



# RATINGS, REVIEWS & GEN Z

Learn why you shouldn't expect Gen Z renters to make a move without reading ratings and reviews first (and what you can do to stand out)



## Why are reviews important?

You need recent reviews to show up in search and win customers

65%

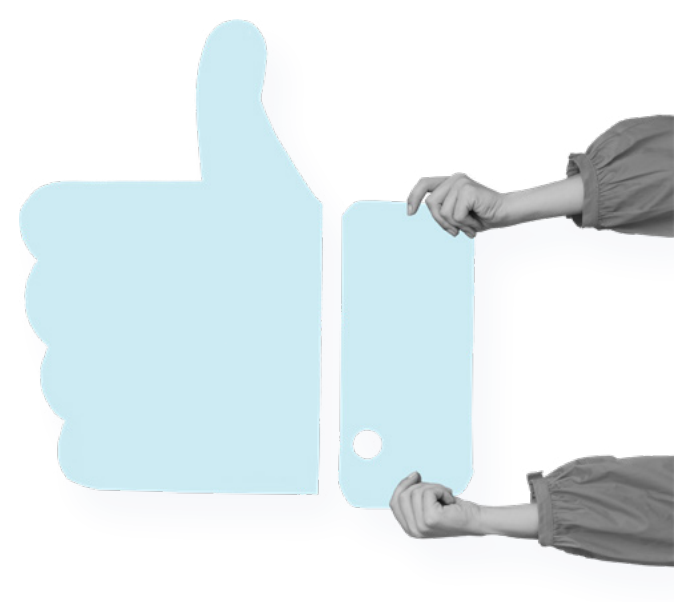
OF GEN Z RENTERS CONSIDER RATINGS & REVIEWS MOST OR ALL THE TIME

86%

OF ALL CONSUMERS ONLY LOOK AT REVIEWS FROM THE PAST 3 MONTHS

47

THE AVERAGE NUMBER OF REVIEWS HELD BY THE TOP 3 BUSINESSES IN THE GOOGLE LOCAL PACK



## Gen Z review habits

39%

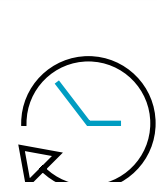
LEAVE A RATING OR REVIEW WHEN THE EXPERIENCE WAS SIGNIFICANTLY GOOD OR BAD

29%

LEAVE A RATING OR REVIEW MOST OF THE TIME



## How do you get more 5 star reviews?



### RESPONSIVENESS

Meet Gen Z expectations by responding to requests, inquiries and comments quickly



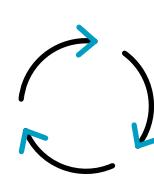
### AUTHENTICITY

Tell it like it is! Ditch the jargon and make sure every interaction is personal and genuine



### CONVENIENCE

Make renting easier using technology to provide the optimal customer experience



### CONSISTENCY

Show up again and again (just one epic experience isn't enough to win Gen Z's loyalty)

## Want more reviews? Just ask



### ON YOUR WEBSITE

Display real, current reviews on a dedicated page that includes a call to action asking visitors to write a review



### AFTER INTERACTIONS

Ask residents in person, over the phone or via email after any good experience, like a prompt resolution to a service request



### IN EMAILS & THANK YOU NOTES

Express your gratitude, explain why you love what you do, ask for the review and share why good reviews matter to the community



Always include a link to your Google My Business page because those reviews help you appear in the Google Local Pack!

REACH

by RentCafe

DIGITAL MARKETING AGENCY