

THE EVOLUTION OF ONLINE REPUTATION:

Do Reviews and Responses Matter?

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ABOUT J TURNER RESEARCH

J Turner Research is the leading market research firm exclusively serving the multifamily industry. Our data and research empowers management companies to drive revenue. We offer customer insights and an integrated online reputation management platform that enables companies to 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 Online Reputation Assessment™ (ORA™) score serves as the industry standard for measuring a property's online reputation. This score is based on monthly online reputation monitoring of more than 71,000 properties nationwide, across various 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.

For more information, visit www.jturnerresearch.com.

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EXECUTIVE SUMMARY

Much has been said about the importance of online reviews in apartment shopping. Our research indicates that more than 86 percent of students look at online reviews while searching for an apartment and reviews have a strong impact on their decision to visit a property (6.26 on a scale of 0–10). In an effort to engage with students online, companies are responding to reviews. But do students really care about manager responses?

As the front runners in online reputation management research in the multifamily industry, we take our understanding to the next level. **We focus on how evolved students have become in their interaction with online reviews. We investigate how students consume online reviews, in particular manager responses. What do student shoppers really care about in deciding to visit and/or lease at your property?**

Students as well as other prospects for apartments consider multiple factors in their decision to ultimately rent at a property. For students, online reviews account for a significant **47 percent of the total influence in their decision-making**. Though reviews continue to hold water, students have become more perceptive and sophisticated in their consumption of these reviews. The power of content, both in reviews and responses, has emerged as a compelling factor in their thought process. Students are far more discerning of the information shared in online reviews. They filter facts from “emotional rants” and focus on recurrent problems voiced by the reviewers. Manager responses are a significant deal breaker with two-thirds of the respondents noticing these responses. Students seek a genuine, personalized, and problem-solving response from companies. This is the central conclusion of J Turner Research’s latest study *The Evolution of Online Reputation: Do Reviews and Responses Matter?* The study drew participation from 21,498 students and parents nationwide.

Scope of the Study

J Turner Research undertook an extensive student housing research project titled - *The Evolution of Online Reputation: Do Reviews and Responses Matter?* to study how evolved students have become in their consumption of reviews and responses. Nationwide, 21,498 participants responded to the survey – 19,180 students and 2,318 parents. Six national student housing companies participated in this survey.

In addition to this study, we also conducted several focus group discussions with students from the University of Houston and Rice University in Houston, Texas. We have included some prominent findings from this discussion in our report.

This student housing study presents a deep dive into:

- The trust and effect of online reviews on a student’s decision to visit a property.
- The most influential aspects of online reviews when they look at reviews of different properties.
- The impact of manager responses on student decision-making.
- Student expectations from manager responses.
- The interplay between giving and asking for reviews.
- The role of social media, specifically, Facebook, in the apartment search process.
- Parental involvement in the apartment decision-making process.



Demographic Profile

Number of Student Responses—19,180

Number of Parent Responses—2,318

GENDER

Male—34%

Female—66%

CLASSIFICATION

Freshman—12%

Sophomore—22%

Junior—29%

Senior—27%

Graduate—7%

Post-Graduate—4%



PARTICIPATING COMPANIES





KEY FINDINGS

Significance of online reviews

- For the majority of students (65 percent), online search is the primary source of information when looking for off-campus housing. Next is referral from a friend, followed by awareness of the area.
- A clear majority of students (86 percent) use online reviews in their apartment search process and 52 percent use it at the very beginning.
- Although students consider multiple factors while deciding to ultimately rent at a property, online reviews account for a significant **47 percent of the total influence**. For parents this influence is 42 percent.

Perception of Reviews

- Students mostly perceive online reviews to be positive. When asked about the general sentiment of online reviews, 42 percent of students view them as positive, 35 percent as neutral, and a little less than a quarter view them as mostly negative.

Trust and effect of reviews

- Students rate their trust of online reviews at 6.67 on a scale of 0-10. Parents' rating is quite close at 6.60.
- Students rate the effect of online reviews on their decision to visit a property at 6.26 on a scale of 0-10. For parents this effect is relatively lower at 5.06. In conventional housing, the effect is relatively higher at 7.33.

Reviews vs. recommendations

- In comparing online reviews vs. recommendations from a friend, the results lean in favor of online reviews. The effect of personal recommendations is getting diluted by online reviews.

Most influential review aspects

- The top two most influential aspects of online reviews in students' decision-making are: the relevancy of reviews to their likes and dislikes (63 percent) and star rating (60 percent). Next in line are recentness of the reviews and number of reviews, both are neck and neck at 57 and 56 percent respectively. The relevancy of reviews refers to the content of the reviews.
- While evaluating the content of reviews, students have become very perceptive and discerning. They filter out facts from emotional outbursts and look for recurrence of problems in reviews—for instance, bed bugs, pest control, and service issues, etc.



Posting of reviews

- Our results indicate a strong correlation between posting and asking for reviews. The clear majority of respondents, 72 percent, have not posted reviews online. And 68 percent of students have never been approached to post online reviews. Hence, there is a huge window of opportunity for companies to boost their online reputation

Manager responses—Importance and expectations

- Manager responses are deal breakers as two-thirds of students notice these responses. Students perceived no response to a review as a sign of bad management.
- Students place high importance on a manager's response to a review. The respondents rated the importance at 6.55 on a scale of 0-10.
- A manager's response to a review also works in favor of improving students' impression about the property with the respondents rating the effect at 6.44.
- Students' top three expectations from a manager's response are: commitment to resolve the issue, authentic/customized response, and the right attitude.
- In a response, simply asking students to call or come to the office is not well received by them. This is considered worse than no response at all.
- Cookie-cutter responses are a big no.

Social media usage

- Instagram is the most widely used social media platform by students, followed by Snapchat and Facebook.
- Facebook is somewhat effective as a search medium for students, with 38 percent reportedly visiting the Facebook page of a property before leasing.
- Students searching for apartments focus primarily on reviews and pictures when they visit the Facebook page of a property.
- However, contrary to the survey findings, in the focus group discussions, the participants did not trust Facebook or any other social media platform as a source to search for an apartment claiming that the "information shared on the page is skewed."

Parental influence

- Students are eager to assert their independence and seem to downplay the involvement of their parents. While parents believe that they are deeply involved in their student's apartment decision-making process.



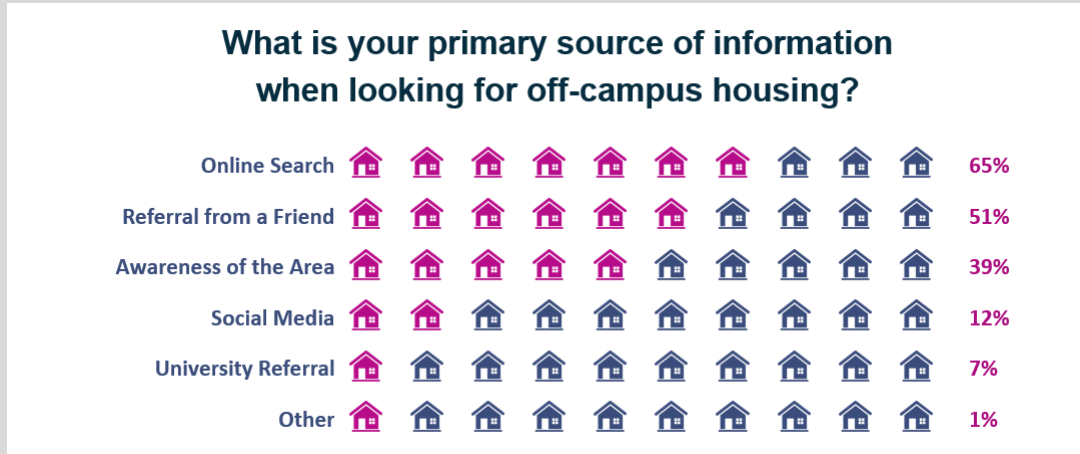
- Almost two-thirds (62 percent) of the parents answered “yes” to visiting the apartment the student was considering prior to leasing. In a sharp denial, only 37 percent of students said that their parents visited the apartment they were considering to lease.
- Parents rated their involvement in the apartment selection process at 6.97, while the students rated parental involvement at 4.96.
- There are multiple factors that affect the decision to lease at a property. According to parents, 42 percent of that decision is based on online reviews. While for students, 47 percent of that decision is based on online reviews.

Focus Group Discussions – Key Takeaways

- Location, price, value features, and safety are most important to students.
 - If an apartment meets the above criteria, they turn to reviews to gather more information.
- Students are visual; they rely heavily on pictures and videos to make decisions.
- Social media platforms are for advertising and are perceived as having positively skewed content.
- Manager responses are big deal breakers. Students seek genuine and personalized responses with a problem-solving attitude.
 - In a response, simply asking the reviewer to call or come to the office is not well received.
 - In the minds of students, no response to a review = bad management.
- Review features that make a difference – 3.5 star rating, some reviews in the last 6-12 months, and at least 30 reviews per property.
- Review content – Students are very discerning. They filter facts from emotional outbursts and look for recurrent problems in reviews. They closely evaluate complaints about daily aspects of apartment living that matter most to them.
- With regards to parental involvement in apartment shopping, national and international students have different experiences.
 - International students rely on university Listserves and other information from the university to search for their first apartment. According to them, parents are not familiar with the country, so their involvement is almost negligible.
 - National students prefer to do the initial groundwork on their own and involve their parents when they have narrowed their apartment choices to two or three properties. For parents of national students, “value for money” and safety are two consequential factors.

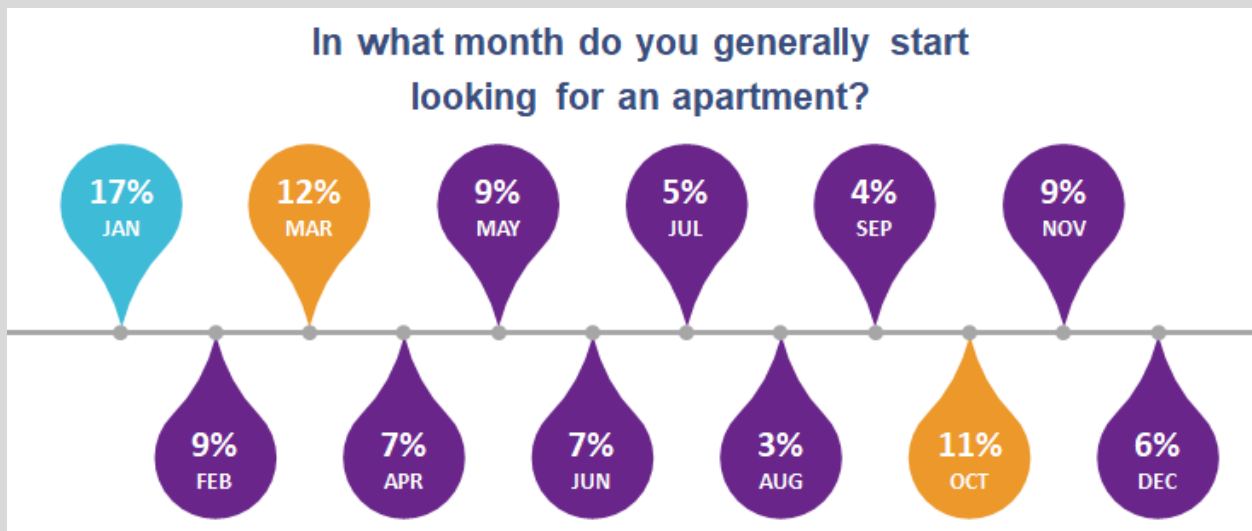


APARTMENT SEARCH TIME FRAME AND SOURCES



For most of the students (65 percent) online search is the primary source of information when looking for off-campus housing. Next is referral from a friend, followed by awareness of the area.

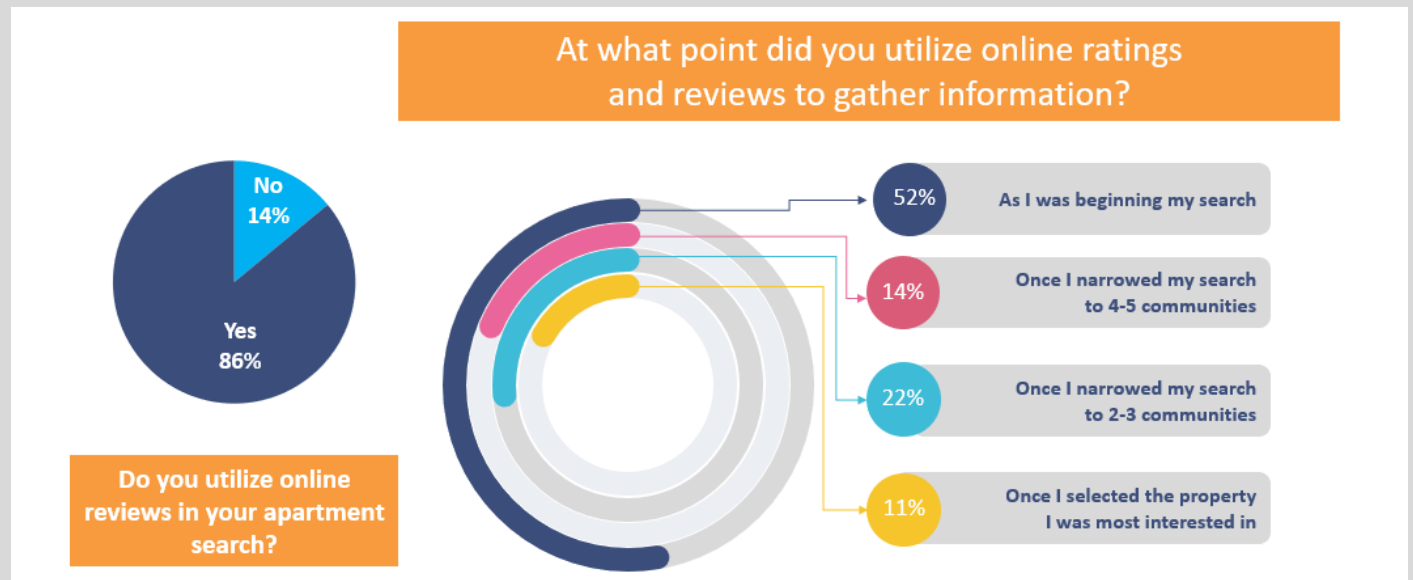
Interestingly, in the focus group discussions, the international students rely more on university Listserves and related information to find their first apartment. The search for the second apartment is guided more by recommendations, awareness of the location, and online inquiry.



Most students commence their apartment search in January. The next most popular month is March and close on its heels is October.



REVIEW SITES USAGE IN THE RENTAL LIFECYCLE



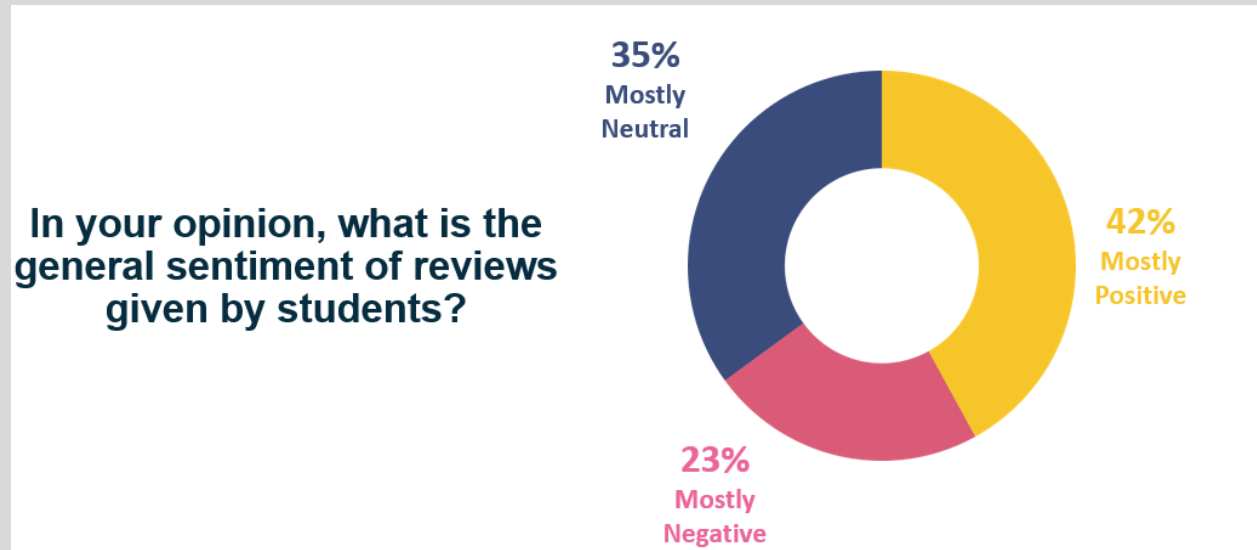
Prospects across the board rely on online reviews to filter communities of interest to visit rather than utilize them at the tail end. Your “digital curb appeal” matters!

Overall, the vast majority of students (86 percent) use online reviews in their apartment search process and 52 percent use it at the very beginning of their research. In conventional housing, the percentage of prospects that rely on reviews as the first go-to is relatively higher at 62 percent.

In the focus group discussions, students unanimously agreed that location, price, value features, and safety of the community are the first determining factors in identifying a prospective home. They turned to online reviews as the next step to gather more information about the property.



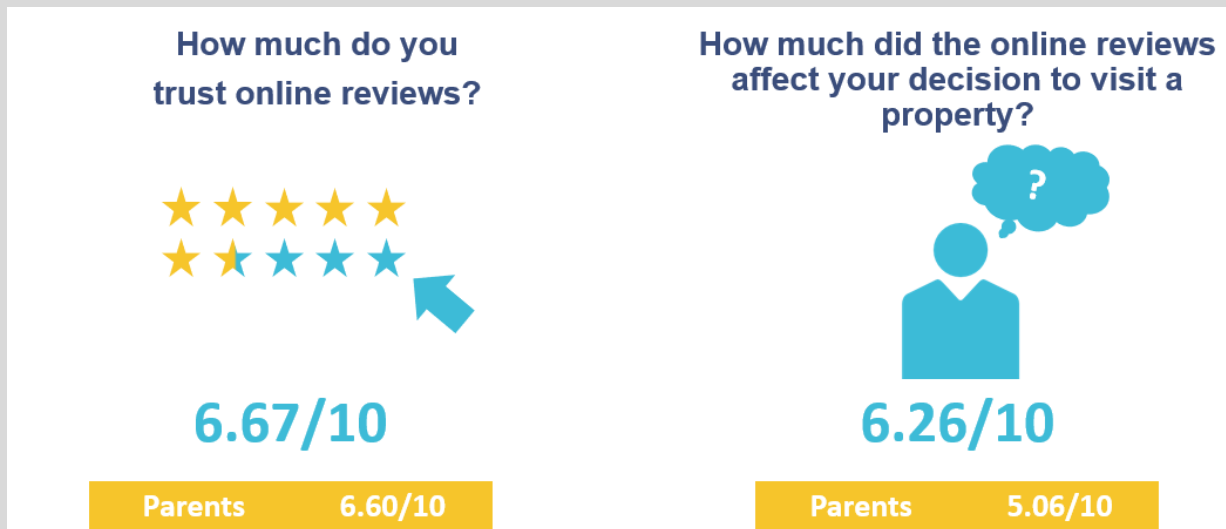
PERCEIVED REVIEW SENTIMENT



Students in general seem to have a favorable perception of online reviews. The majority of participants in our study view reviews as positive; more than one-third view them as mostly neutral; and less than a quarter view reviews as mostly negative.



TRUST AND EFFECT OF REVIEWS



Students and parents have immense faith in online reviews. The respondents rate their trust of reviews at a high of 6.67 on a scale of 0–10. Parents also fall within the same range; they rate it at 6.60.

The effect of online reviews on students' decision to visit a property is rated at 6.26, while in conventional housing it is rated relatively higher at 7.33. For parents this effect is relatively lower at 5.06.



REVIEWS VS. RECOMMENDATIONS

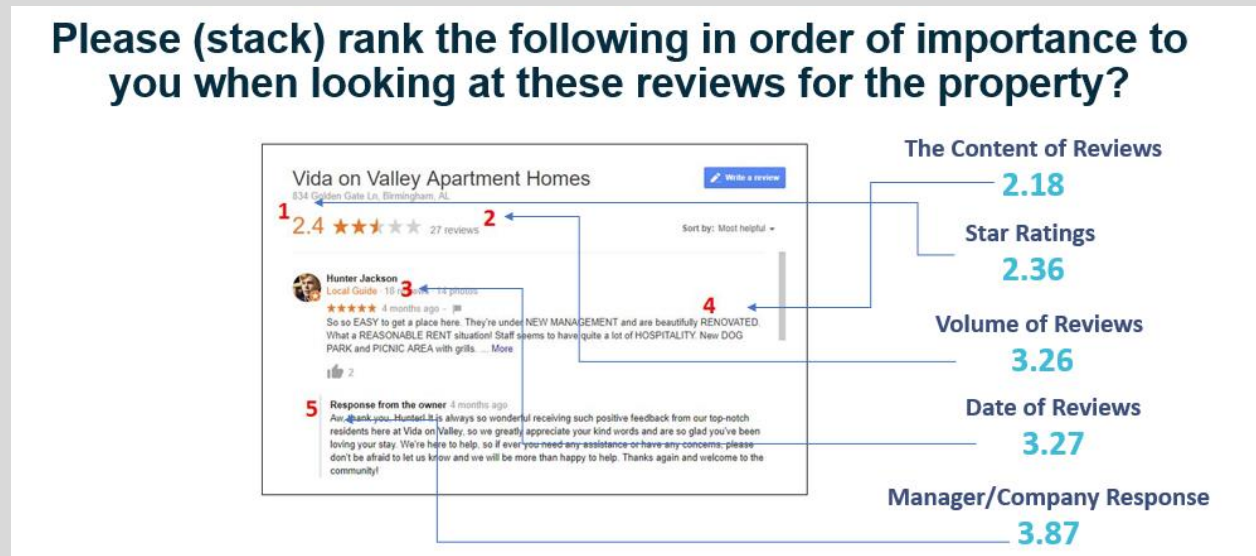
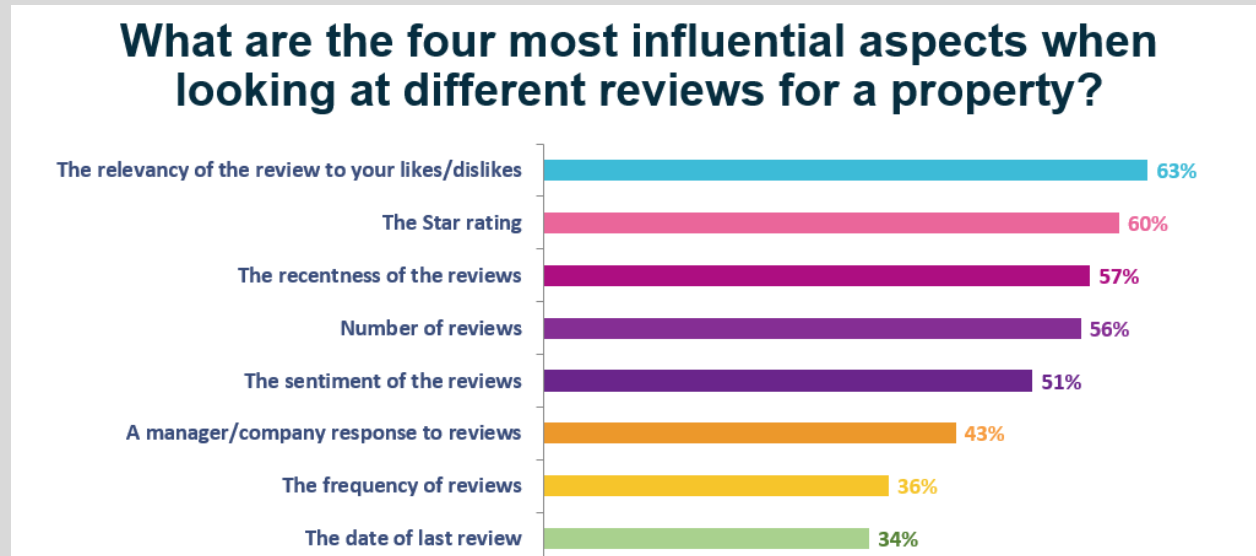


In comparing online reviews vs. recommendations from a friend, the results lean in favor of online reviews. The effect of personal recommendations is getting diluted by online reviews.

In the focus group discussions, word of mouth had a strong influence over online reviews in the decision to rent at a property.



MOST INFLUENTIAL ASPECTS OF REVIEWS



The most compelling finding of this study is that you cannot ignore the power of content. The dominant feature that students look at while comparing reviews of different properties is content or the relevancy of reviews to their likes and dislikes. This is followed by star rating and recentness of the reviews. The number of reviews is a close fourth. Close to half of the respondents are also influenced by the manager/company response to a review.



In the focus group discussions, students concurred that star rating was among the two most compelling features they look at. For a property to be considered worthy, they expected it to have a minimum of a 3.5 star rating. Next was the recentness of reviews—they pay attention to properties that have some reviews in the last 6 to 12 months. If a property had negative reviews that dated back two years, they were willing to give it a chance in good faith that “the management would have remedied the situation.” With regards to volume of reviews, students expect a property to have a minimum of 30 reviews.

In evaluating reviews, content rules. Students have become more sophisticated and discerning of the information shared in reviews. They filter out facts from emotional outbursts and look for recurrent problems shared by the reviewer – for instance, bed bugs, pest control, and service, etc.



POSTING REVIEWS



Our results indicate a strong correlation between posting and asking for reviews. Though students depend on reviews to guide their apartment search, data shows that they are not wholeheartedly contributing to the review volume and neither are they being asked to contribute.

The majority of respondents (72 percent) have not posted reviews online. And 68 percent of students have never been approached to post online reviews. Hence, there is a huge window of opportunity for companies to boost their online reputation by reaching out to students for online reviews.

Manager responses make a difference with 68 percent of students reporting that they notice these responses.



IMPORTANCE OF MANAGER RESPONSES

In your opinion, how important is it that a manager responds to a review?



6.55

How much does a manager's response to a review improve your perception of the apartment?



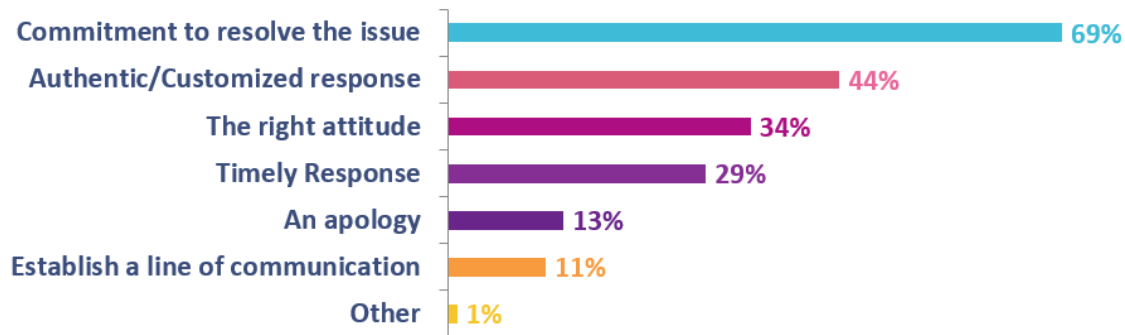
6.44

This study indicates that manager responses play a meaningful role in apartment shopping. Students place high importance on a manager's response to a review with the respondents rating it at 6.55 on a scale of 0-10. Manager responses also have the power to favorably improve their perception of the property with participants giving it an overall 6.44 rating.



MANAGER RESPONSE EXPECTATIONS

What are the top two things that you look for in a response?



Students reject cookie-cutter responses. Their top three expectations from a manager's response are: commitment to resolve the issue, authentic/customized response, and the right attitude.

This sentiment was also echoed in the focus group discussions. The participants unanimously agreed on genuine and personalized responses with a problem-solving attitude. In a response, simply asking them to call or come to the office was not well received by students. It was worse than not responding to a review at all. Students perceived no response to a review as a sign of "bad management."



To further determine the nature and tone of responses students prefer, we shared two different review responses to a one-star review where one was a “cookie cutter” response and the other one was more personalized. An overwhelming majority of students (66 percent) opted for the more personalized and genuine response.

Looking strictly at the response from the manager for the reviews, which one do you like better?



In a nutshell, manager responses are significant deal breakers and it is imperative to focus on the content of the responses.



KEY WORD CLOUD

In an era of user-generated content, we thought it is best to hear from the horse's mouth. We presented students with two reviews, one negative and one positive, and asked them to craft a response to the review. This word cloud captures their most frequently used words in their responses. We have also included some responses from students to both kind of reviews in the appendix.

Negative Review Word Cloud

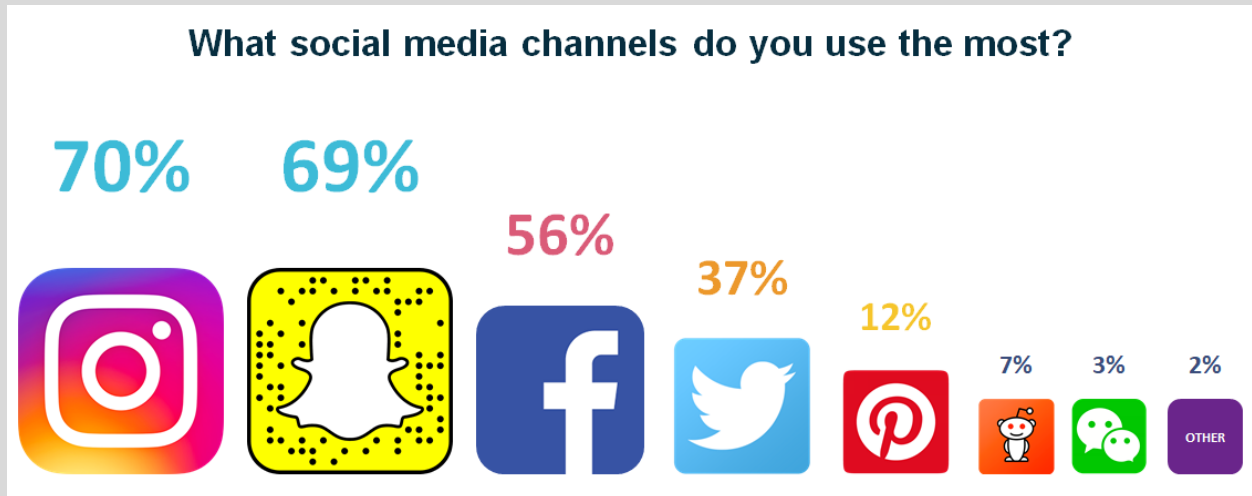


Positive Review Word Cloud





SOCIAL MEDIA PLATFORMS USAGE



Instagram, Snapchat, Facebook, Twitter, Pinterest, Reddit, WeChat, and Others

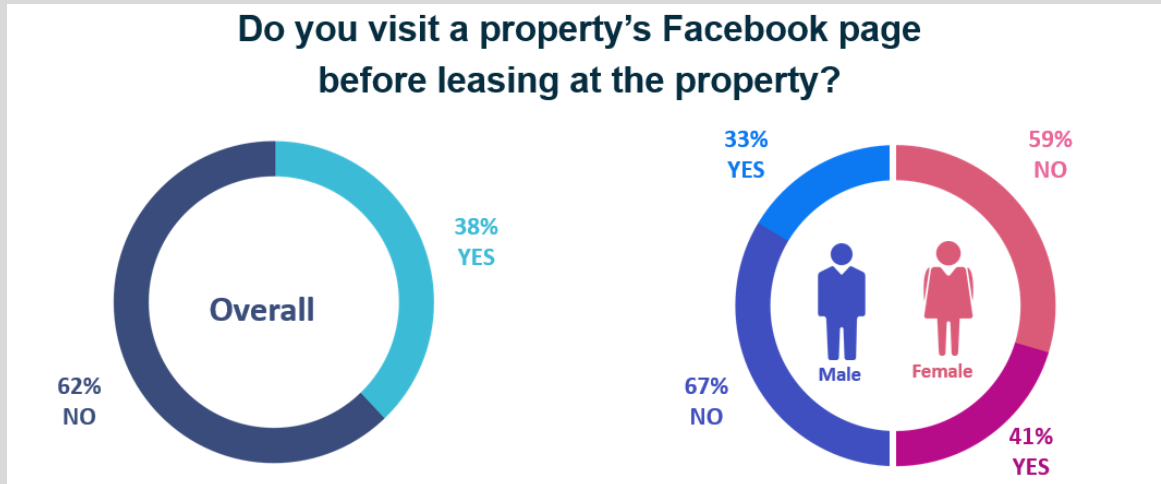
Social media usage in student housing differs from conventional housing. Instagram is the most widely used social media platform, followed by Snapchat and Facebook. While in conventional housing*, Facebook is the platform of choice followed by Instagram and Snapchat. In general, for American adults**, Facebook is the most popular platform followed by Instagram and Linked In.

*[The Mechanics of Online Review Sites and ILSs \(October 2017\)](#)

** [Pew Research Center Social Media Fact Sheet](#)

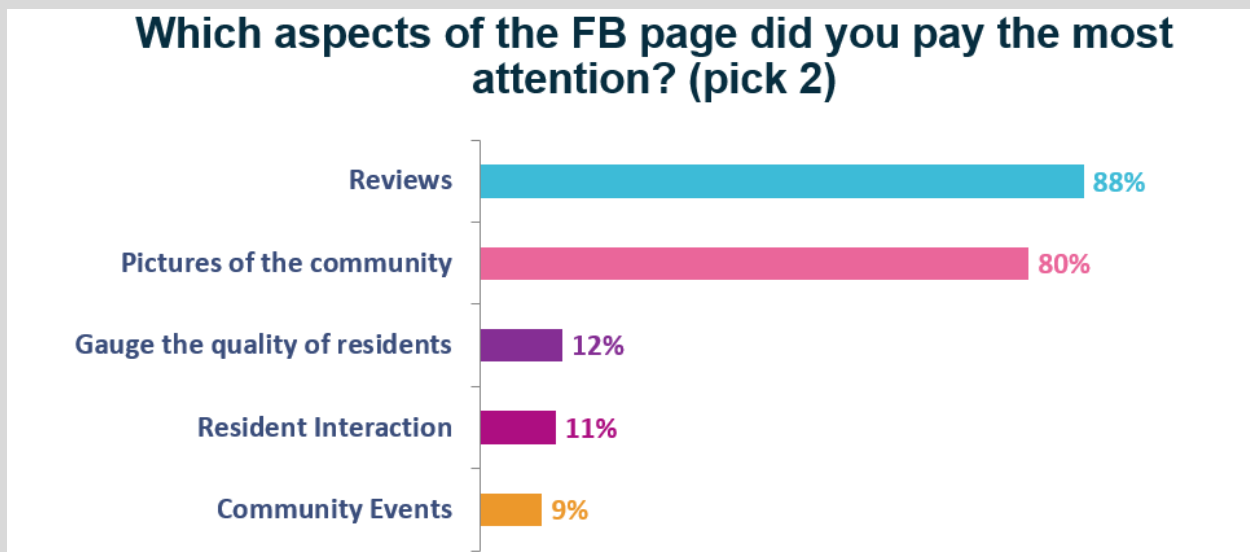


FACEBOOK FOR PROSPECT ENGAGEMENT



As of August 2017*, Facebook accounted for 28 percent of the total online review volume in the month. Facebook has witnessed a remarkable surge in review volume since April of last year. Our research indicates that Facebook as a search medium is more popular in student housing than conventional housing.

While in August 2017, only 21 percent students reported using Facebook in their apartment search, in January 2018, this number has grown. In this study, 38 percent of participants said that they visit the Facebook page of a property before leasing. In contrast, in conventional housing only 11 percent of respondents use Facebook in their apartment search process.





Two billion people use Facebook every month to connect with friends and family and to discover things that matter. As a property, you can share a variety of information on your Facebook page, but students looking for an apartment mostly focus on online reviews and pictures of the community when they visit your Facebook page.

Contrary to the survey findings, the focus group participants rejected all social media platforms, and specifically Facebook as a search medium in apartment shopping. The students concurred that social media is more of an advertising platform with Facebook pages narrating a “biased and favorable” story about the property.

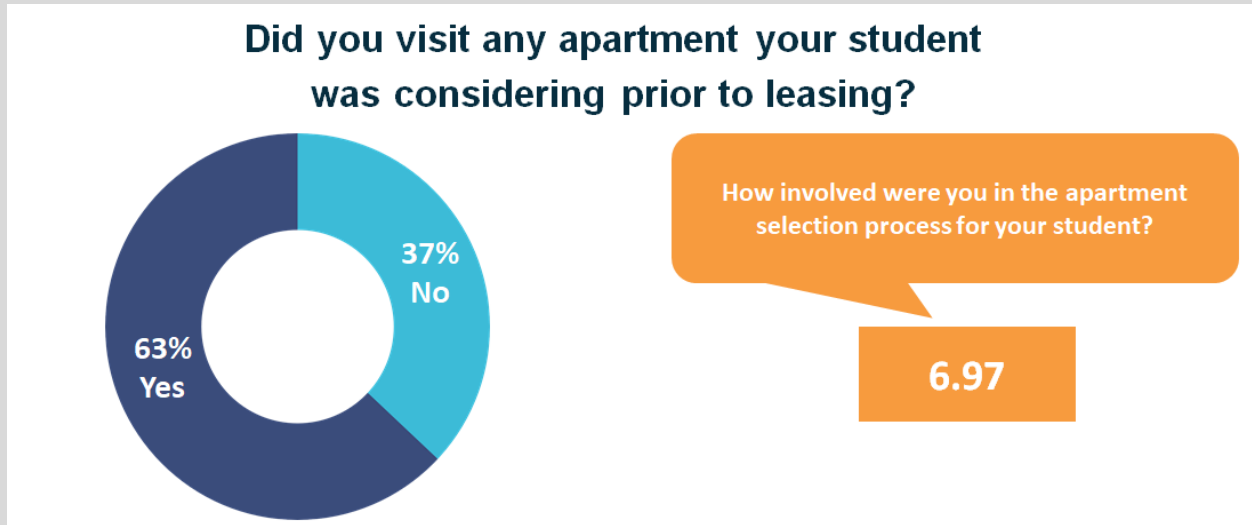
An interesting insight that emerged in the focus group discussions was the reference to student-generated property videos on YouTube as being more reliable and representative of “real-life experiences and true impressions.” Some students like to view videos created by other students of an apartment on YouTube to “get a feel for how the apartment looks and not rely on pictures that might be photo shopped.”

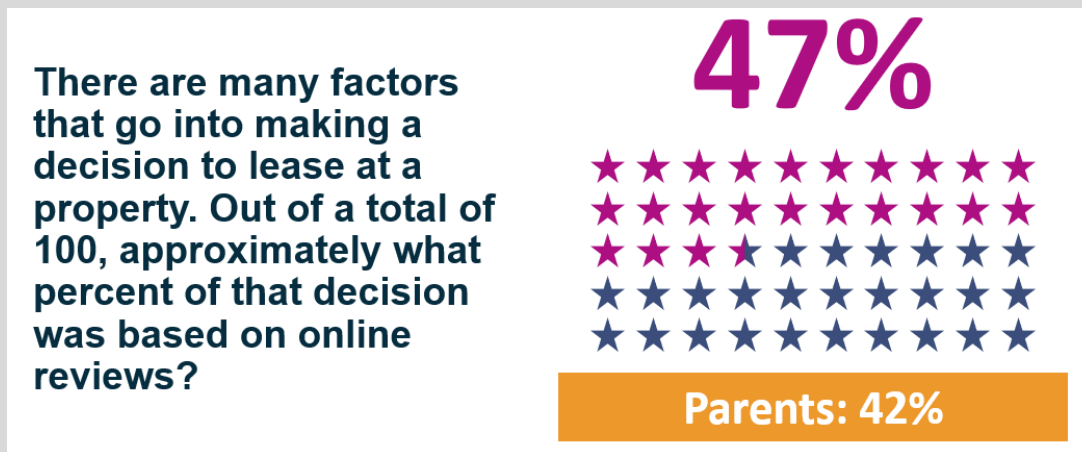
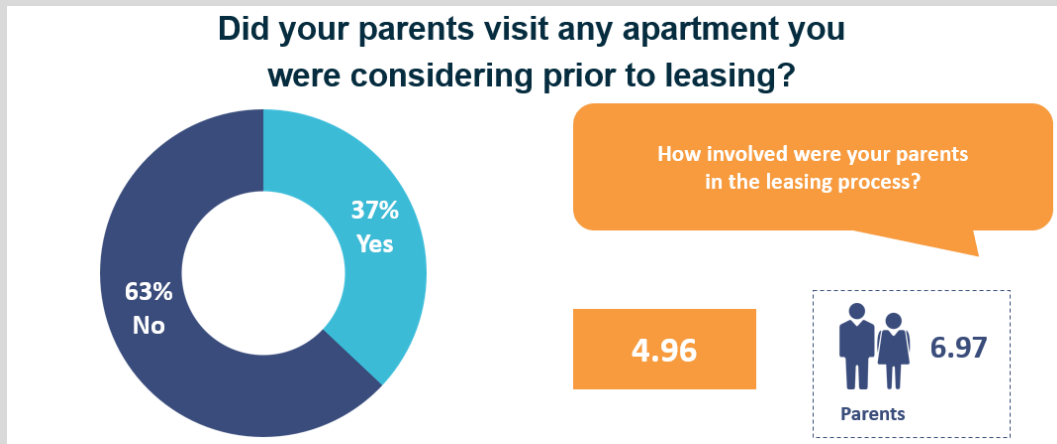
[*The Mechanics of Online Review Sites and ILSs \(October 2017\)](#)



PARENTS vs. STUDENTS

To understand parental influence in a student's apartment shopping process we posed similar questions to both parents and students. The answers were contradictory to say the least.





Students are eager to assert their independence and seem to downplay the involvement of their parents. While parents believe that they are deeply involved in their student’s apartment decision-making process.

Almost two-thirds (62 percent) of the parents answered “yes” to visiting the apartment the student was considering prior to leasing. In a sharp denial, only 37 percent of students said that their parents visited the apartment they were considering to lease.

Parents rated their involvement in the apartment selection process at 6.97 while the students rated their involvement at 4.96.

There are multiple factors that affect the decision to lease at a property. According to parents, 42 percent of their decision is based on online reviews. While for students, 47 percent of that decision is based on online reviews.



FOCUS GROUP DISCUSSIONS

To get a deeper insight into the minds of students, we conducted several focus group discussions involving undergraduate, graduate, and post-graduate students from the University of Houston and Rice University, Houston, Texas. The objective was to understand how they search for an apartment and how they approach reviews and responses in this process.

Key Take Aways

- Location, price, value features (hard wood floors and in-unit washer and dryer), and safety are most important to students. International students care more about walkability and crime.
- If an apartment meets the above criteria, then students turn to reviews to gather more information.
- Students are visual; they rely heavily on pictures and videos to make decisions. If the pictures appeal to them, they turn to reviews to solidify their choice.
- Students like to refer to “real-life experiences” of other students as reflected in user-generated videos on YouTube. They like to view videos created by students of an apartment home to “get a feel for how the apartment looks and not rely on pictures that might be photo shopped.” In their opinion, these videos present a “true impression” of the apartment and it may uncover details which they may have missed.
- Students don’t trust ads; they prefer organic search results.
- Interestingly a student, preferred to visit “smaller” sites such as Zillow.com as he believes that Google only shows properties managed by “large companies,” while Zillow.com shows smaller properties too.
- Students align familiarity with credibility. As they look for reviews, they prefer to use sites which they interact with in their daily shopping experience such as Google.
- Students reject the use of social media platforms in their apartment search. They believe that social media platforms, including Facebook, are for advertising and have positively skewed content. Hence, they do not trust the reviews Facebook.
- Manager responses are big deal breakers. The students unanimously agreed that they seek genuine, personalized responses with a problem-solving attitude.
 - In a response, simply asking them to call or come to the office was not well received. It was viewed as being worse than no response at all.
 - Students perceived no response to a review as a sign of “bad management.”



- Review features that make a difference: 3.5 star rating, some reviews in the last 6-12 months, and at least 30 reviews per property.
 - Students were more forgiving of negative reviews that dated back two years. They were willing to give the property a chance in good faith that “the management would have remedied the situation.”
- Students are very discerning of the review content. They filter facts from emotional outbursts and look for recurrent problems in reviews –for instance, bed bugs, pest control, and service, etc. They evaluate responses for criticism of aspects of daily apartment living which matter the most to them.
- With regards to parental involvement in apartment shopping, national and international students have contradictory experiences.
 - International students rely on university Listserves and other information from the university to search for their first apartment. According to them, their parents are not familiar with the country, so their involvement is almost negligible.
 - National students prefer to do the initial groundwork on their own and involve their parents when they have narrowed their apartment choices to two or three. For parents of national students, “value for money” and safety are the two major deciding factors.



CONCLUSION

J Turner Research's latest study, *The Evolution of Online Reputation: Do Reviews and Responses Matter?* investigates how students have evolved in their consumption of online reviews and responses and if they really impact their decision-making process? The simple answer is yes, they do make a difference. The study drew participation from 21,498 students and parents nationwide representing six national student housing companies. Apartment marketers can use insights from this study to take their marketing strategies to the next level by harnessing the power of content.

The most compelling finding of this study is that content is king. Students have become more perceptive and discerning in evaluating the information shared in online reviews. They pay most attention to the content of the reviews filtering facts from emotional outbursts. They will reject your property, if they see a pattern of complaints on aspects of daily living which matter most to them.

Manager responses are a big deal breaker with two-thirds of students noticing the responses. Cookie cutter responses are a big no. If you really want to make an impression on prospects, respond to reviews, and make sure to craft a genuine and personalized response with a problem-solving attitude. In a response, simply asking the reviewer to call you or come to the office is not well received by students.

For students, reviews continue to hold water in their decision to rent at a property. Among other factors such as location, safety, value features, and price, online reviews account for 47 percent of the total influence in their decision-making.

You should reevaluate the pictures and videos on your website. Work towards impressing students with visual aids that reflect the location benefits, safety, and value features that your apartment has to offer. Another strategy worth trying is student-generated videos to capture individual student impressions and real-life experiences of living at your property.

Lastly, monitor reviews on your Facebook page as students searching for apartments are noticing them.

For any questions, please contact us at research@jturnerresearch.com



APPENDIX

Responses crafted by students

The students were asked to respond to a positive and a negative review.

The following negative review was shown to students –

Nothing gets taken care of around here! The trash bins are ALWAYS overflowing, there's mold growing on the windows, the pool is dirty, you are forced to pay \$30 a month for trash removal even though the trash compactor is 100ft from your apartment and! You're still charged even if you don't use it!... and what's even worse is Management doesn't care! We have had a list of issues that needed to be fixed from day one and they still have yet to be taken care of.

Verbatim responses by students:

1. Valued customer, thank you for your concern about the quality of our apartment complex. I assure you that our workers will take care of the overflowing trash cans, mold, and dirty pool as soon as possible. As for the trash removal fee, you were aware of this when you signed the lease. If you have any other questions or concerns, please feel free to reach out to me. Thank you.
2. I am sorry that your experience here has not been the greatest. We are working to make the grounds cleaner and nicer so that future residents can enjoy the complex.
3. Dear resident, as one of our tenants, your problems are my problems—I'm extremely sorry that you've had these experiences thus far. There is no excuse on our part for the unhygienic conditions you've described, and I will get to the bottom of why those issues occurred in the first place. In the meantime, I'd like you to please send me an email at manager@property.com and I will personally make sure that your request gets taken care of ASAP. On behalf of our maintenance staff, thank you for giving us a chance to get this resolved.
4. I am very sorry that you feel this way about the complex. We are listening to your comments and complaints and will notify maintenance to handle the mold and pool issues. Thank you for drawing our attention to the trash issue as well. We will rethink the removal charge and contact our waster company for more frequent pickups.
5. Dear [name], I apologize for not meeting your needs. Please contact our office at [phone number] or [email] and ask for my name directly. I look forward to resolving some of these issues and making [name of apartment complex] a better community. Thank you, [name]
6. Dear resident: Thank you for your feedback and we sincerely apologize for the problems you have experienced. The issues you have highlighted will be investigated and addressed immediately. As these improvements are made we will contact you and seek additional feedback. Again, we apologize for the inconveniences caused.



7. I'm very sorry you're feeling this way! We are working as quickly as we can to get these issues resolved. Rest assured, we do care very much about our residents and want to make your stay here the best it can be. If you'd be willing to schedule an appointment to come in and talk to me, we can discuss specific issues you're having and try to fix them quickly.
8. We apologize for the issues you have mentioned. Currently, we are working on fixing the issues with the trash and pool. The mold requires an inspection of each room to estimate the extent of clean up required for the complex. As soon as we can complete this inspection, we will be hiring a team to remedy the problem.
9. We are sorry to hear about this. We will refund you the \$30 a month charge and will address all the complains. We will also cut your rent by \$100 to make up for all the trouble.
10. We are so very sorry about the lack of care that has been put forth so far and will do our very best to resolve the issues. If you could please send the list to my email "include email" I will personally make sure that every matter is looked into and dealt with in a timely manner.

The following positive review was shown to students –

Beautiful scenery with ponds and wildlife. Friendly people who have dogs and they keep the property grounds kept up. Great attraction is that the community is smoke free. There is a good sized gym and pools. Trash is collected daily and the maintenance team is always on the go. Grounds are key to the beauty of the community.

Verbatim responses by students:

1. I'm so glad to hear that you are enjoying the grounds and community with the apartment complex. If you are having any suggestions on making the community even more enjoyable let us know. Thank you for your comment!
2. Thank you for the wonderful compliments! I will pass on these kind words to our staff to know there being appreciated.
3. Thanks for your helpful review! It is greatly appreciated! Feel free to stop by our office for a complimentary gift.
4. Thank you for the positive review! We will be sure to maintain the level of expectations you have described. If there is ever anything that does not meet your expectations, feel free to contact our office or come by for a visit. Thank you for your input.
5. We are so thrilled that your stay here has been so wonderful :)
6. Couldn't agree more! We promise to continue to do our best to serve our community. Thank you for the thoughtful review!
7. I agree. We appreciate you choosing to live here and we do our best to keep the place as nice as possible for our residents



8. Thanks for the review (User's Name)! We try our hardest to establish the best community for our residents. We appreciate your kind words!
9. Thank you for your kind words! We are always glad to hear that our residents are happy!
10. Dear resident, reviews like yours put a smile on the faces of our maintenance staff. Thank you for taking the time to write out this thoughtful review, I will be sure to let the team know that their efforts have not gone unnoticed by our wonderful community!

Sources

The Mechanics of Online Review Sites and ILSs (October 2017)

<https://www.jturnerresearch.com/the-mechanics-of-online-review-sites-and-ilss>

Pew Research Center- Social Media Fact Sheet

<http://www.pewinternet.org/fact-sheet/social-media/>