negative maintenance reviews. Friendliness saw a related dip in sentiment.

Negative Mentions of Friendliness YoY:

LIFECYCLE STAGE	YOY CHANGE FROM 2023
Tour	-6%
Maintenance	+3%

First impressions of onsite teams have improved, but the longer-term tone may be slipping.

2. Management Issues Remain the Second Most-Referenced Topic During Maintenance

Management complaints rose 5.6% in 2024, appearing in 38% of negative reviews.

Negative mentions of topics related to management:

PROPERTY MANAGER :
2% (+11.5%)

SAFETY/SECURITY
14% (+5%)

MAINTENANCE STAFF:
4% (+4.2%)

3. Cleanliness is the 3rd Most Mentioned Negative Topic During Maintenance

Mentions are up 16% from 2023, and the problem becomes more potent throughout the lifecycle

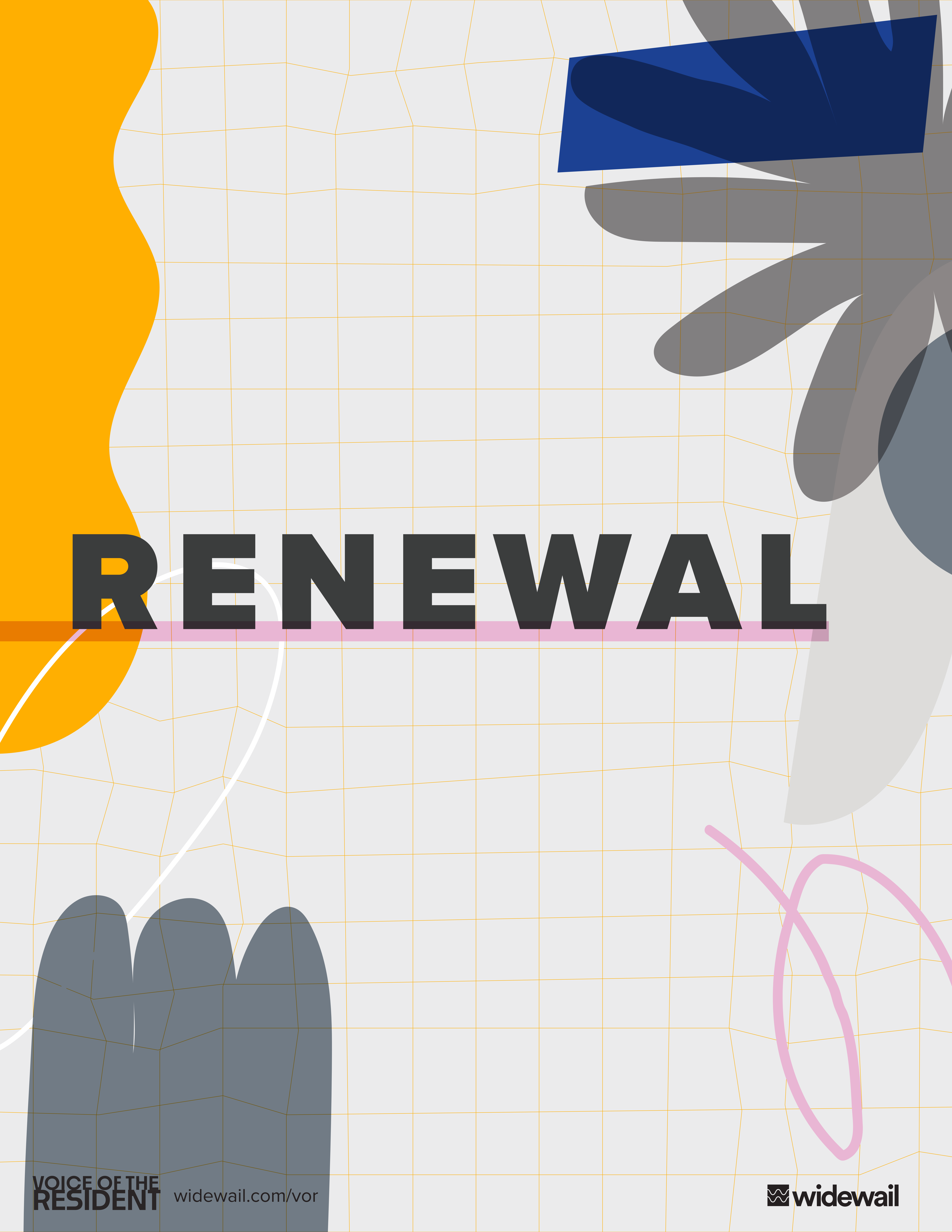
- **Tour:** 6.83% of negative review mentions (+0.10% vs. benchmark)
- **Unit Condition:** 12.9% of negative review mentions (+43.2% vs. benchmark)
- **Move-In:** 18.69% of negative review mentions (+12.01% vs. benchmark)

Takeaway: Maintenance is a Reflection of Follow-Through

The same themes (**Staff, Maintenance, and Management**) generate both praise and complaints during Maintenance. That signals less about resident priorities shifting and more about whether communities are delivering on the expectations set earlier in the journey (Tour, Move-In).

Notable Shifts:

TOPIC	NEGATIVE 2024	NEGATIVE DIFFERENCE	NEGATIVE 2023
Cleanliness	21.3%	+16.2%	18.3%
Billing/Fees	11.7%	+15.2%	10.2%
Move-Out	8.8%	+10.2%	8%
Staff	36.5%	+9.7%	33.3%
Pests	14.7%	+8.8%	13.5%
Security Deposit	10.0%	+8.7%	9.3%
Neighbors	13.5%	+6.1%	12.7%
Management	38.4%	+5.6%	36.3%
Safety/Security	13.7%	+4.9%	13.1%
Move-In	9.2%	+4.9%	8.8%



RENEWAL

RENEWAL

IN POSITIVE REVIEWS

WHAT DRIVES RENEWAL?

1. The Top 3 Drivers of Positive Reviews During The Renewal Stage Remain the Same in 2024 as 2023

Staff mentions grew ever so slightly YoY, while both Maintenance and Management dropped.

POSITIVE REVIEWS: TOP 5 TOPICS IMPACTING RENEWAL

TOPIC	RENEWAL 2024	RENEWAL VS. BENCHMARK	BENCHMARK 2024
Staff	71.1%	1.5%	70%
Maintenance	24.6%	69.9%	14.5%
Management	20.8%	93.7%	10.7%
Location	17.8%	40.4%	12.7%
Amenities	15.2%	22.4%	12.5%

2. Your People Play a Huge Role

Strong, Reliable, and Kind Teams Are Central to Residents’ Decisions to Renew

Staff is the single most mentioned theme in renewal reviews (71.1%, up +0.8% YoY), and Helpfulness (13.6%, +1.6% YoY) also saw a slight increase.

Add to that Professionalism (4.9%, +7.6% YoY) and Friendliness (8.9%, +3.4% YoY)—and it’s clear: residents who like who they’re dealing with stick around.

Property Managers get called out more often in positive renewal reviews (+82% more frequent than the benchmark).

3. The Influence of Price on Renewal Isn’t Going Anywhere

Pricing-related terms, Pricing (+97.6%), Rent (+128%), and Price Increases (+115%)—appear more frequently in renewal reviews than in general ones.

Staff-related topic mentions in positive Renewal reviews (YoY change):

FRIENDLINESS:
14% (+1.6%)

HELPFULNESS:
14% (+1.6%)

PROFESSIONALISM:
5% (+7.6%)

Community Remains a Renewal Driver (13.3% Positive Mentions) Even With a Slight YoY Dip (-0.6%)

Community-related topic mentions in positive renewal reviews (YoY change):

EVENTS :
5% (+1.2%)

NEIGHBORS:
7% (-2.6%)

CLEANLINESS:
9% (+17.3%)

POSITIVE RENEWAL REVIEWS: BIG MOVERS 2023 TO 2024

TOPIC	POSITIVE 2024	2024 VS. 2023	POSITIVE 2023
Cleanliness	9.4%	8.7%	8.6%
Management	20.8%	-5.3%	22%
Amenities	15.2%	-10.4%	17%
Location	17.8%	-11.2%	20.1%
Maintenance Staff	14.1%	-13.5%	16.3%

RENEWAL

IN NEGATIVE REVIEWS

WHAT DRIVES TURNOVER?

1. Maintenance Negativity Growing

Maintenance, the #1 Driver of Negativity During Renewal, Increased 10% in 2024

Nearly one in two unhappy residents citing maintenance problems as part of their frustration with renewal. Even as price-related complaints, such as **Rent** drop (-27% YoY), unresolved maintenance builds up, and it has a more significant impact on retention than pricing alone.

NEGATIVE REVIEWS: TOP 5 TOPICS IMPACTING RENEWAL

TOPIC	RENEWAL 2024	RENEWAL VS. BENCHMARK	RENEWAL 2023
Maintenance	47.4%	10.5%	43%
Management	43%	1.6%	42.2%
Staff	36.9%	8.6%	34%
Pricing	21.1%	-8.2%	23%
Communication	20.1%	-1.7%	20.5%

47%

Maintenance is mentioned in 47% of negative renewal-stage reviews, the #1 most influential topic.

2. Cleanliness: The #1 Rising Issue

Renewal Impact: **Cleanliness** complaints in renewal-stage reviews have increased by 24% year-over-year (YoY), now appearing in 13.7% of all negative renewal mentions. Cleanliness is not just a first-impression issue. It's a day-to-day quality-of-life concern that weighs heavily when residents are deciding whether to stay.

3. Rent Complaints Dropping, Replaced by Fees

-27%

Rent mentions in negative renewal reviews dropped 27% from 2023 to 2024

+21%

Fees mentions in negative renewal reviews grew 21% from 2023 to 2024

Across the Lifecycle

MAINTENANCE: ACROSS THE LIFECYCLE

LIFECYCLE STAGE	CHANGE FROM 2023
Tour	+19%
Move-In	+8%
Renewal	+10%

CLEANLINESS: ACROSS THE LIFECYCLE

LIFECYCLE STAGE	CHANGE FROM 2023
Tour	-0.1%
Move-In	+12%
Maintenance	+16%
Renewal	+24%

MANAGEMENT: ACROSS THE LIFECYCLE

LIFECYCLE STAGE	CHANGE FROM 2023
Move-In	+5%
Maintenance	+6%
Renewal	+2%

STAFF: ACROSS THE LIFECYCLE

LIFECYCLE STAGE	CHANGE FROM 2023
Move-In	+7%
Maintenance	+10%
Renewal	+9%

VOICE OF THE RESIDENT

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