Did you know?
Reviews account for 17% of the ranking factor for the Google local map pack.

What about renters?
- 69% of renters look at reviews when searching for apartments.
- 79% of them decided not to visit a community after reading reviews.

3 tips to stand out in search:
1. Ask for Reviews: You should have as many or more recent reviews than your competitors.
2. Monitor Reviews: Use sentiment analysis software to see how your communities stack up.
3. Respond to All Reviews: Show renters & search engines that you’re engaged.

Sources:
- https://www.whitespark.ca/local-search-ranking-factors/