

# **THE INTERNET ADVENTURE: THE INFLUENCE OF ONLINE RATINGS ON A PROSPECT'S DECISION MAKING**



**Exclusive Research Conducted for the 2016 NMHC OPTECH  
Conference**



**J TURNER**  
RESEARCH



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## ABOUT J TURNER RESEARCH

### Insight. Empowerment. Advantage

J Turner Research exclusively serves the multifamily industry. We empower management companies with customer insights and a fully integrated online reputation management platform to advance their business—enhance resident satisfaction, increase closing ratios, and improve online reputation.

We extensively survey thousands of residents and prospects each month to offer actionable feedback to our clients. Our ORA™ Score (Online Reputation Assessment™) serves as the industry benchmark for measuring a property's online reputation. This score is based on monthly online reputation monitoring of more than 62,000 properties nationwide, across all review sites. Companies can not only monitor and benchmark their ORA™ Scores, but they can also manage and respond to online reviews all from one single platform.

As industry influencers, we have produced more than a dozen national research studies that unravel emerging trends, shifting demographics, industry best practices, and new market opportunities. Headquartered in Houston, we have been helping multifamily companies to advance their portfolios since 2003. Contact us at [sales@jturnerresearch.com](mailto:sales@jturnerresearch.com)

For more information, visit <http://www.jturnerresearch.com/>

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## EXECUTIVE SUMMARY

J Turner Research's previous national research indicates that for a majority of prospects online ratings and reviews, along with location and price, are among the first determining factors in looking for an apartment. As the front runners in online reputation management for the multifamily industry, we set out to further analyze the behavior of prospects as they use the Internet to search for an apartment and the role played by online ratings and reviews in shaping their research.

*The Internet Adventure: The Influence of Online Ratings on a Prospect's Decision Making* study is a groundbreaking research initiative that investigates the Internet journey prospects undertake to navigate their way to a property. Specifically, the purpose of this study is to assess how important is a property's online reputation in this process, how online ratings and reviews guide prospects at various stages of their apartment search, and what characteristics of online ratings and reviews matter most to them.

This study was undertaken as part of the panel presentation – *Illuminating Insights: New Research Shines Light on the Motivation and Behavior of Prospects and Renters* presented at the 2016 NMHC OPTECH Conference.

### SCOPE OF THE STUDY

The Internet Adventure study offers clarity on the following aspects of prospects' behavior:

- What is the general approach prospects adopt to find an apartment?
- At what stage/s of their apartment search process do prospects utilize online and ratings and reviews?
- To what extent do online and ratings and reviews influence a prospect, either in their decision to tour a property or to lease at a property?
- What information about online ratings sites matters to prospects?
- What motivates prospects to click on a link while searching for an apartment?
- Do prospects choose to visit a property with a higher online reputation?
- Which ratings sites have the most impact on a prospect's decision to visit a property?
- How do prospects rank ratings sites based on the impact on their decision to rent at a property?

### DEMOGRAPHIC PROFILE

This study drew participation from 2,715 prospects nationwide. The majority (65 percent) of the respondents were females, with 35 percent males. The average age of females was 36.98 and the average age of males was 37.34.

### KEY FINDINGS

#### Rise in use of online ratings and reviews

Increasingly, more prospects utilize online ratings and reviews at different stages of their decision making process. Overall, 83 percent of respondents indicated using online ratings and reviews in their apartment research. This is up six percent since 2015.



### Behavioral Classification of Prospects

Prospects can be classified into three behavioral segments, based on when they use online ratings and reviews in their apartment research:

- i) Starters – prospects that use online ratings and reviews at the beginning of their search.
- ii) Short Listers – prospects that use ratings and reviews to shortlist apartments.
- iii) Enders – prospects that use ratings and reviews when making a final decision.

### Effect of Ratings and Reviews

Overall, the effect of ratings and reviews is stronger on a prospect's decision to visit a property than to lease. Other factors such as the experience at the property, the interaction with the property staff, and the property tour most likely dilute the effect of ratings on leasing to a certain extent.

For Enders, ratings and reviews play a greater role in their decision to lease at a property.

### Star ratings, relevancy, and volume of reviews matter

Overall, the top two most influential characteristics of ratings and reviews in a prospect's decision making are star ratings and the relevancy of reviews to their likes and dislikes. The number of reviews is a close third.

Based on when prospects use ratings and reviews in their apartment research, they are influenced by different aspects of online ratings and reviews. While Starters and Short Listers lean more toward the star ratings and the number of reviews, the Enders are persuaded more by the content of the reviews. In this study, the content of reviews is defined as the relevancy of reviews to their likes and dislikes. Men are more interested in the "cliff notes" version, while women are more focused on the content of the reviews.

### Internet search results

While searching for an apartment on Google, the positioning of a link rather than the brand name of the review site plays a decisive role. We found that prospects are most likely to click on the first organic search result followed by the first advertised listing.

### Prospects are not contributing to the review funnel

The majority of respondents, 66 percent, indicated that they have not posted reviews online. However, there is a significant surge in the residents' willingness to post online reviews since 2012. The number of respondents who have reported posting online reviews has grown by 58 percent since 2012.

### Impact of review sites on decision to visit

Google reviews have a strong influence on a prospect's decision to visit a property. However, in case of a property, where the star rating or the volume of reviews in Google reviews is very low, prospects are most



impacted by the ratings site with the highest volume of reviews. As indicated earlier, for prospects, number of reviews is among the top three most critical aspects of reviews.

### **Impact of review sites on decision to rent – Google rules**

In terms of impact of review sites on the prospects' decision to rent at a property, Google ratings and reviews outshines all other ratings sites.

Apartments.com, a relatively new entrant to the ratings and reviews game, is the number two most impactful site followed by ApartmentRatings.com at the third spot.

We have been analyzing the trust of review sites since 2012. In our 2012 national study, involving 41,303 respondents, Yelp was the most trusted site, followed by Rent.com. ApartmentRatings.com was at the sixth spot. In our 2015 national study, involving 25,099 respondents, Google was the most trusted site, followed by Yelp, and ApartmentRatings.com ranked third.

### **A Good Online Reputation Matters**

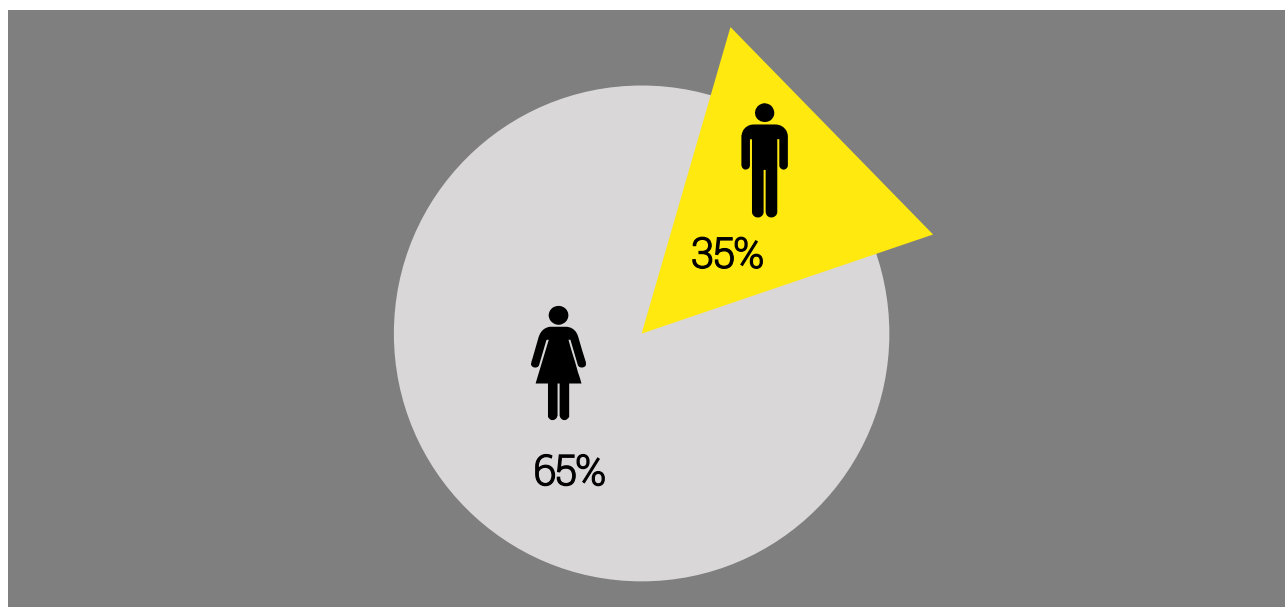
We presented the respondents with three sets of properties and asked them to select a property they would like to visit strictly based on ratings and reviews. Seventy percent of prospects decided to visit a property with a better online reputation. The online reputation of a property is measured by its individual ORA™ score.



## SAMPLE SIZE

Number of Prospect Responses – 2,715

### Breakdown by Gender



## USAGE OF ONLINE RATINGS AND REVIEWS

### Do you use online ratings and reviews in your effort to search for an apartment?

There is a considerable surge in the utilization of online ratings and reviews as a research tool by prospects. Overall, 83 percent of respondents indicated using online ratings and reviews in their effort to search for an apartment.

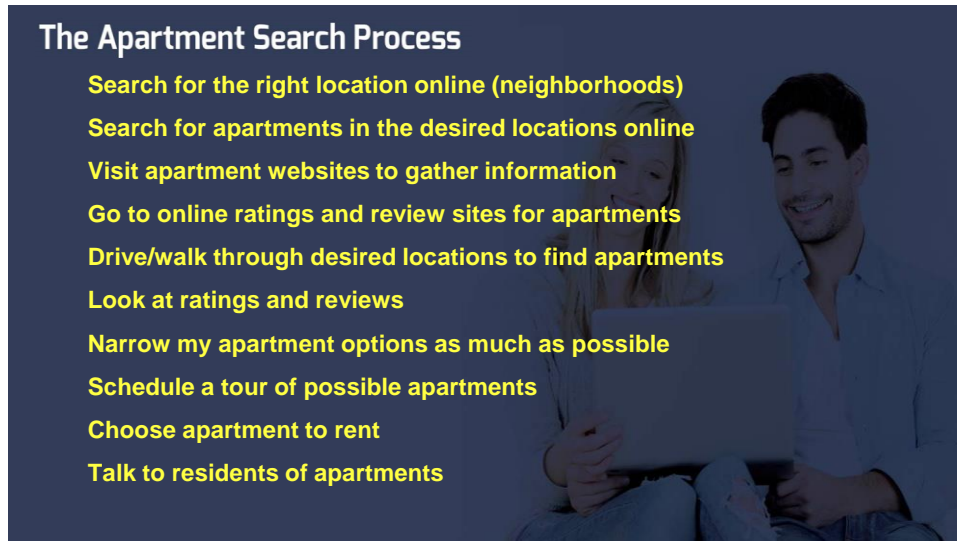
	ALL DATA	MALE	FEMALE
Yes	83%	79%	85%
No	15%	19%	13%
Not Sure	2%	3%	2%

The use of online ratings and reviews has grown 12 percent since 2012. In our 2012 study - [What do Residents Want: Trends in Resident Technology & Communication Preferences](#), 74 percent of respondents indicated using online ratings and reviews.



## The Apartment Search Process

When you know you are going to move to a new apartment, what is the general approach you take (and in what order) to find your new home?



Prospects show an indispensable proclivity to utilizing the Internet during their apartment search process. In our 2015 Multifamily Executive Concept Community study - [\*Marketing to Different Generations: Emerging Online, Lifestyle and Language Trends\*](#), the importance of the Internet while researching prospective apartment homes was rated 8.43 on a scale of zero to ten (with zero being least important and 10 being most important). The Internet continues to be center stage in finding an apartment even in 2016.

As evident from the responses, the quest to find an apartment begins on the Internet with the prospects researching the right location and apartments within that location online. The Internet reflects a property's online reputation in terms of its ratings and reviews.

Prospects turn to online ratings and reviews more than once in their research. Talking to residents, which features lowest in their research process outline is not a factor.





### Ratings and Reviews in Various Phases

At what point did you utilize online ratings and reviews to gather information about the apartment communities you were interested in?

	ALL DATA	MALE	FEMALE
As I was beginning my search	43%	46%	42%
As I was narrowing my search to 4-5 communities	28%	29%	28%
As I was narrowing my search to 2-3 communities	19%	18%	19%
As I was selecting the property I was most interested in	9%	7%	10%
After I put a deposit down on the community I chose	0%	0%	1%

Prospects examine online ratings and reviews at various stages of their apartment search. Forty-three percent of respondents reported using online ratings and reviews as they were beginning their research. It's the first impression which determines whether prospects will continue to consider your property. Also, prospects revisit ratings and reviews at multiple stages for further details on the property and/or for validation of their research.


With regards to gender, the women who are Enders (prospects who use ratings and reviews when making a final decision) appear to be more focused on online ratings and reviews than men.

In a nutshell, today's savvy prospects come to a property's doorstep equipped with all their homework. Thereafter, the onus rests with the property to meet and exceed their expectations and to convert the visit to a lease.




## BEHAVIOR SEGMENTS


The data is divided into three behavior segments.



**Starters**  
Prospects that use ratings and reviews at the beginning of their search.



**Short Listers**  
Prospects that use ratings and reviews to shortlist apartments.



**Enders**  
Prospects that use ratings and reviews when making a final decision.

### Demographic breakdown of different segments

	MALE			FEMALE		
	Starter	Short Lister	Ender	Starter	Short Lister	Ender
Number	46%	47%	7%	42%	47%	10%
Average Age	34.96	36.79	37.92	36.47	35.68	39.75
Average Rent	\$1,628	\$1,793	\$1,608	\$1,538	\$1,598	\$1,499

Based on our analysis of when prospects use online ratings and review in their apartment search, we have classified prospects into three behavioral segments.

- a) Starters – prospects that use online ratings and reviews at the beginning of their search.
- b) Short Listers – prospects that use ratings and reviews to shortlist apartments.
- c) Enders – prospects that use ratings and reviews when making a final decision.

Each of these prospect categories evaluates different aspects of online ratings and reviews in their apartment research.



## Effect of Ratings and Reviews

### Demographic breakdown of different segments

(SCALE: 0-10)	ALL DATA	MALE	FEMALE	SEARCH (Starter)	SEARCH (Short Lister)	SEARCH (Ender)
How much did the ratings and reviews affect your decision to visit the property?	7.45	7.40	7.48	7.96	7.22	<b>6.48</b>
How much did the ratings and reviews affect your final decision to lease?	7.19	7.00	7.28	7.56	6.97	<b>6.70</b>

Overall, the effect of ratings and reviews is stronger on a prospect's decision to visit a property than to lease. Other factors such as the experience at the property, the interaction with the property staff, and the property tour most likely dilute the effect of ratings on leasing to a certain extent.

For Enders, ratings and reviews play a greater role in their decision to lease at a property, most probably validating other research they have already completed.



## Influence of Different Aspects of Reviews

What are the two most influential aspects when looking at different reviews for a property?

	ALL DATA	MALE	FEMALE	SEARCH (Starter)	SEARCH (Short Lister)	SEARCH (Enders)
The Star rating	41%	41%	41%	46%	38%	37%
The relevancy of the review to your likes/dislikes	36%	32%	38%	33%	37%	43%
Number of reviews	35%	42%	32%	38%	33%	32%
The recentness of the reviews	32%	27%	34%	32%	31%	32%
The sentiment of the reviews	30%	32%	29%	26%	34%	26%
The date of last review	19%	19%	20%	19%	19%	25%
The frequency of reviews	6%	7%	6%	5%	7%	5%

The top two most influential aspects of reviews in a prospect's decision making are star ratings and the relevancy of reviews to their likes and dislikes. The number of reviews is a close third.

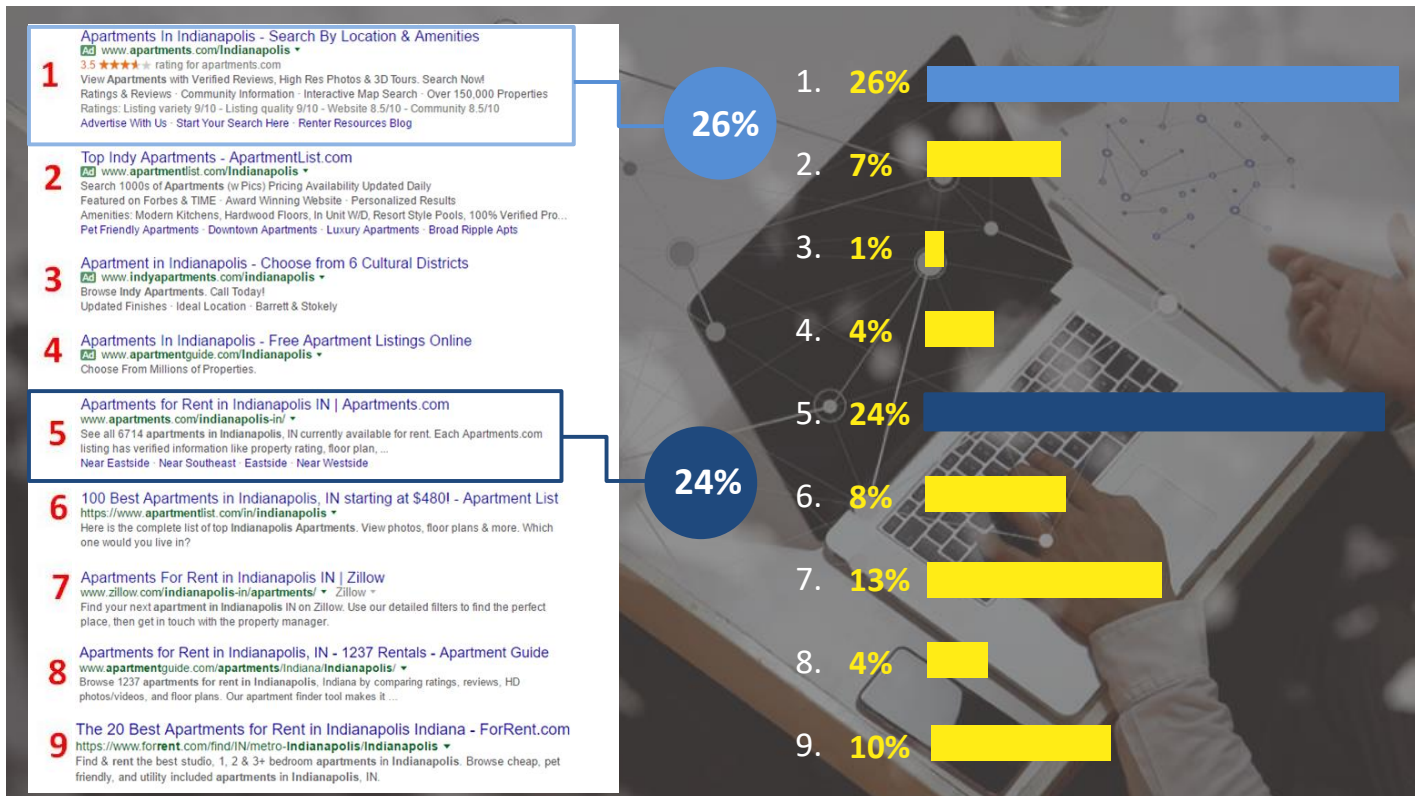
Based on when prospects use ratings and reviews in their apartment search process, they are influenced by different aspects of online ratings and reviews. While Starters and Short Listers lean more toward the star ratings and the number of reviews, the Enders are motivated differently. The prospects that utilize reviews to make the final call are persuaded more by the content of the reviews. In this study, the content of the reviews is defined as the relevancy of reviews to their likes and dislikes. Men are more interested in the "cliff notes" version, while women are more focused on the content.

In summary, prospects consider various characteristics of reviews based on when they focus on reviews in their apartment search process. Overall, the star ratings, the relevancy of reviews to their likes and dislikes, and the number of reviews are the most critical aspects of review information. However, the closer the prospects are to making a decision to lease, the more they focus on the content of the reviews.



# INTERNET SEARCH RESULTS

Assuming you are searching for an apartment in Indianapolis, which link are you most likely to click first?



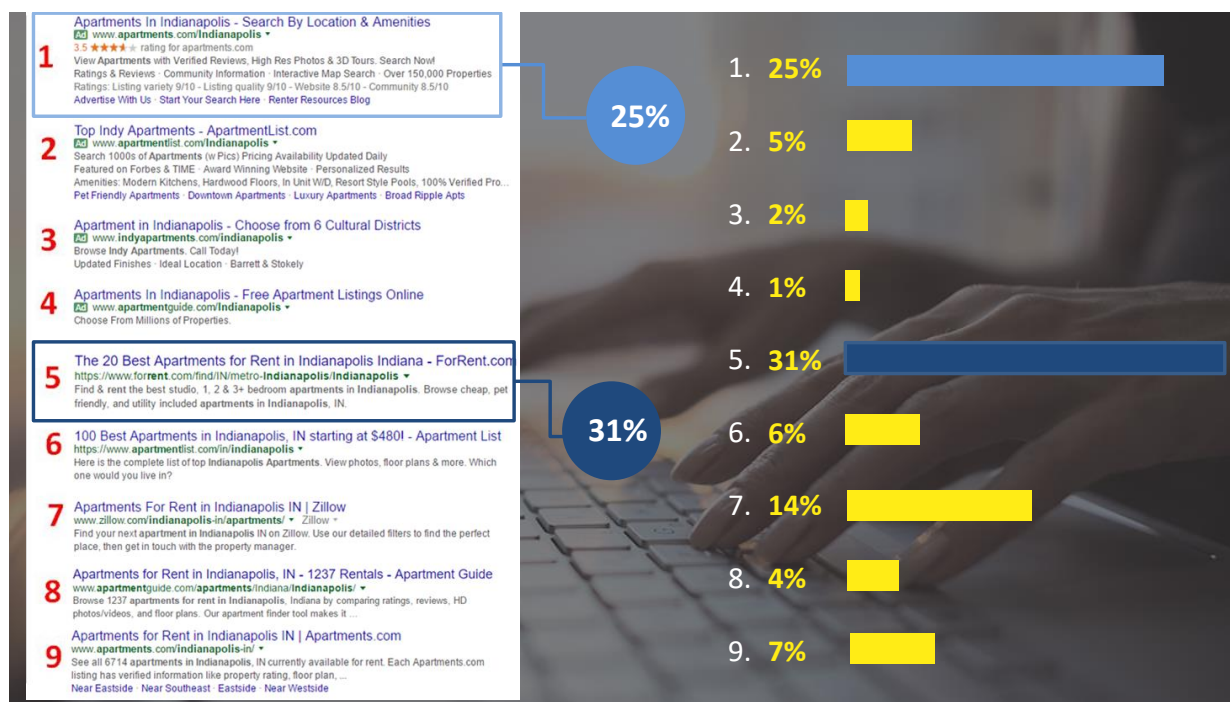
The objective of this question was to accurately assess what motivates prospects to click on a specific link when researching an apartment on the Internet— is it the positioning of the link (order of the links as they appear on their screen) or is it their preference for a particular brand of ratings site.

To ascertain this, we randomly selected a city. We presented the respondents three variations of the Google search results for apartments in that city. In each variation, we switched the positioning of the listings to eliminate any bias towards a specific brand. Each Google screen shot was shown to one third of prospects at random.

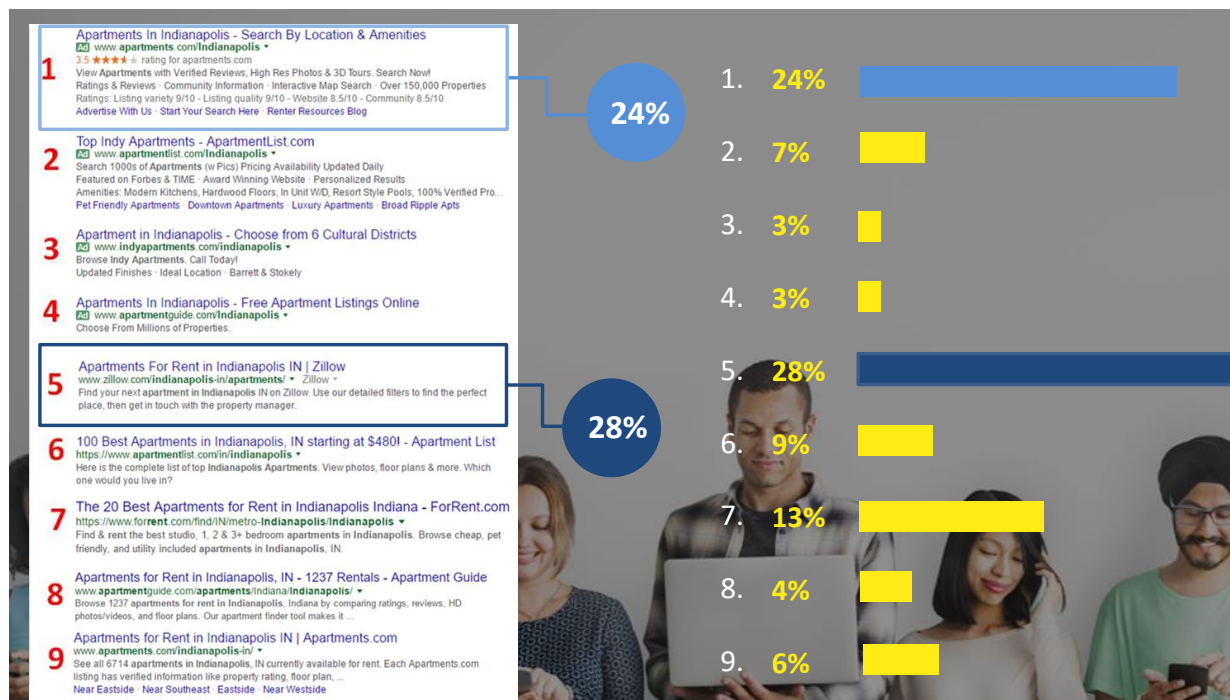




This is the second version of the screenshot:



This is the third version of the screenshot:



**The Result** – The majority of prospects clicked on the first organic search result followed by the first advertised listing. If you are investing your dollars in advertising, you will get more bang for your buck if your advertised listing is in the first place. Any listing after the first slot, paid and organic, has diminishing returns.



## EFFECT OF REVIEWS ON A PROPERTY'S WEBSITE

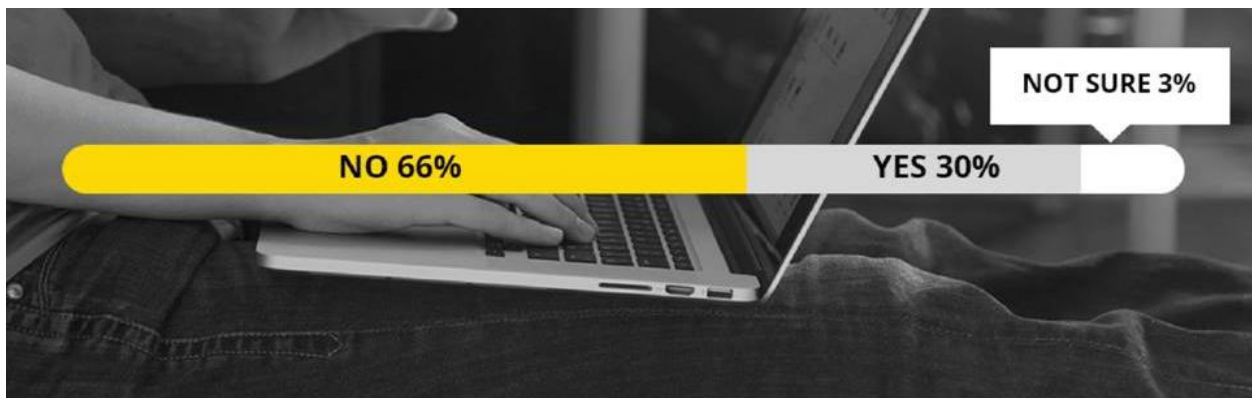
In your opinion, how effective are reviews for a property on that property's website?



The effect of the reviews on a property's website is marginally higher on women as compared to men.

## POSTING REVIEWS

Have you posted a review of an apartment community online?



Though prospects are increasingly relying on reviews to guide their apartment search, the data shows that they are not contributing to the process. The majority of respondents, 66 percent indicated that they have not posted reviews online. However, there is a significant surge in resident's willingness to post reviews online. The number of respondents who have reported posting online reviews has grown 58 percent since 2012.

In our 2012 study - *What Do Residents Want: Trends in Resident Technology & Communication Preferences*, 19 percent respondents said yes to posting reviews online.



## RATINGS AND LIKELINESS TO VISIT

The objective of the questions in this section was to assess the influence of a property's online reputation on a prospect's likelihood to visit the property. Do prospects choose to visit a property with a higher online reputation?

J Turner Research has pioneered a statistical model to quantify online reputation. This model measures a property's online reputation using multiple review sites and establishes a single ORA™ Score (Online Reputation Assessment). This ORA™ score is based on monthly online reputation monitoring of more than 62,000 properties nationwide, across all review sites. To learn more about the ORA™ methodology, please visit <https://www.jturnerresearch.com/about/what-is-ora-score>

To determine the influence of online ratings and reviews of a property on a prospect's likelihood to visit it, we selected three sets of properties (each set compared two communities) with varying ORA™ scores. The score was not revealed to the respondents.

Each prospect was presented Google search results screen shots of these three sets of communities. Each set compared search results for two communities. Prospects were asked two questions for each comparative set:

**Q1. Strictly based on reviews, for which of the communities are you more likely to visit?**

**Q2. Which rating had the strongest impact on your decision to visit the property?**



## THE INTERNET ADVENTURE

Strictly based on reviews, which community are you more likely to visit?

**3 Bed / 2 Bath Apartment in Modesto CA | The Villas at Villaggio**  
[www.villasvillaggio.com/modesto-modesto/the-villas-at-villaggio-apartment.../1/](http://www.villasvillaggio.com/modesto-modesto/the-villas-at-villaggio-apartment.../1/)  
★★★★★ Rating: 4.8 - 5 reviews  
View our 3 Bed / 2 Bath Apartment in Modesto, starting at \$1650.

**The Villas at Villaggio - 12 Photos & 11 Reviews - Apartments - 2929 ...**  
[www.yelp.com](http://www.yelp.com) · Home Services · Real Estate · Apartments ▾ · Yelp ▾  
★★★★★ Rating: 3.5 - 11 reviews  
(209) 577-4663 · 2929 Floyd Ave Modesto, CA 95355 ... Home Services Real Estate Apartments · Photo of The Villas at Villaggio - Modesto, CA, United States.

**The Villas at Villaggio Apartments For Rent in Modesto, CA - ForRent ...**  
<https://www.forrent.com/apartment-community.../10000525...> · For Rent Media Solutions ▾  
★★★★★ Rating: 5 - 7 reviews  
The Villas at Villaggio Apartments offers up to 3 bedroom, 2 bathroom along with additional amenities. Located in Modesto, CA, The Villas at Villaggio ...

**The Villas at Villaggio Apartments - Modesto, CA 95355 | Apartments ...**  
[www.apartmentguide.com/apartments/California/Modesto/.../Villas-at-Villaggio/15861...](http://www.apartmentguide.com/apartments/California/Modesto/.../Villas-at-Villaggio/15861...) ▾  
★★★★★ Rating: 4.5 - 11 reviews  
Check out floor plans, HD photos, videos, ratings/reviews, apartment features, community amenities, and more at The Villas at Villaggio, 2929 Floyd Avenue, ...

**The Villas at Villaggio Apartments Rentals - Modesto, CA | Apartments ...**  
[www.apartments.com/the-villas-at-villaggio-apartments-modesto-ca/grdfp8w/](http://www.apartments.com/the-villas-at-villaggio-apartments-modesto-ca/grdfp8w/) ▾  
★★★★★ Rating: 5 - 1 review  
See all available apartments for rent at The Villas at Villaggio Apartments in Modesto, CA. The Villas at Villaggio Apartments has rental units ranging from ...

**Villaggio Apartments in Modesto, CA Ratings, Reviews, Rent Prices ...**  
[www.apartmentratings.com](http://www.apartmentratings.com) · California · Modesto ▾  
★★★★★ Rating: 3 - 13 reviews  
Ratings & reviews of Villaggio Apartments in Modesto, CA. Find the best-rated Modesto apartments

**The Villas at Villaggio** ★  
Website Directions  
4.6 ★★★★★ 5 Google reviews · Apartment rental agency in Modesto, California  
Address: 2929 Floyd Ave, Modesto, CA 95355  
Phone: (209) 577-4663  
Hours: Open today · 8:30AM-5:30PM ▾  
Suggest an edit

Reviews from the web  
[ApartmentGuide.com](http://ApartmentGuide.com) 4.5/5 11 reviews  
[Apartments.com](http://Apartments.com) 5/5 1 review

Reviews Write a review Add a photo  
j "The staff is amazing and the place is well kept."  
"The staff is amazing."

APARTMENT 1

**Roosevelt Square - Apartments Starting At \$823 - Apartments.com**  
Ad [www.apartments.com/](http://www.apartments.com/) · (888) 581-5023  
View Floorplans, Photos & More!  
Community Information · 3D & Interactive Tours · Ratings & Reviews · Commute Planner  
Ratings: Listing variety 9/10 · Listing quality 9/10 · Website 8.5/10 · Community 8.5/10  
Start Your Search Here · Advertise With Us · Renter Resources Blog

**Roosevelt Square Apartments - 22 Photos & 34 Reviews - Apartments ...**  
[www.yelp.com](http://www.yelp.com) · Home Services · Real Estate · Apartments ▾ · Yelp ▾  
★★★★★ Rating: 2 - 34 reviews  
(866) 274-5089 · 121 W Portland St Phoenix, AZ 85003 ... Photo of Roosevelt Square Apartments - Phoenix, AZ, United States. Photo of Roosevelt Square ...

**Roosevelt Square in Phoenix, AZ Ratings, Reviews, Rent Prices and ...**  
[www.apartmentratings.com](http://www.apartmentratings.com) · Arizona · Phoenix ▾  
★★★★★ Rating: 3.4 - 349 reviews  
Ratings & reviews of Roosevelt Square (formerly Post Roosevelt Square) in Phoenix, AZ. Find the best-rated Phoenix apartments for rent near Roosevelt Square ...

**Roosevelt Square, Phoenix - (see reviews, pics & AVAIL) - RentLingo**  
[www.rentlingo.com](http://www.rentlingo.com) · 98 Phoenix apartment rentals ▾  
★★★★★ Rating: 3.5 - Review by RentLingo Editors  
The complex is enormous, with over four hundred apartments and three unique buildings, yet comes off as a little disappointing. Building A has an urban ...

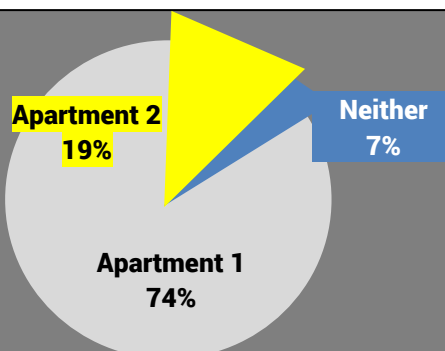
**Roosevelt Square Rentals - Phoenix, AZ | Apartments.com**  
[www.apartments.com/roosevelt-square-phoenix-az/h8rj0xm/](http://www.apartments.com/roosevelt-square-phoenix-az/h8rj0xm/) ▾  
★★★★★ Rating: 5 - 8 reviews  
See all available apartments for rent at Roosevelt Square in Phoenix, AZ. Roosevelt Square has ...  
Apartment Reviews at Roosevelt Square. Please select a ...

**Roosevelt Square** ★  
Website Directions  
2.7 ★★★★★ 22 Google reviews · Apartment Complex  
Address: 121 W Portland St, Phoenix, AZ 85003  
Phone: (602) 842-0713  
Suggest an edit

Reviews from the web  
5/5 [Apartments.com](http://Apartments.com) · 8 reviews

Reviews Write a review Add a photo  
"Great location, friendly front office staff, and great repair staff."  
View all Google reviews

APARTMENT 2







## THE INTERNET ADVENTURE

Strictly based on reviews, which community are you more likely to visit?

**Award-Winning Washington DC Apartments by Dupont Circle ...**  
[www.westbrookeplace.com/](http://www.westbrookeplace.com/) ▼  
2201 N Street NW / Washington, DC 20037 ... Situated moments from the epicenter of the action, Westbrooke Place is the perfect setting to find your ideal ...

**Westbrooke Place Apartments: Photos, Floorplans, Availability and ...**  
[gables.com/westbrookeplace](http://gables.com/westbrookeplace) ▼  
Rent a beautiful Westbrooke Place apartment in Washington, DC. Furnished, Unfurnished, and Corporate options available. Free apartment finder and rentals ...

**Westbrooke Place Rentals - Washington, DC | Apartments.com**  
[www.apartments.com/westbrooke-place-washington-dc/rq3d7n/](http://www.apartments.com/westbrooke-place-washington-dc/rq3d7n/) ▼  
★★★★★ Rating: 5 - 10 reviews  
See all available apartments for rent at Westbrooke Place in Washington, DC. Westbrooke Place has rental units ranging from 391-1491 sq ft starting at \$2140.

**Westbrooke Place - Apartments - 2201 N Street NW, West End ... - Yelp**  
[www.yelp.com](http://www.yelp.com) » Home Services » Real Estate » Apartments ▼ Yelp ▼  
★★★★★ Rating: 3.5 - 6 reviews  
(866) 266-0752 · 2201 N Street NW Washington, DC 20037 ... renovated interior by A.E. Photo of Westbrooke Place - Washington, DC, United States - See all 4 ...

**Westbrooke Place Apartments - Washington, DC 20037 | Apartments ...**  
[www.apartmentguide.com/apartments/District...WashingtonWestbrooke-Place/22443...](http://www.apartmentguide.com/apartments/District...WashingtonWestbrooke-Place/22443...) ▼  
★★★★★ Rating: 3 - 228 reviews  
Check out floor plans, HD photos, videos, ratings/reviews, apartment features, community amenities, and more at Westbrooke Place, 2201 N Street NW, ...

**Westbrooke Place in Washington, DC Ratings, Reviews, Rent Prices ...**  
[www.apartmentratings.com](http://www.apartmentratings.com) » District of Columbia » Washington ▼  
★★★★★ Rating: 3.4 - 65 reviews  
Ratings & reviews of Westbrooke Place in Washington, DC. Find the best-rated Washington apartments for rent near Westbrooke Place at ...

**Westbrooke Place | Facebook**  
[www.facebook.com](http://www.facebook.com) » Places » Washington, District of Columbia » Real Estate ▼  
★★★★★ Rating: 4 - 4 votes  
2201 N St NW, Washington, DC 20037 ... Experience the best that Washington, DC has to offer. ...

**Westbrooke Place** ★  
Apartment Building Website Directions  
Address: 2201 N St NW, Washington, DC 20037  
Phone: (202) 466-6228  
Add Book a room  
Sun, Oct 16 Mon, Oct 17  
Check website for rates and availability  
Reviews Write a review Add a photo  
"I highly recommend the area and property."  
View all Google reviews

APARTMENT 3

**San Francisco Apartments - See Floor Plans Here - parkmerced.com**  
[www.parkmerced.com/](http://www.parkmerced.com/) ▼  
Live in a Pet-Friendly Community with Amenities & Green Space Near MUNI & BART.  
Near The Lake & The Links - Lush, Sustainable Grounds - Steps From The Beach  
9 3711 19th Ave, San Francisco, CA - Open today - 9:00 AM - 8:00 PM ▼

**Peninsula Pines Apartments in South San Francisco CA**  
[www.peninsulapinesapts.com/](http://www.peninsulapinesapts.com/) ▼  
Looking for apartment homes in South San Francisco, CA? Find a home near San Mateo and San Francisco State University at Peninsula Pines Apartments!  
Amenities · Floor plans · Neighborhood

**Peninsula Pines Apartments in South San Francisco, CA - Yelp**  
[www.yelp.com](http://www.yelp.com) » Home Services » Real Estate » Apartments ▼ Yelp ▼  
★★★★★ Rating: 2.5 - 13 reviews  
(650) 589-2909 · 842 Antoinette Ln South San Francisco, CA 94080 ... Photo of Peninsula Pines Apartments - South San Francisco, CA, United States. Parking.

**Peninsula Pines Apartments - 13 Reviews - Apartments - 842 ... - Yelp**  
[m.yelp.com](http://m.yelp.com) » Home Services » Real Estate » Apartments ▼  
★★★★★ Rating: 2.5 - 13 reviews  
13 reviews of Peninsula Pines Apartments "In my opinion, this place ... 842 Antoinette Ln, South San Francisco, CA 94080, .... But what isn't in San Francisco?"

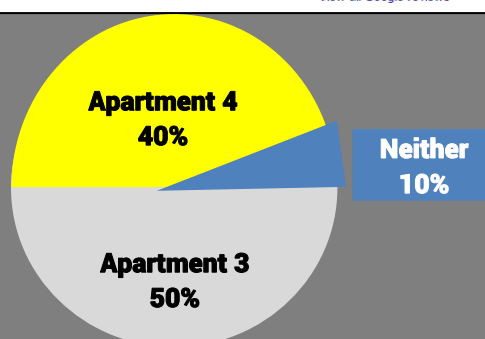
**Peninsula Pines Apartments For Rent in South San Francisco, CA ...**  
<https://www.forrent.com/apartment-community.../1023636> ▼ For Rent Media Solutions ▼  
Peninsula Pines Apartments offers up to 3 bedroom, 2 bathroom along with additional amenities. Located in South San Francisco, CA, Peninsula Pines ...

**Peninsula Pines Rentals - South San Francisco, CA | Apartments.com**  
[www.apartments.com/peninsula-pines-south-san-francisco-ca/f19cymv/](http://www.apartments.com/peninsula-pines-south-san-francisco-ca/f19cymv/) ▼  
★★★★★ Rating: 4 - 1 review  
See all available apartments for rent at Peninsula Pines in South San Francisco, CA. Peninsula Pines has rental units ranging from 290-1200 sq ft starting at ...

**Peninsula Pines Apartments in South San Francisco, CA Ratings ...**  
[www.apartmentratings.com](http://www.apartmentratings.com) » California » South San Francisco ▼  
★★★★★ Rating: 3 - 49 reviews  
Ratings & reviews of Peninsula Pines Apartments in South San Francisco, CA. Find the best-rated South San Francisco apartments for rent near Peninsula ...

**Peninsula Pines Apartments** ★  
Website Directions  
3.8 ★★★★★ 5 Google reviews · Apartment Rental Agency  
Address: 852 Antoinette Ln, South San Francisco, CA 94080  
Phone: (650) 589-2909  
Suggest an edit · Own this business?  
Add missing information  
Add business hours  
Reviews from the web  
Apartments.com 4/5 1 review ApartmentRatings 3/5 49 reviews  
Reviews Write a review Add a photo  
"Size of the townhome type apartment is great however Management is very limited."  
"The price was amazing for what we were originally paying."  
View all Google reviews

APARTMENT 4







## THE INTERNET ADVENTURE

Strictly based on reviews, which community are you more likely to visit?

**AvalonCommunities.com - Avalon Baker Ranch Apts**  
www.avaloncommunities.com/ • (866) 659-7395  
Gourmet Kitchens, Parking Garage, Courtyards & Dog Park. Apply Now!

**Avalon Baker Ranch - 58 Photos & 32 Reviews - Apartments - 1000 ...**  
www.yelp.com • Home Services • Real Estate • Apartments • Yelp •  
★★★★★ Rating: 4.5 - 32 reviews  
(866) 636-9301 • 1000 Lupine Lake Forest, CA 92610 ... 32 reviews of Avalon Baker Ranch "We moved in 2 weeks before our wedding in November 2015 and ..."

**Avalon Baker Ranch Apartments - Lake Forest, CA 92630 ...**  
www.apartmentguide.com/apartments/California/.../Avalon-Baker-Ranch/100021046/ •  
★★★★★ Rating: 4.6 - 218 reviews  
Avalon Baker Ranch is a refreshing, smoke-free community, with thoughtfully designed 1, 2 & 3 bedroom apartment homes as well as 2 & 3 bedroom townhomes ... Desirably located near Alton Parkway, Bake Parkway, Interstates 5 and 405, and the 241 Toll Road. ... 1000 Lupine, Lake Forest, CA

**Avalon Baker Ranch Rentals - Lake Forest, CA | Apartments.com**  
www.apartments.com/avalon-baker-ranch-lake-forest-ca/3d94/ •  
★★★★★ Rating: 5 - 3 reviews  
See all available apartments for rent at Avalon Baker Ranch in Lake Forest, CA. Avalon Baker Ranch has rental units ranging from 712-1726 sq ft starting at ...

**Avalon Baker Ranch Apartments - Lake Forest, CA | Zillow**  
www.zillow.com • California • Lake Forest • 92630 • Zillow •  
View 19 pictures of the 9 units for Avalon Baker Ranch Apartments - Lake Forest, CA, as well as Zestimates and nearby comps. Find the perfect place to live.

**Avalon Baker Ranch - Lupine | Lake Forest, CA Apartments for Rent ...**  
www.rent.com • California • Lake Forest Apartments •  
★★★★★ Rating: 4.6 - 218 votes  
See photos, floor plans and more details about Avalon Baker Ranch in Lake Forest, CA. Visit Rent.com® now for rental rates and other information about this ...

**Avalon Baker Ranch in Lake Forest, CA Ratings, Reviews, Rent Prices ...**  
www.apartmentratings.com • California • Lake Forest •  
★★★★★ Rating: 4.7 - 34 reviews  
Ratings & reviews of Avalon Baker Ranch in Lake Forest, CA. Find the best-rated Lake Forest apartments for rent near Avalon Baker Ranch at ...

**Avalon Baker Ranch** ★  
Website Directions  
4.5 ★★★★★ 61 Google reviews • Apartment Building  
Address: 1000 Lupine, Lake Forest, CA 92610  
Phone: (949) 860-7447  
Suggest an edit  
Reviews from the web  
Apartment Guide 4.6/5 218 reviews | Apartments.com 5/5 3 reviews | Rent.com 4.6/5 218 votes  
Reviews Write a review Add a photo  
M "From the moment we walk in to the leasing office the staff made us feel at home!"  
"The dog park and grooming spa are great for the neighborhood pups."  
"We love the location, amenities, and atmosphere."  
View all Google reviews

APARTMENT 5

**Frederick Park - Apartments - 601 Thomas Ct, Marina, CA - Phone ...**  
www.yelp.com • Home Services • Real Estate • Apartments • Yelp •  
★★★★★ Rating: 4.5 - 9 reviews  
(831) 883-3157 • 601 Thomas Ct Marina, CA 93933 ... Photo of Frederick Park - Marina, CA, United States - Jaime M. ... Best of Yelp Marina - Apartments.

**East Campus Apartments | Cal State Monterey Bay - CSUMB Home**  
https://csUMB.edu/.../east-campus-apartment... • California State University, Monterey Bay •  
The Frederick Park Apartments form a student residential community on Cal State Monterey ... Domestic partnership (according to CA State Family Code 297).

**Frederick Park Apartments in Marina, CA Ratings, Reviews, Rent ...**  
www.apartmentratings.com • California • Marina •  
★★★★★ Rating: 5 - 2 reviews  
Ratings & reviews of Frederick Park Apartments in Marina, CA. Find the best-rated Marina apartments for rent near Frederick Park Apartments at ...

**We live on the CSUMB East Campus apartments here....**  
www.apartmentratings.com • California • Marina • Frederick Park Apartments •  
★★★★★ Rating: 5 - Review by HelenK40  
Dec 28, 2013 - Review of studio apartment at Frederick Park Apartments in Marina, CA posted Dec 28, 2013.

**Frederick Park 601 Thomas Ct Marina, CA Real Estate Management ...**  
https://www.mapquest.com/.../california/apartments-marina/frederick-park-a... • MapQuest •  
★★★★★ Rating: 8.9/10 - 4 reviews  
Get directions, reviews and information for Frederick Park in Marina, CA. ... Frederick Park, 601 Thomas Ct, Marina, CA 93933 ... Apartments. Verified: Claim ...

**FIRE Student Housing & Residential Life Community Standards - FIRE**  
https://www.thefire.org/.../4117797b74... • Foundation for Individual Rights in Education •  
discussion and open communication with roommates, suite/quad/apartment mates ..... Therefore, according the California Building Code, Frederick Park upstairs ...

**Frederick Park Apartments Reviews - Marina, CA | Apartments.com**  
www.apartments.com/reviews/ca/marina/frederick-park-apartments/000df4/ •  
★★★★★ Rating: 3 - Review by Rebecca M.  
Frederick Park Apartments review. The tile floors are hideous and outdated. Very spacious though!

**Frederick Park Apartments - About - Google+**  
https://plus.google.com/106402610483207873361/about •  
Frederick Park Apartments - Welcome to Frederick Park, a student residential community located on California State ... 605 Thomas Ct Marina, CA 93933.

**Frederick Park Apartments** ★  
Apartment Complex Website Directions  
Address: 605 Thomas Ct, Marina, CA 93933  
Phone: (831) 883-3157  
Suggest an edit  
Reviews from the web  
ApartmentRatings 5/5 2 reviews | Facebook 2.3/5 8 votes  
Reviews Write a review Add a photo  
"When calling for maintenance the staff has always been prompt and courteous."  
"Customer relations are great always polite and professional."  
"I enjoyed living in Frederick Park!"  
View all Google reviews

APARTMENT 6

Apartment 6

9%

Apartment 5

86%

Neither

5%



Results for Question 1: Strictly based on reviews, for which of the communities are you more likely to visit?

Community	Likelihood to Visit	ORA™ Score
SET 1		
Apartment 1	74 %	70
Apartment 2	19 %	60
SET 2		
Apartment 3	50%	80
Apartment 4	40%	70
SET 3		
Apartment 5	86%	90
Apartment 6	9%	80

**Seventy percent** of prospects chose to visit a property with a better online reputation. The online reputation of the selected property across multiple review sites is measured and quantified by its individual ORA™ score.



Results for Question 2: Which rating had the strongest impact on your decision to visit the property?





Results for Question 2: Which rating had the strongest impact on your decision to visit the property?

**1** Roosevelt Square - Apartments Starting At \$823 - Apartments.com  
Ad www.apartments.com/ (888) 581-5023  
View Floorplans, Photos & More!  
Community Information - 3D & Interactive Tours - Ratings & Reviews - Commute Planner  
Ratings: Listing variety 9/10 - Listing quality 9/10 - Website 8.5/10 - Community 8.5/10  
Start Your Search Here - Advertise With Us - Renter Resources Blog

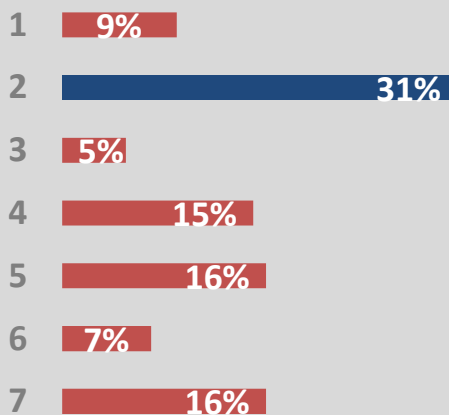
**2** Roosevelt Square Apartments - 22 Photos & 34 Reviews - Apartments.com  
www.yelp.com › Home Services › Real Estate › Apartments › Yelp  
★★★★★ Rating: 2 - 34 reviews  
(866) 274-5089 - 121 W Portland St Phoenix, AZ 85003 ... Photo of Roosevelt Square Apartments - Phoenix, AZ, United States. Photo of Roosevelt Square ...

**3** Roosevelt Square in Phoenix, AZ Ratings, Reviews, Rent Prices and ...  
www.apartmentratings.com › Arizona › Phoenix  
★★★★★ Rating: 3.4 - 349 reviews  
Ratings & reviews of Roosevelt Square (formerly Post Roosevelt Square) in Phoenix, AZ. Find the best-rated Phoenix apartments for rent near Roosevelt Square ...

**4** Roosevelt Square, Phoenix - (see reviews, pics & AVAIL) - RentLingo  
www.rentlingo.com › 98 Phoenix apartment rentals  
★★★★★ Rating: 3.5 - Review by RentLingo Editors  
The complex is enormous, with over four hundred apartments and three unique buildings, yet comes off as a little disappointing. Building A has an urban ...

**5** Roosevelt Square Rentals - Phoenix, AZ | Apartments.com  
www.apartments.com/roosevelt-square-phoenix-az/n8rj0xm/   
★★★★★ Rating: 5 - 8 reviews  
See all available apartments for rent at Roosevelt Square in Phoenix, AZ. Roosevelt Square has ...  
Apartment Reviews at Roosevelt Square. Please select a ...

**Roosevelt Square** ★  
Website Directions  
Address: 121 W Portland St, Phoenix, AZ 85003  
Phone: (602) 842-0713  
Suggest an edit  
Reviews from the web  
5/5 Apartments.com · 8 reviews  
Reviews Write a review Add a photo  
"Great location, friendly front office staff, and great repair staff."  
View all Google reviews



APARTMENT 2



Results for Question 2: Which rating had the strongest impact on your decision to visit the property?

Award-Winning Washington DC Apartments by Dupont Circle ...  
www.westbrookeplace.com/ ▼  
2201 N Street NW / Washington, DC 20037 ... Situated moments from the epicenter of the action, Westbrooke Place is the perfect setting to find your ideal ...

Westbrooke Place Apartments: Photos, Floorplans, Availability and ...  
gables.com/westbrookeplace ▼  
Rent a beautiful Westbrooke Place apartment in Washington, DC. Furnished, Unfurnished, and Corporate options available. Free apartment finder and rentals ...

Westbrooke Place Rentals - Washington, DC | Apartments.com  
www.apartments.com/westbrooke-place-washington-dc/xrq3d7n/ ▼  
★★★★★ Rating: 5 - 10 reviews  
See all available apartments for rent at Westbrooke Place in Washington, DC. Westbrooke Place has rental units ranging from 391-1491 sq ft starting at \$2140.

Westbrooke Place - Apartments - 2201 N Street NW, West End ... - Yelp  
www.yelp.com › Home Services › Real Estate › Apartments ▼ Yelp ▼  
★★★★★ Rating: 3.5 - 6 reviews  
(866) 266-0752 · 2201 N Street NW Washington, DC 20037 ... renovated interior by A E. Photo of Westbrooke Place - Washington, DC, United States · See all 4 ...

Westbrooke Place Apartments - Washington, DC 20037 | Apartments ...  
www.apartmentguide.com/apartments/District...WashingtonWestbrooke-Place/22443... ▼  
★★★★★ Rating: 4.3 - 228 reviews  
Check out floor plans, HD photos, videos, ratings/reviews, apartment features, community amenities, and more at Westbrooke Place, 2201 N Street NW, ...

Westbrooke Place in Washington, DC Ratings, Reviews, Rent Prices ...  
www.apartmentratings.com › District of Columbia › Washington ▼  
★★★★★ Rating: 3.4 - 65 reviews  
Ratings & reviews of Westbrooke Place in Washington, DC. Find the best-rated Washington apartments for rent near Westbrooke Place at ...

Westbrooke Place | Facebook  
www.facebook.com › Places › Washington, District of Columbia › Real Estate ▼  
★★★★★ Rating: 4 - 4 votes  
2201 N St NW, Washington, DC 20037 ... Experience the best that Washington, DC has to offer. ... Westbrooke Place residents enjoying the Nationals vs. Orioles ...

**Westbrooke Place** ★

Apartment Building Website Directions

Address: 2201 N St NW, Washington, DC 20037  
Phone: (202) 466-6228

Ads Book a room

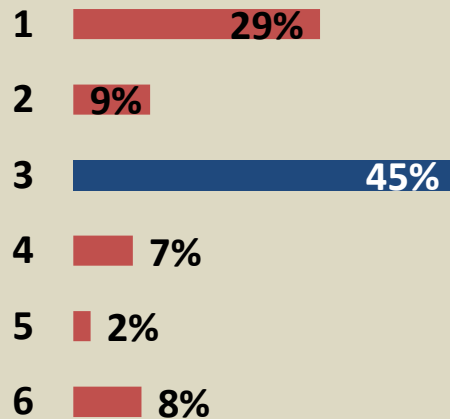
Sun, Oct 16 Mon, Oct 17

Check website for rates and availability

6 Reviews Write a review Add a photo

"I highly recommend the area and property."

View all Google reviews



APARTMENT 3





## THE INTERNET ADVENTURE

Results for Question 2: Which rating had the strongest impact on your decision to visit the property?

San Francisco Apartments - See Floor Plans Here - parkmerced.com  
www.parkmerced.com/ ▼  
Live in a Pet-Friendly Community with Amenities & Green Space Near MUNI & BART.  
Near The Lake & The Links - Lush, Sustainable Grounds - Steps From The Beach  
📍 3711 19th Ave, San Francisco, CA - Open today - 9:00 AM - 8:00 PM ▼

Peninsula Pines Apartments in South San Francisco CA  
www.peninsulapinesapts.com/ ▼  
Looking for apartment homes in South San Francisco, CA? Find a home near San Mateo and San Francisco State University at Peninsula Pines Apartments!  
Amenities · Floor plans · Neighborhood

**1** Peninsula Pines Apartments in South San Francisco, CA - Yelp  
www.yelp.com · Home Services · Real Estate · Apartments ▼ · Yelp ▼  
★★★★★ Rating: 2.5 - 13 reviews  
(650) 589-2909 · 842 Antoinette Ln South San Francisco, CA 94080 ... Photo of Peninsula Pines Apartments - South San Francisco, CA, United States. Parking.

**2** Peninsula Pines Apartments - 13 Reviews - Apartments - 842 ... - Yelp  
m.yelp.com · Home Services · Real Estate · Apartments ▼  
★★★★★ Rating: 2.5 - 13 reviews  
13 reviews of Peninsula Pines Apartments "In my opinion, this place ... 842 Antoinette Ln, South San Francisco, CA 94080, .... But what isn't in San Francisco?"

Peninsula Pines Apartments For Rent in South San Francisco, CA ...  
https://www.forrent.com/apartment-community.../1023636 ▼ For Rent Media Solutions ▼  
Peninsula Pines Apartments offers up to 3 bedroom, 2 bathroom along with additional amenities. Located in South San Francisco, CA, Peninsula Pines ...

**3** Peninsula Pines Rentals - South San Francisco, CA | Apartments.com  
www.apartments.com/peninsula-pines-south-san-francisco-ca/f19cymv/ ▼  
★★★★★ Rating: 4 - 1 review  
See all available apartments for rent at Peninsula Pines in South San Francisco, CA. Peninsula Pines has rental units ranging from 290-1200 sq ft starting at ...

Peninsula Pines Apartments in South San Francisco, CA Ratings ...  
www.apartmentratings.com · California · South San Francisco ▼  
★★★★★ Rating: 3 - 49 reviews  
Ratings & reviews of Peninsula Pines Apartments in South San Francisco, CA. Find the best-rated South San Francisco apartments for rent near Peninsula ...

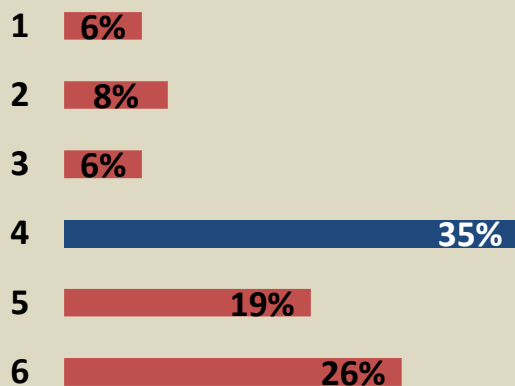
**4**

**5**

**6**

Peninsula Pines Apartments ★  
Website Directions  
3.8 ★★★★★ 5 Google reviews · Apartment Rental Agency  
Address: 852 Antoinette Ln, South San Francisco, CA 94080  
Phone: (650) 589-2909  
Suggest an edit · Own this business?  
Add missing information  
Add business hours  
Reviews from the web  
Apartments.com 4/5 1 review  
ApartmentRatings 3/5 49 reviews  
Reviews  
Write a review Add a photo  
"Size of the townhome type apartment however Management is very limited."  
"The price was amazing for what we originally paying."  
View all Google reviews

APARTMENT 4





## THE INTERNET ADVENTURE

Results for Question 2: Which rating had the strongest impact on your decision to visit the property?

1

AvalonCommunities.com - Avalon Baker Ranch Apts  
Ad www.avaloncommunities.com/ (866) 659-7395  
Gourmet Kitchens, Parking Garage, Courtyards & Dog Park. Apply Now!

2

Avalon Baker Ranch - 58 Photos & 32 Reviews - Apartments - 1000 ...  
www.yelp.com › Home Services › Real Estate › Apartments ▼ Yelp ▼  
★★★★★ Rating: 4.5 - 32 reviews  
(866) 636-9301 · 1000 Lupine Lake Forest, CA 92610 ... 32 reviews of Avalon Baker Ranch "We moved in 2 weeks before our wedding in November 2015 and ...

3

Avalon Baker Ranch Apartments - Lake Forest, CA 92630 ...  
www.apartmentguide.com/apartments/California/.../Avalon-Baker-Ranch/100021046/ ▼  
★★★★★ Rating: 4.6 - 218 reviews  
Avalon Baker Ranch is a refreshing, smoke-free community, with thoughtfully designed 1, 2 & 3 bedroom apartment homes as well as 2 & 3 bedroom townhomes. ... Desirably located near Alton Parkway, Bake Parkway, Interstates 5 and 405, and the 241 Toll Road. ... 1000 Lupine, Lake Forest, CA ...

4

Avalon Baker Ranch Rentals - Lake Forest, CA | Apartments.com  
www.apartments.com/avalon-baker-ranch-lake-forest-ca/j63dl94/ ▼  
★★★★★ Rating: 5 - 3 reviews  
See all available apartments for rent at Avalon Baker Ranch in Lake Forest, CA. Avalon Baker Ranch has rental units ranging from 712-1726 sq ft starting at ...

5

Avalon Baker Ranch Apartments - Lake Forest, CA | Zillow  
www.zillow.com › California › Lake Forest › 92630 ▼ Zillow ▼  
View 19 pictures of the 9 units for Avalon Baker Ranch Apartments - Lake Forest, CA, as well as Zestimates and nearby comps. Find the perfect place to live.

6

Avalon Baker Ranch - Lupine | Lake Forest, CA Apartments for Rent ...  
www.rent.com › California › Lake Forest Apartments ▼  
★★★★★ Rating: 4.6 - 218 votes  
See photos, floor plans and more details about Avalon Baker Ranch in Lake Forest, CA. Visit Rent.com® now for rental rates and other information about this ...

7

Avalon Baker Ranch in Lake Forest, CA Ratings, Reviews, Rent Prices ...  
www.apartmentratings.com › California › Lake Forest ▼  
★★★★★ Rating: 4.7 - 34 reviews  
Ratings & reviews of Avalon Baker Ranch in Lake Forest, CA. Find the best-rated Lake Forest apartments for rent near Avalon Baker Ranch at ...

42 Photos

See inside

Avalon Baker Ranch ★

Website Directions

4.5 ★★★★★ 61 Google reviews · Apartment Building

Address: 1000 Lupine, Lake Forest, CA 92610  
Phone: (949) 860-7447  
Suggest an edit

Reviews from the web

Apartment Guide 4.6/5 218 reviews

Apartments.com 5/5 3 reviews

Rent.com 4.6/5 218 votes

8 Reviews

Write a review

Add a photo

"From the moment we walk in to the leasing office the staff made us feel at home!"

"The dog park and grooming spa are great for the neighborhood pups."

"We love the location, amenities, and atmosphere."

View all Google reviews

Rating	Percentage
1	10%
2	13%
3	4%
4	3%
5	2%
6	28%
7	27%
8	12%

APARTMENT 5

J TURNER RESEARCH

24



Results for Question 2: Which rating had the strongest impact on your decision to visit the property?

**1** Frederick Park - Apartments - 601 Thomas Ct, Marina, CA - Phone ...  
www.yelp.com › Home Services › Real Estate › Apartments › Yelp  
★★★★★ Rating: 4.5 - 9 reviews  
(831) 883-3157 · 601 Thomas Ct Marina, CA 93933 ... Photo of Frederick Park - Marina, CA, United States · Jaime M. .... Best of Yelp Marina - Apartments.

**2** East Campus Apartments | Cal State Monterey Bay - CSUMB Home  
https://csumb.edu/~east-campus-apartment... › California State University, Monterey Bay  
The Frederick Park Apartments form a student residential community on Cal State Monterey ... Domestic partnership (according to CA State Family Code 297).

**3** Frederick Park Apartments in Marina, CA Ratings, Reviews, Rent ...  
www.apartmentratings.com › California › Marina  
★★★★★ Rating: 5 - 2 reviews  
Ratings & reviews of Frederick Park Apartments in Marina, CA. Find the best-rated Marina apartments for rent near Frederick Park Apartments at ...

**3** We live on the CSUMB East Campus apartments here....  
www.apartmentratings.com › California › Marina › Frederick Park Apartments  
★★★★★ Rating: 5 - Review by HelenK40  
Dec 28, 2013 - Review of studio apartment at Frederick Park Apartments in Marina, CA posted Dec 28, 2013.

**6** Frederick Park 601 Thomas Ct Marina, CA Real Estate Management ...  
https://www.mapquest.com/.../california/apartments-marina/frederick-park-a... › MapQuest  
★★★★★ Rating: 8.9/10 - 4 reviews  
Get directions, reviews and information for Frederick Park in Marina, CA. ... Frederick Park. 601 Thomas Ct, Marina, CA 93933 ... Apartments. Verified: Claim ...

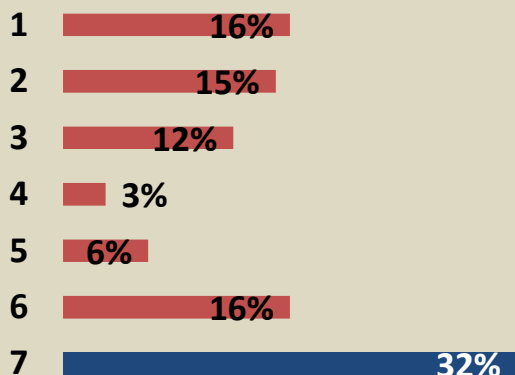
**7** [PDF] Student Housing & Residential Life Community Standards - FIRE  
https://www.thefire.org/\_41f7797b74... › Foundation for Individual Rights in Education  
discussion and open communication with roommates, suite/quad/apartment mates ..... Therefore, according the California Building Code, Frederick Park upstairs ...

**5** Frederick Park Apartments Reviews - Marina, CA | Apartments.com  
www.apartments.com/reviews/ca/marina/frederick-park-apartments/j000d4/ ›  
★★★★★ Rating: 3 - Review by Rebecca M.  
Frederick Park Apartments review. The tile floors are hideous and outdated. Very spacious though!

Frederick Park Apartments - About - Google+  
https://plus.google.com/106402610483207873361/about  
Frederick Park Apartments - Welcome to Frederick Park, a student residential community located on California State ... 605 Thomas Ct Marina, CA 93933.

**Frederick Park Apartments** ★  
Apartment Complex Website Directions  
Address: 605 Thomas Ct, Marina, CA 93933  
Phone: (831) 883-3157  
Suggest an edit  
Reviews from the web  
ApartmentRatings 5/5 2 reviews  
Facebook 2.3/5 8 votes  
Reviews Write a review Add a photo  
"When calling for maintenance the staff has always been prompt and courteous."  
"Customer relations are great always polite and professional."  
"I enjoyed living in Fredericks Park!"  
View all Google reviews

APARTMENT 6



In summary, Google reviews have a strong influence on a prospect's decision to visit a property. However, in case of a property, where the star rating or the volume of reviews in Google reviews is very low,



prospects are most impacted by the ratings site with the highest volume of reviews. As indicated earlier, for prospects, number of reviews is among the top three most critical aspects.

## SITE PREFERENCE

Assuming you were considering this apartment as a possible place to rent. Please rank the sites in order of impact (highest to lowest) each one will have on your decision to rent there?

- 1 Whisperwood: Apartments in Columbus GA  
www.whisperwoodcolumbus.com/ ▼  
★★★★★ Rating: 3.9 - 26 reviews  
Looking for a new adventure? Whisperwood in Columbus, GA has the apartments and community you've been looking for. Call us today to see what's available!
- 2 Whisperwood Apartments Rentals - Columbus, GA | Apartments.com  
www.apartments.com/whisperwood-apartments-columbus-ga/sr9hiv4/ ▼  
★★★★★ Rating: 3.9 - 26 reviews  
See all available apartments for rent at Whisperwood Apartments in Columbus, GA. Whisperwood Apartments has rental units ranging from 885-1623 sq ft ...
- 3 Whisperwood Apartments | Facebook  
www.facebook.com › Places › Columbus, Georgia › Real Estate ▼  
★★★★★ Rating: 3.9 - 26 reviews  
6029 Flat Rock Rd. Columbus, GA 31907.
- 4 Whisperwood in Columbus, GA Ratings, Reviews, Rent Prices and ...  
www.apartmentratings.com › Georgia › Columbus ▼  
★★★★★ Rating: 3.9 - 26 reviews  
Ratings & reviews of Whisperwood in Columbus, GA. Find the best-rated Columbus apartments for rent near Whisperwood at ApartmentRatings.com.
- 5 Whisperwood - Flat Rock Road | Columbus, GA Apartments for Rent ...  
www.rent.com › Georgia › Columbus Apartments ▼  
★★★★★ Rating: 3.9 - 26 reviews  
See photos, floor plans and more details about Whisperwood in Columbus, GA. Visit Rent.com® now for rental rates and other information about this property.
- 6 Whisperwood Apartments - Columbus, GA - Yelp  
www.yelp.com › Home Services › Real Estate › Apartments ▼ Yelp ▼  
★★★★★ Rating: 3.9 - 26 reviews  
(706) 563-0001 - 6029 Flat Rock Rd Columbus, GA 31907 ... Photo of Whisperwood Apartments - Columbus, GA, United States. Photo of Whisperwood ...

RANK	SITE	Number on Screenshot
1		7
2		2
3		4
4	Property Website	1
5		6
6		5
7		3



In terms of impact of review sites on the prospects' decision to rent at a property, Google ratings and reviews outshines all other ratings sites.

Apartments.com, a relatively new entrant to the ratings and reviews game, is the number two most impactful site followed by ApartmentRatings.com at the third spot.

We have been analyzing the trust of review sites since 2012. In our 2012 study - ***What do Residents Want: Trends in Resident Technology & Communication Preferences***, Yelp was the most trusted site. Rent.com took the second place and ApartmentRatings.com was sixth.

We did a similar study in 2015 for Multifamily Executive Concept Community project - ***Marketing to Different Generations: Emerging Online, Lifestyle and Language Trends***. In this study, Google was the most trusted site, followed by Yelp, and ApartmentRatings.com ranked third.





## CONCLUSION

J Turner Research's study - *The 2016 Internet Adventure: The Influence of Online Ratings on a Prospect's Decision Making* is a trailblazing initiative that for the very first time spotlights the process a prospect follows, specifically on the Internet, to find a property. The study focuses on the integral role of online ratings and reviews in that process and the various motivations that shape prospects' behavior.

Based on the findings, it is evident that prospects turn to ratings and reviews repeatedly in their apartment search process. Starters are prospects who use ratings and reviews at the beginning of their research, Short Listers are those who use it to narrow their research down, and Enders are prospects who use it to make a final decision.

Overall, the effect of ratings and reviews is stronger on a prospect's decision to visit a property even more than to lease. Other factors such as the experience at the property, the interaction with the property staff, and the property tour most likely dilute the effect of ratings on leasing to a certain extent.

Prospects are motivated by different aspects of ratings and reviews, depending on when they bring ratings into their decision-making. Overall star ratings, relevancy of reviews to their likes and dislikes, and the number of reviews is what prospects focus on the most. The Enders, especially women Enders, are persuaded more by the content of the reviews. In this research, content is defined as the relevancy of reviews to their likes and dislikes.

While searching for an apartment on the Internet, prospects are more likely to click on the first organic search result followed by the first advertised listing. In both cases, it will be worth the effort to be in the first position.

Given the dynamic nature of the online ratings and review sites, currently Google has the most impact on a prospect's decision to rent at a property, followed by Apartments.com at the second spot, and ApartmentRatings.com at the third position.

Last, but not the least, **a stellar online reputation makes all the difference**. The majority of prospects are more likely to visit a property with a better online reputation. Having a poor online reputation may eliminate your property from their consideration. A property's online reputation, across multiple review sites, can be measured and quantified by a single ORA™ Score developed by J Turner Research.

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