

MULTI

FAMILY

BENCH

MARKS



# What drives a POSITIVE RESIDENT EXPERIENCE?

1.	ONSITE TEAMS	68.15%
2.	LOCATION	14.06%
3.	MAINTENANCE STAFF	13.74%
4.	MAINTENANCE	13.63%
5.	AMENITIES	13.25%
6.	HELPFULNESS	11.74%
7.	AESTHETICS	11.04%
8.	MOVE IN	10.99%
9.	LEASING PROCESS	9.68%
10.	MANAGEMENT	8.40%
11.	CUSTOMER SERVICE	8.40%
12.	FRIENDLINESS	8.24%
13.	CLEANLINESS	8.17%
14.	COMMUNITY	7.74%
15.	AMBIANCE	6.63%
16.	TOUR	6.49%
17.	PROFESSIONALISM	5.61%
18.	PROPERTY MANAGER	5.53%
19.	COMMUNICATION	5.23%
20.	SAFETY / SECURITY	3.27%
21.	NEIGHBORS	3.21%
22.	EVENTS	3.07%
23.	POOL	2.78%
24.	UNIT CONDITION	2.44%
25.	NEIGHBORHOOD	2.21%
26.	PETS	1.83%
27.	NOISE	1.63%
28.	AFFORDABILITY	1.44%
29.	FACILITIES	1.28%
30.	TOUR GUIDE	1.24%
31.	PARKING	1.14%

**#1**  
**68.2%**  
**ONSITE TEAMS**

ONSITE TEAMS are mentioned most frequently in positive resident reviews.

**QUALITY**

Topics related to quality (AMENITIES, AESTHETICS, AMBIANCE) are key drivers of positive reviews.

## SUPPORT

Support drives positive experiences. Residents most frequently note **FRIENDLINESS** and **PROFESSIONALISM**, as well as care during the **TOUR**, **LEASING** and **MOVE-IN** processes.

## NEIGHBORLY

**COMMUNITY** is essential to the overall resident experience. It's mentioned 8x more frequently in positive reviews than topics such as **BILLING**, **PRICING** and **RENT**.

**< 1%**

of topics mentioned in positive reviews

32. RENT	0.95%	41. ONLINE/VIRTUAL VIEWING	0.25%
33. PRICING	0.91%	42. MOVING PROCESS	0.24%
34. GUIDE	0.90%	43. PESTS	0.23%
35. TECHNOLOGY	0.53%	44. BILLING/FEES	0.23%
36. COMMON AREAS	0.42%	45. COVID-19	0.09%
37. PRICE INCREASES	0.35%	46. SECURITY DEPOSIT	0.05%
38. SCHEDULING	0.33%	47. DISTURBANCES	0.02%
39. APPLIANCES	0.32%	48. EVICTIONS	0.01%
40. UTILITIES	0.30%	49. FAIR HOUSING	0.00%



# What drives a **NEGATIVE RESIDENT EXPERIENCE?**

1. MAINTENANCE	34.16%
2. MANAGEMENT	28.29%
3. COMMUNICATION	23.44%
4. STAFF	18.87%
5. SAFETY/SECURITY	16.07%
6. BILLING/FEES	11.72%
7. PESTS	11.36%
8. PARKING	11.29%
9. CLEANLINESS	10.54%
10. RENT	10.04%
11. MOVE IN	9.61%
12. NOISE	9.02%
13. NEIGHBORS	8.91%
14. MOVE OUT	8.63%
15. AMENITIES	7.50%
16. LEASING PROCESS	7.49%
17. CUSTOMER SERVICE	7.04%
18. PROPERTY MANAGER	6.79%
19. PRICING	5.76%
20. AESTHETICS	5.72%
21. PRICE INCREASES	5.52%
22. POOL	4.49%
23. PROFESSIONALISM	3.96%
24. UTILITIES	3.71%
25. AFFORDABILITY	3.35%
26. TOUR	2.68%
27. MAINTENANCE STAFF	2.57%
28. PETS	2.35%
29. UNIT CONDITION	2.03%
30. LOCATION	1.68%
31. SECURITY DEPOSIT	1.67%
32. FACILITIES	1.59%
33. SCHEDULING	1.56%
34. COMMUNITY	1.41%
35. TECHNOLOGY	1.24%
36. NEIGHBORHOOD	1.16%
37. EVICTIONS	1.13%

## MAINTENANCE

MAINTENANCE is mentioned most frequently in negative resident feedback.

34.16%



## SUPPORT

While residents rely on their communities for support, related topics are frequently mentioned in negative reviews. **COMMUNICATION, MANAGEMENT** and **STAFF** rank among the top four areas of concern.

## COST

Cost and pricing are top drivers of negative reviews. Residents frequently mention topics like **FEES, RENT, PRICE INCREASES** and **AFFORDABILITY**.

< 1%

of topics mentioned in negative reviews

38. AMBIANCE	0.94%
39. APPLIANCES	0.87%
40. HELPFULNESS	0.82%
41. DISTURBANCES	0.74%
42. COMMON AREAS	0.58%
43. ONLINE/ VIRTUAL VIEWING	0.45%
44. EVENTS	0.36%
45. FAIR HOUSING/ DISCRIMINATION	0.35%
46. FRIENDLINESS	0.28%
47. COVID-19	0.27%
48. MOVING PROCESS	0.04%
49. TOUR GUIDE	0.01%

## PESTS

Mentions of **PESTS** and **CLEANLINESS** go hand in hand, coming up in 11.36% and 10.54% of negative reviews,