

# UNDERSTANDING ONLINE REVIEWS in the Property Management Industry

As the trusted rental specialists, Specialized has managed thousands of homes and enjoys a stellar 4.5 star rating on Google and a grade A rating with the BBB.

If you are a property owner trying to find a trustworthy, experienced manager, wading through the different online reviews can seem alarming in this industry. Here is some information that can help:



## UNDERSTANDING THE INDUSTRY.

Put simply, ours is a difficult industry. Landlords, tenants and managers work together in a way that involves very personal emotions, finances, and relationships and one of the most basic of human needs—shelter. The difficult interpersonal aspect is one of the reasons property owners rely on a professional manager.

Also, previous apartment renters accustomed to on-site maintenance staff and same-day repairs are often surprised to learn that requests take longer when renting single-family homes. These properties are heavily regulated by the Department of Real Estate, which determines whether a repair is to be completed and who will pay—owner or tenant. Renters often go online to complain about having to pay for a repair specified as a tenant responsibility by the DRE, or write a negative review in hopes of speeding up the process.



## MANAGING NORMAL FRUSTRATIONS.

When a repair or financial matter is pressing, often tenants expect immediate relief. Frustrations also stem from situations relating to laws and regulations we must follow. Our clients appreciate the responsive, customer-driven way we do business, and we are quick to take responsibility and make corrections when needed. Anger and frustration result when things take time, money, or feel out of control, and such situations are common when owning—or renting—a rental property.



## DISREPUTABLE FORUMS.

In many cases, consumers benefit from easy access to ratings. Yet recent studies show that consumers are most likely to post reviews after extreme experiences. More importantly, a customer with a perceived negative experience is 50% more likely to post an online review ([Marketing Charts](#)). Satisfied customers are less likely to take time to post. So even an organization like ours, with a 99.8% customer satisfaction rate, can be significantly impacted online by the 0.2%.

Yelp's ineffective algorithm has been the source of multiple lawsuits due to the suppression of authentic positive reviews, and the website is under increasing scrutiny from the business community as well as consumers.

Put the trusted leader to work for you!  
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