AIM

PRESENTED BY

RentCafe

Star Ratings are Dead



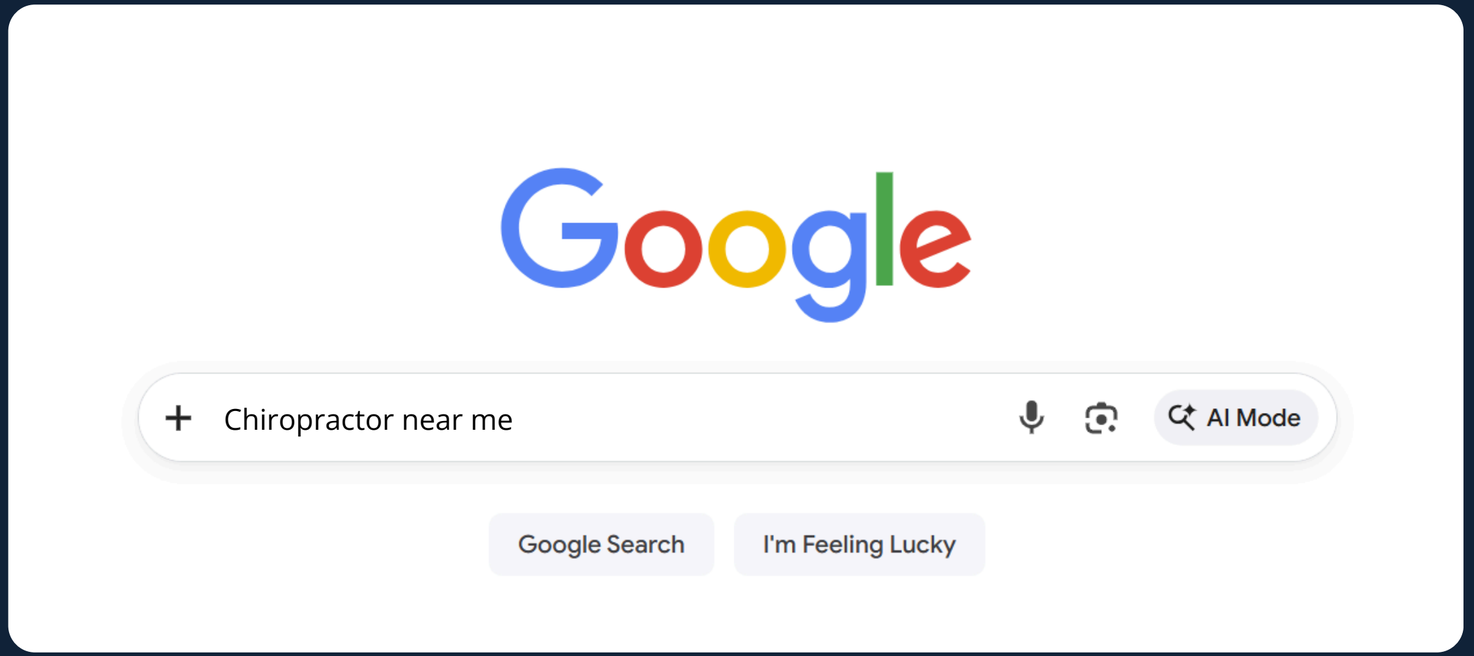
Turner Batdorf
Vice President
J Turner Research

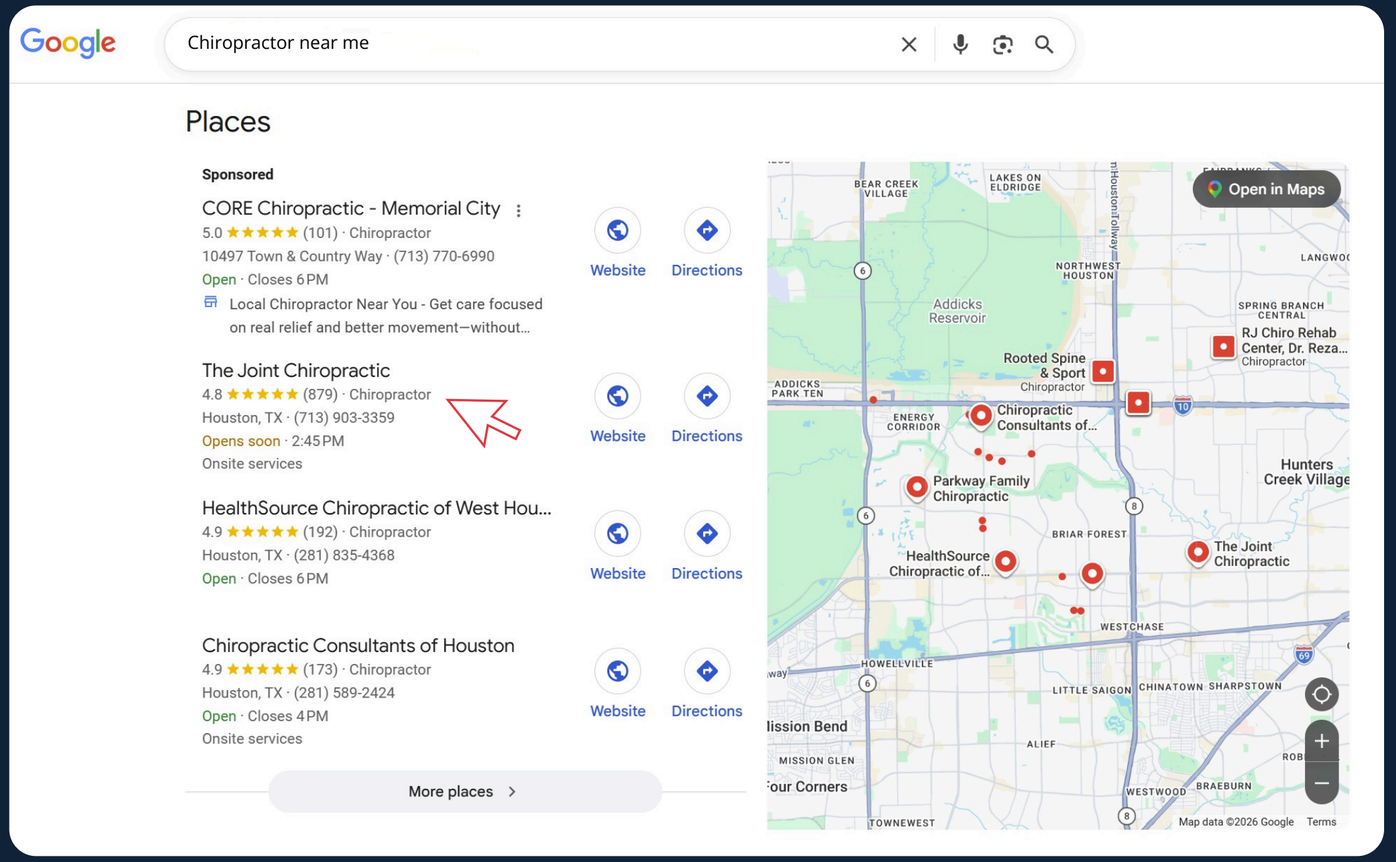


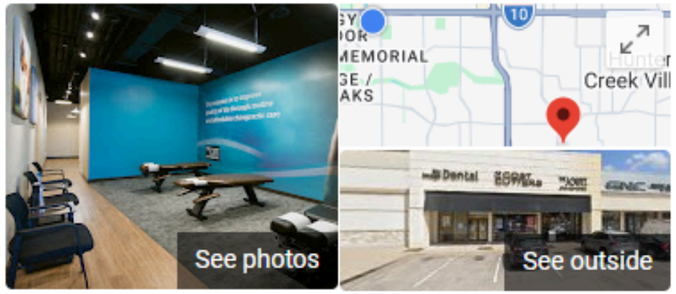
Ariel Baranauckas
Vice President of Marketing
Carter-Haston

AIM

My neck
was killing me...







The Joint Chiropractic

4.8 ★★★★★ 870 Google reviews

Chiropractor in Houston, Texas

Website | Directions | Reviews

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The Joint Chiropractic

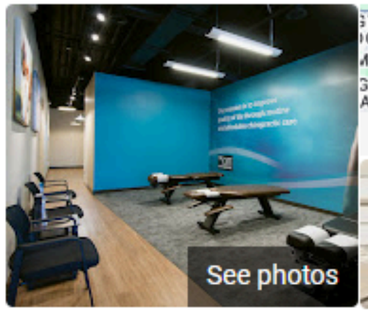
Get Relief from the Modern Strains & Pains That Wear Down Your Body. Now for Only

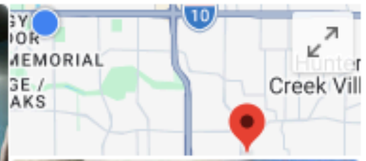
Learn more · thejoint.com

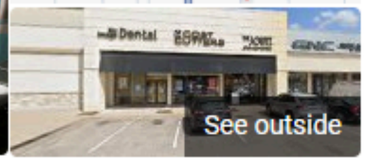


Located in: Woodlake Square

Address: 9650 Westheimer Rd Unit #300, Houston, TX 77063







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Located in: Woodlake Square

Address: 9650 Westheimer Rd Unit #300, Houston, TX 77063

Colton Albritton
Local Guide · 93 reviews · 10 photos

★☆☆☆☆ 2 years ago

Not a pleasant experience. The chiropractor wanted me to agree to a treatment plan right away before fully understanding my issue, explaining my problem, and providing a solution. I told him I wouldn't blindly sign up for a treatment plans ... More

---

Amber Hilburn
4 reviews

★☆☆☆☆ Edited a year ago

They have you sign a "health plan" that has a cancelation policy they don't tell you that you can't cancel and will continue to be charged even if you're not going in for the service. So even though I haven't been for 8 weeks they refuse to ... More

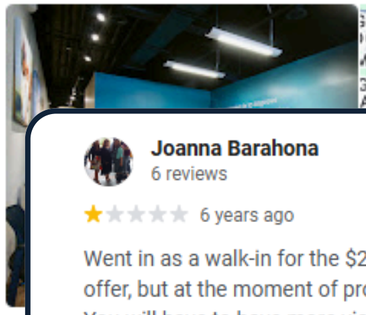
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J Brown
Local Guide · 12 reviews

★☆☆☆☆ 2 years ago

Visiting Houston for work and needed an adjustment. Don't remember the name of the chiropractor. But I do remember how he made me feel. He was very arrogant, laughed at me because I only go to the chiropractor when I need to. Guess he was trying to sell weekly visits??? Seriously not professional. On top of all that the adjustment he gave me did not fix the problem I went in for. So much for $45. If I did have to do weekly visits I wouldn't come here.

AIM





Joanna Barahona
6 reviews

★☆☆☆☆ 6 years ago

Went in as a walk-in for the $29 special, and we just simply asked that we wanted to proceed with that offer, but at the moment of proceeding, the doctor came at us rudely saying "this isn't a quick one time fix. You will have to have more visits and we only take cash." The front desk lady was nice, but he interrupted her while she was explaining how it works. We understand that we won't be fixed in a one time visit, I mean, it's common sense, but he made it very clear. Ok we get it dude. But we proceeded with another place that took care of us great and not to mention take my insurance. Thanks The Joint, what a wonderful 1st time experience..

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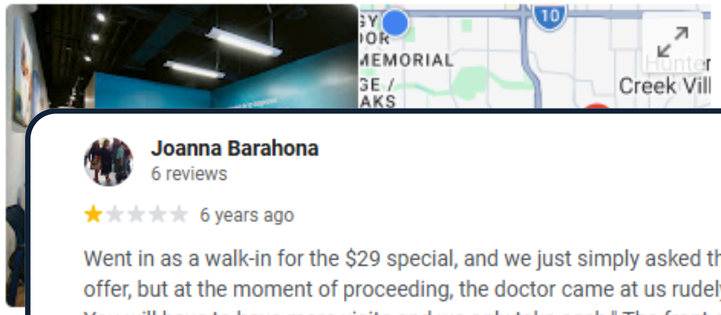
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The Joint Chiro
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That Wear Dow
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Located in: Woodlake Square

Address: 9650 Westheimer Rd Unit #300, Houston, TX 77063

Jennifer Zermeno
Local Guide · 163 reviews · 50 photos

★☆☆☆☆ Edited 7 years ago

So, I started going to The Joint a couple of months ago and I signed up for $69 a month for four times a month and was told I had to get automatic payments taken out for just two months. I was never told I had to go up there to cancel. I finished my appointments about two weeks ago. I then had a family emergency and was out of town dealing with that and The Joint was the last thing on my mind. While I'm away I see they take out another payment. I call and question it and I'm then informed that I can't cancel over the phone and they won't refund me even though I explained my situation. I went up there the other day and cancelled. I will NEVER go back due to customer service therefore, a whole month is paid for and wasted. Do NOT go here. It's a rip off.

Colton Albritton
Guide · 93 reviews · 10 photos

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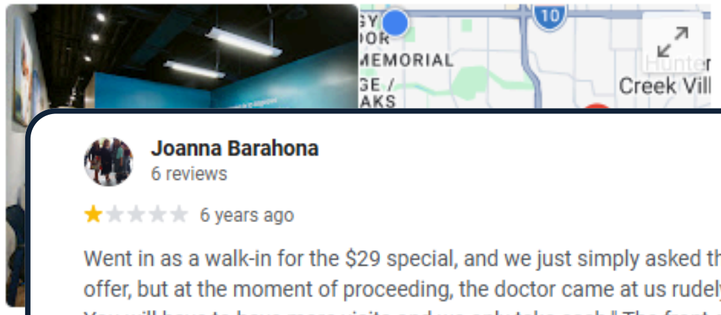
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Fareed Mian
Local Guide · 30 reviews · 23 photos

8 years ago

The service is good, but the business practice is terrible. 69 bucks a month, without notice of automatic payments. I stopped going to the joint 3 months ago and I'm still being charged 69 bucks a month. Along with that I would think I ... More

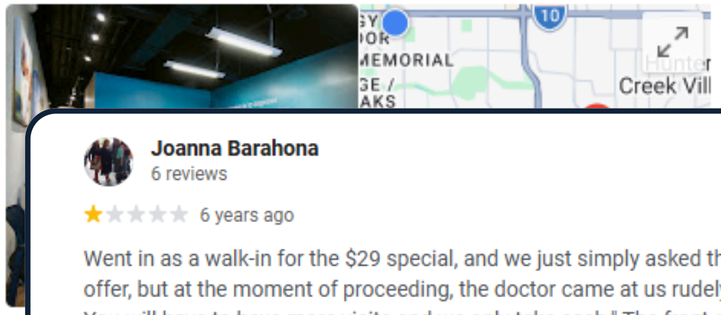
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Japes JoPuSa
Local Guide · 33 reviews

4 years ago

This location was shoving more visits down my throat. They were trying to get me to come back and pay for more visits the whole time. They lacked on the care they provided me. Trying to stretch out what could have been done in a few minutes. I recommend the location at 34th street and Hwy 290.

Jennifer Zermeno
Local Guide · 163 reviews

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I never looked at reviews the same way again.

AIM



I never looked at reviews the same way again.

Have you had a similar experience?

(Raise your hand)



I never looked at reviews the same way again.

Have you had a similar experience?
(Raise your hand)

Many of your prospects have...

50.3%

of renters have purchased a product, service, or signed a lease based on a very high overall online star rating (4.5+ stars), only to find out the quality was actually poor.

AIM

75.9%

of those renters stated they would never use reviews the same again.

75.9%

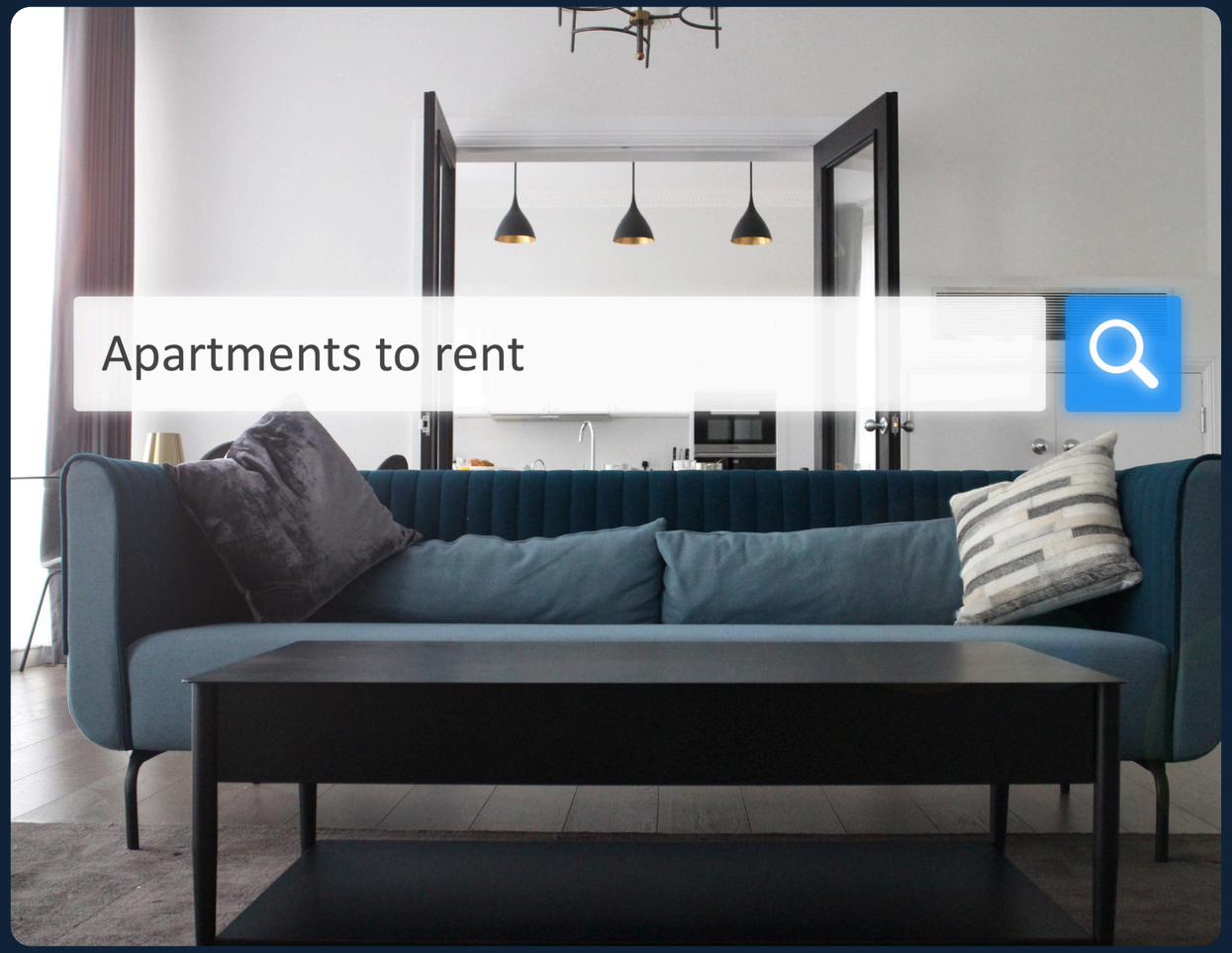
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12.3% more now assume all good ratings are gamified by the company

AIM

So what happens when people go to make their biggest purchase decision?

(AKA Rent)



Do you want to rely on just the stars?



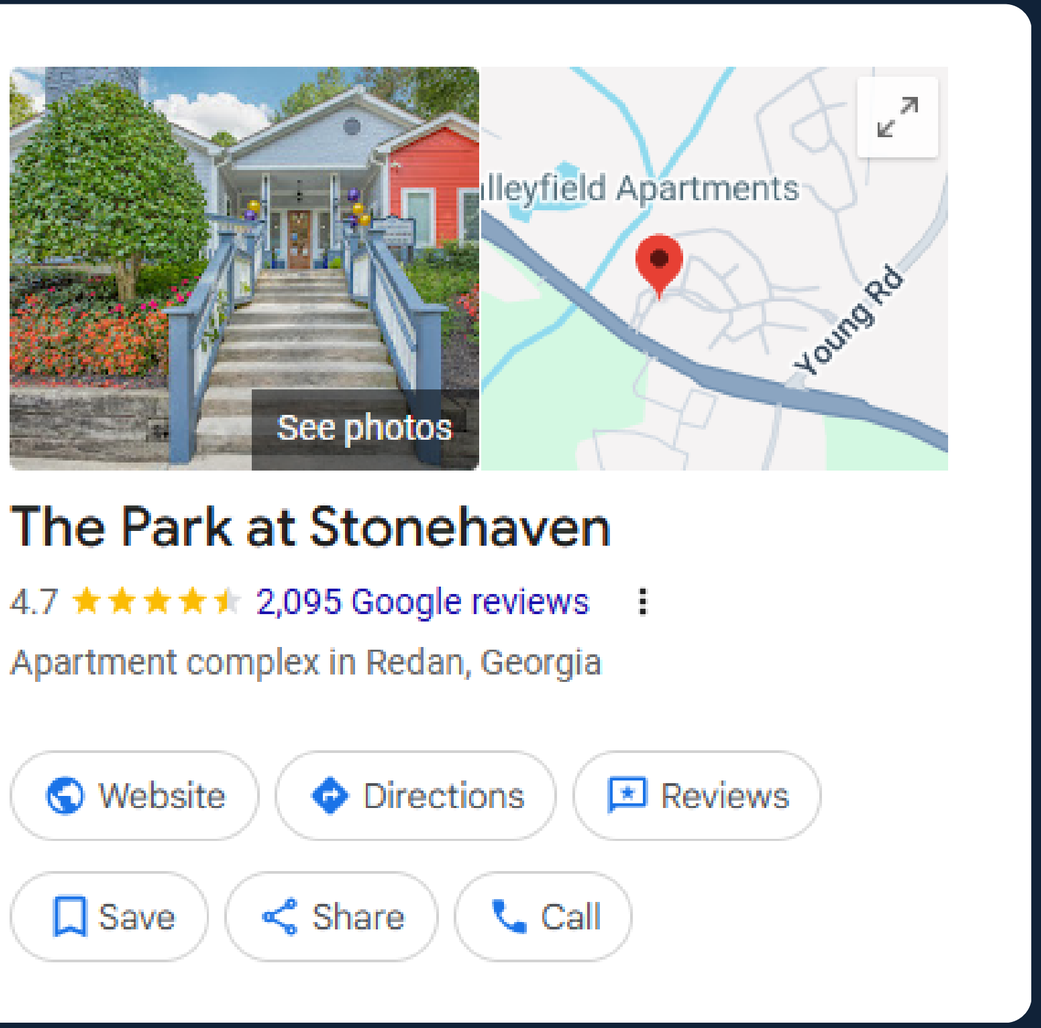
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64.8%

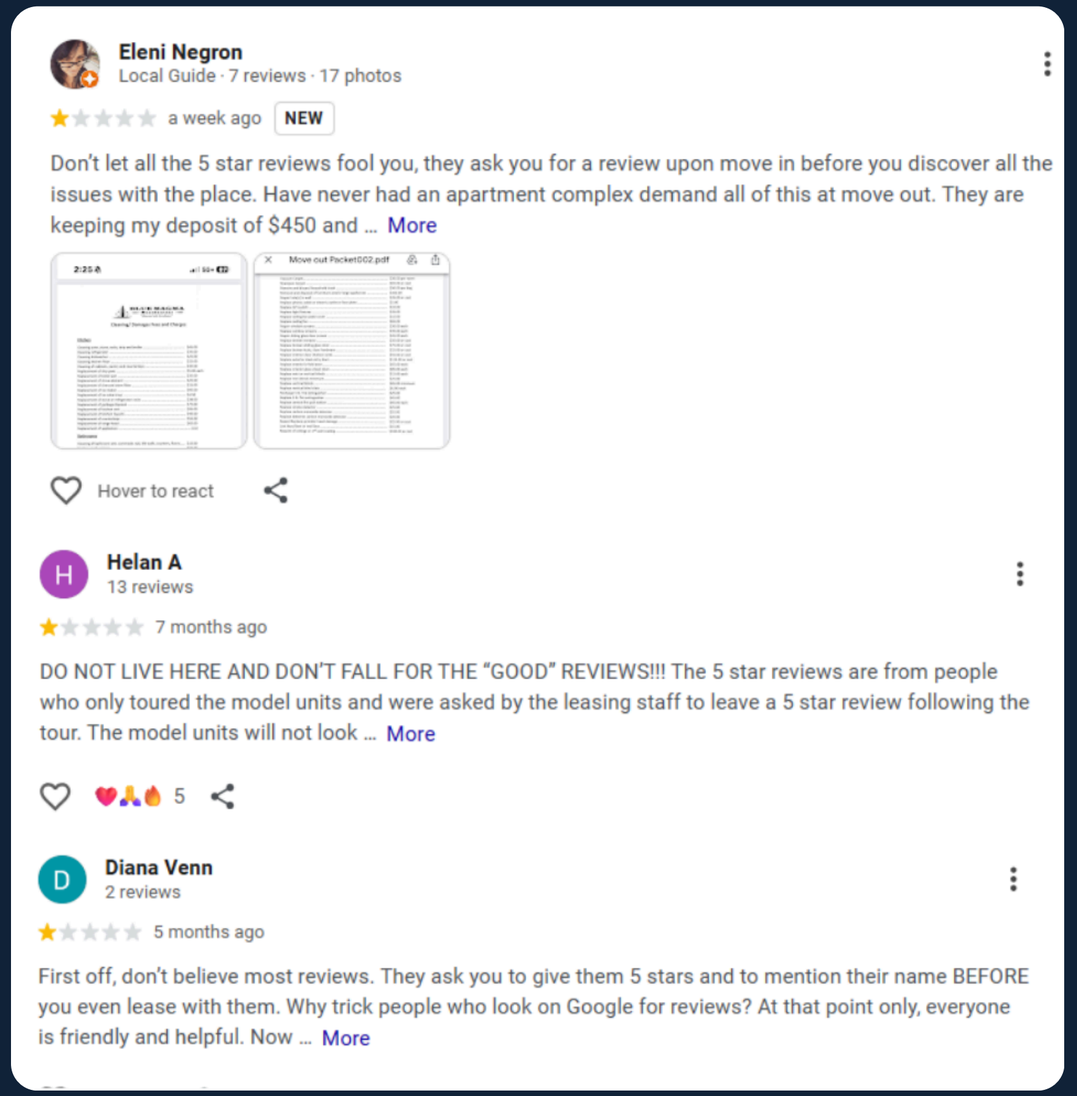
spend more time reading reviews for apartments

AIM

At face value, this community is doing well.



Just click twice and you see lowest scoring reviews



Eleni Negron
Local Guide · 7 reviews · 17 photos

a week ago **NEW**

Don't let all the 5 star reviews fool you, they ask you for a review upon move in before you discover all the issues with the place. Have never had an apartment complex demand all of this at move out. They are keeping my deposit of $450 and ... More

Hover to react

Helan A
13 reviews

7 months ago

DO NOT LIVE HERE AND DON'T FALL FOR THE "GOOD" REVIEWS!!! The 5 star reviews are from people who only toured the model units and were asked by the leasing staff to leave a 5 star review following the tour. The model units will not look ... More

5

Diana Venn
2 reviews

5 months ago

First off, don't believe most reviews. They ask you to give them 5 stars and to mention their name BEFORE you even lease with them. Why trick people who look on Google for reviews? At that point only, everyone is friendly and helpful. Now ... More

Or just do an AI Search

What is it like living at The Park at Stonehaven in Stone Mountain, GA?



Here's a breakdown of what living at **The Park at Stonehaven** in Stone Mountain, GA is like - the good, the bad, and what to watch out for. If you want more on a specific aspect (safety, commute, neighbors, etc.), I can dig in more.

✅ What's good / Attractive

Here are some of the positives people tend to mention, plus what the property offers:

- **Amenities**: The complex has a decent set of amenities. Things like a swimming pool, a fitness center, a clubhouse, guest parking, patios/balconies, wood-burning fireplaces in select units, faux hardwood flooring, dishwasher, etc.
- **Variety of unit t**y theparkatstoneh... +1 fer studio, one-, two-, and three-bedroom apartments.
- **Washer & dryer connections**: That's in-unit or easy connection, which is nice. theparkatstoneh... +1
- **Pet friendly**: Cats and dogs are allowed. theparkatstoneh... +1
- **Location perks**: It's in Dekalb County, nea theparkatstoneh... +1 highway, which gives reasonable access to shopping / dining. Also easy access to freeways etc.

theparkatstoneh... +1

⚠️ Challenges / Complaints / What people warn about

+ Ask Anything

ChatGPT can make mistakes. Check important info.

Renter’s are Getting The Full Picture

⚠️ Challenges / Complaints / What people warn about

There are quite a few recurring issues raised by current / past residents. These are things you’ll want to consider and potentially inspect well or ask questions about.

- **Pest problems**: Roaches seem to be a very common complaint. Some residents say the infestation is frequent and that pest control efforts are inadequate. Apartmenthome... +2
- **Mold / dampness**: Some people reported mold issues, even soon after moving in. Apartmenthome... +1
- **Maintenance concerns**: Multiple reviews mention delays, lack of follow-through on service requests, and sometimes unresponsive or rude management. Apartments.com... +2
- **Cleanliness / Condition**: Others report problems with cleanliness, hygiene, smells (urine, etc.), pest residue, etc. Apartmenthome... +2
- **Security / Safety**: Some reviewers express concern over crime, vandalism, theft (e.g., car parts stolen), loud neighbors, etc. Apartments.com... +1





Ask Anything





ChatGPT can make mistakes. Check important info.

AIM

Renter’s are Getting Recommendations

🚫 **Based on what I found, is The Park at Stonehaven good for you?**

Given how often people report *persistent roach infestations*, mold + dampness, maintenance being slow or ineffective with pest control, **The Park at Stonehaven seems risky** if you do *not* want to have pest issues. Unless you can get strong assurances and see recent improvements from the property management, chances are you'd still run into problems.

\+ Ask Anything

ChatGPT can make mistakes. Check important info.

Would You Still Feel Proud of that 4.7 Google Rating?

AIM

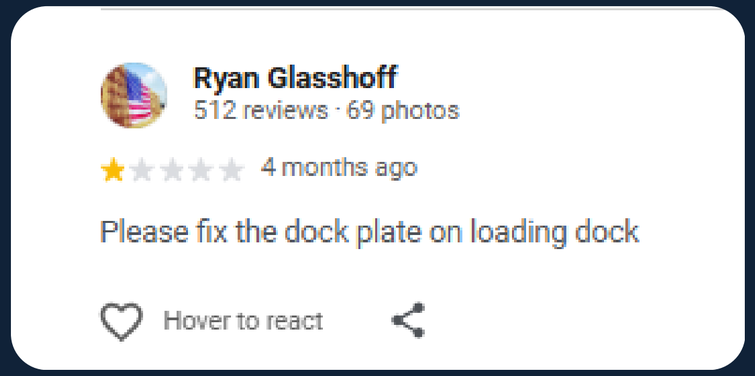
This is not just research for prospects.
It is actively part of their decision.

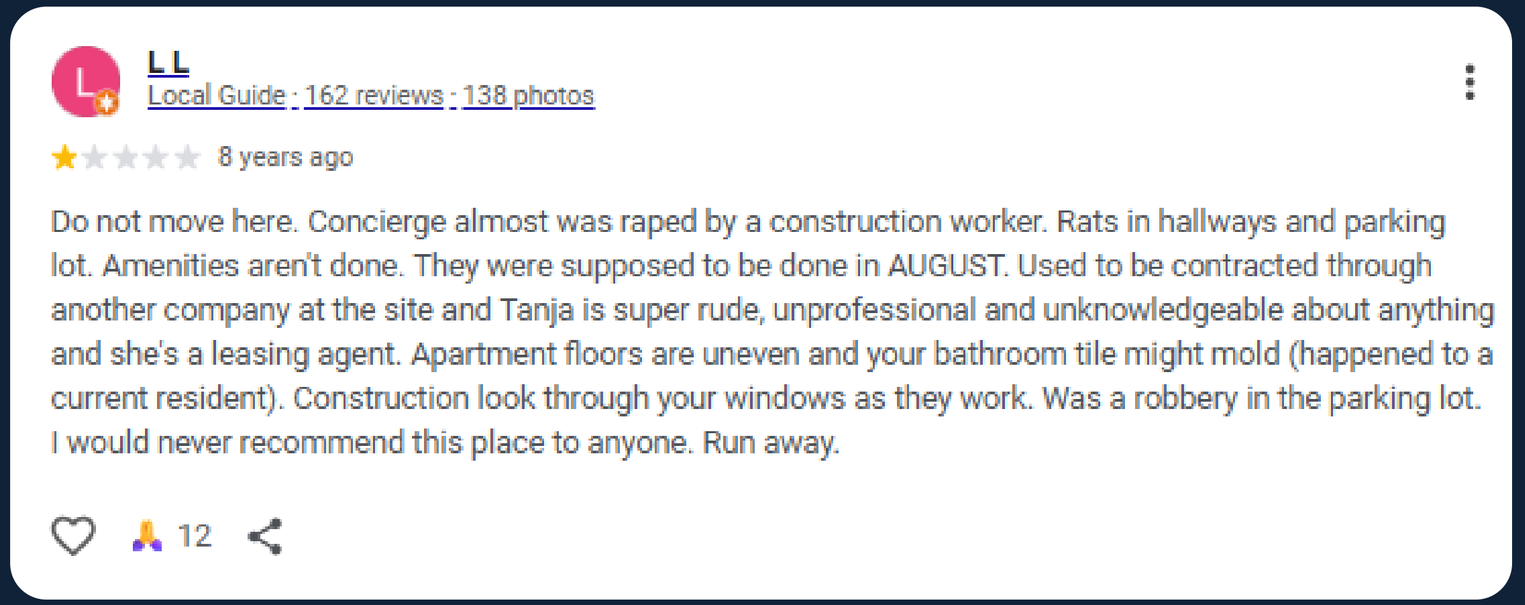
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A small amount of the wrong information can kill you

AIM

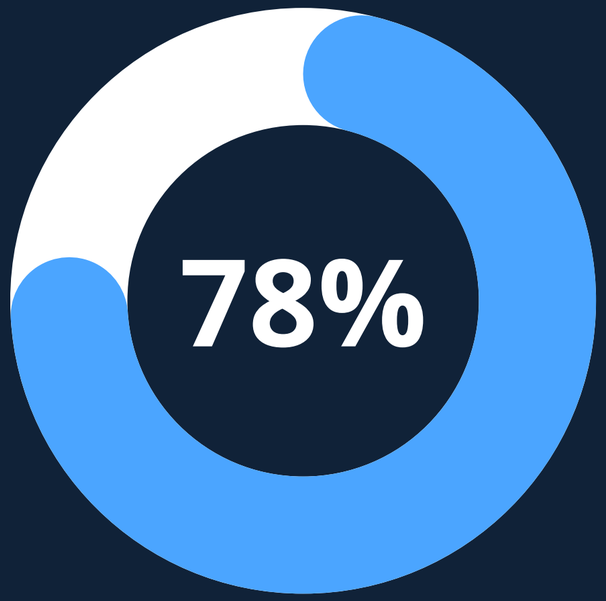
Common Sense Check



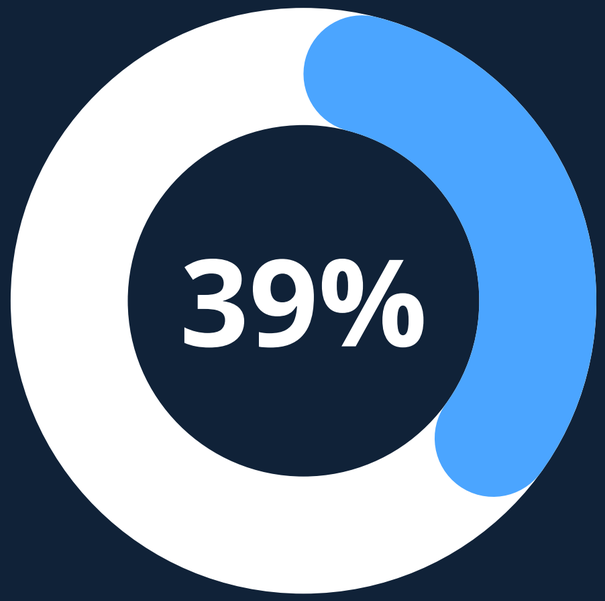


Level of Concern

For two pest reviews out of 100+ reviews



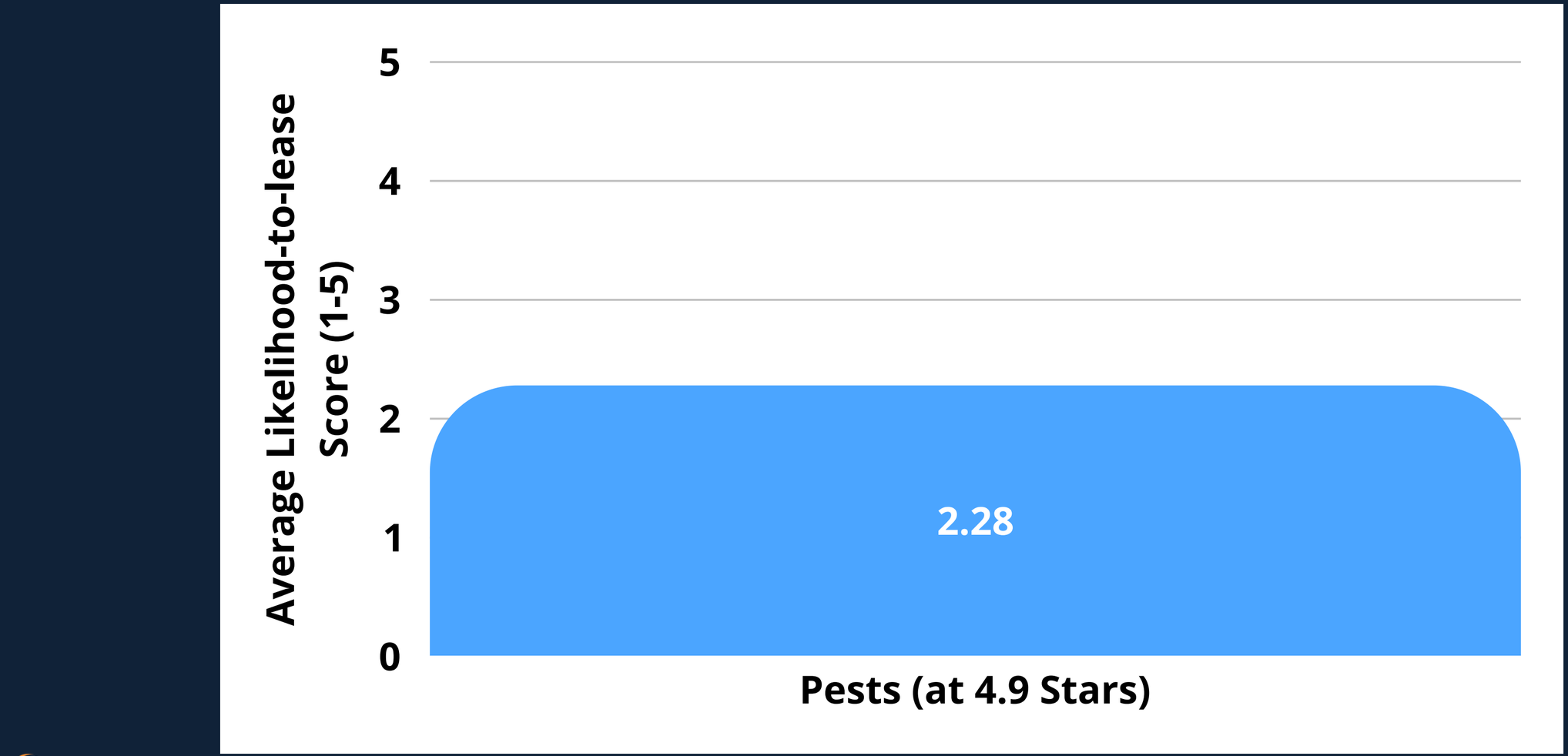
It’s a Concern



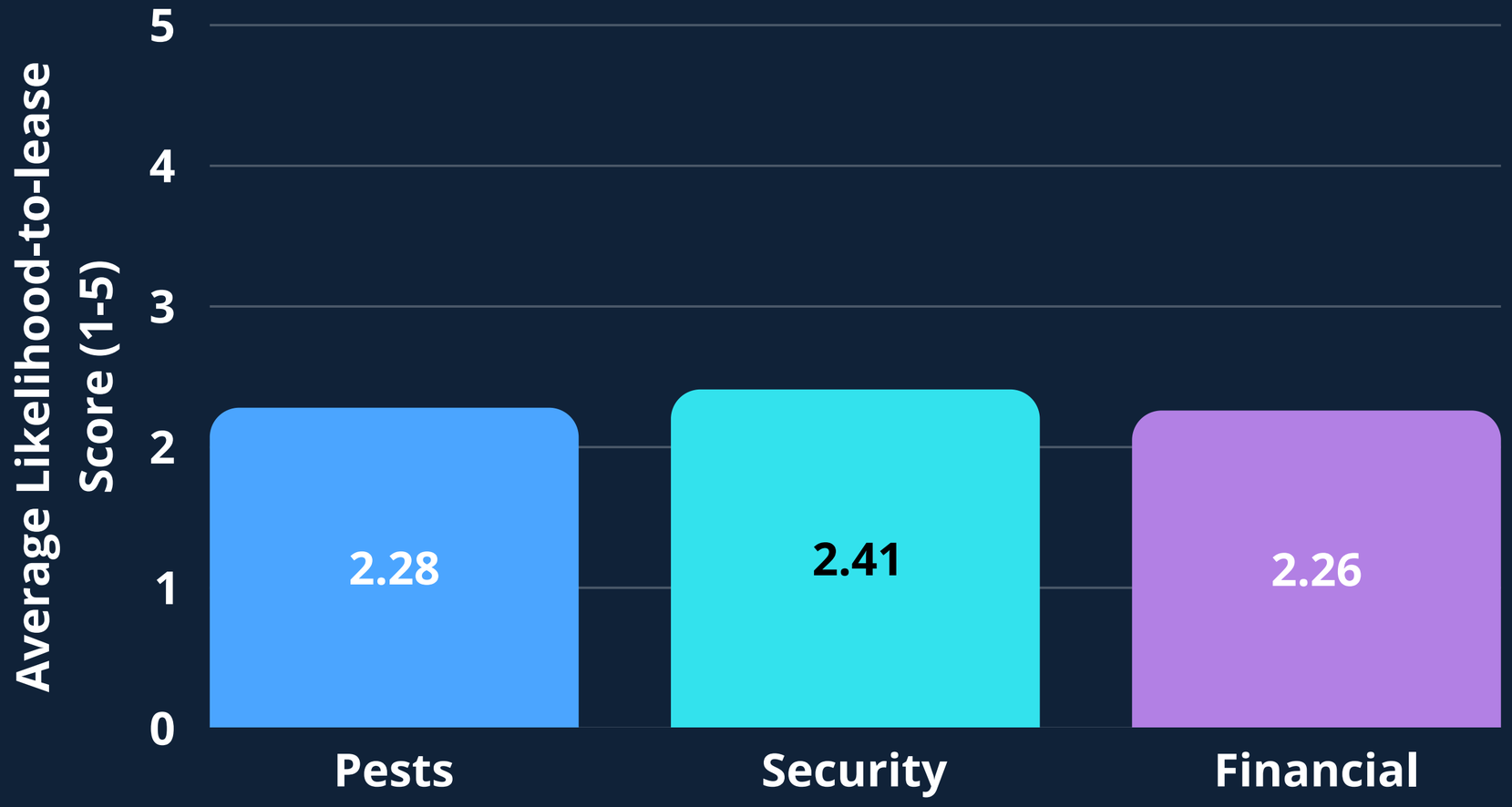
It’s a Deal Breaker

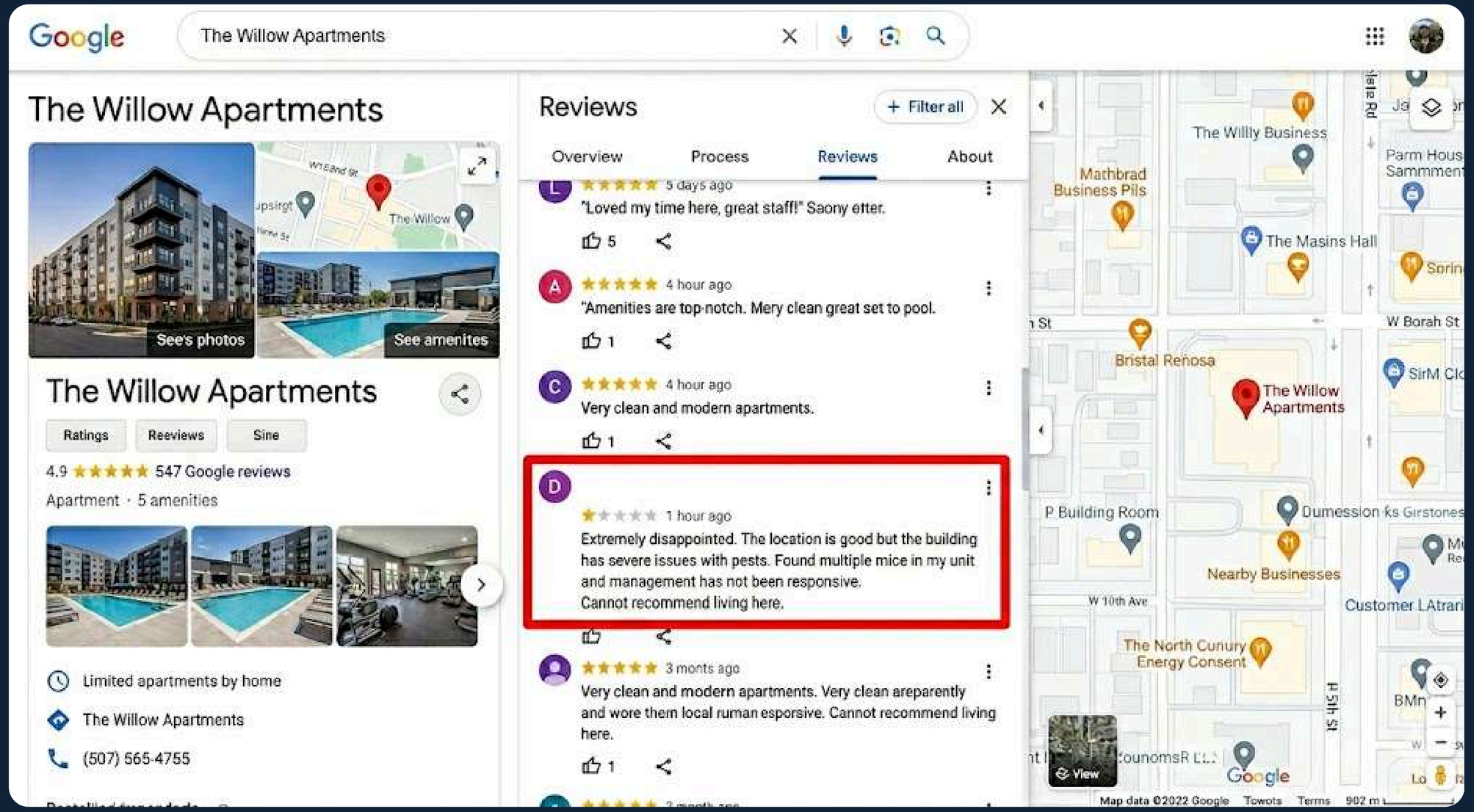
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Reputation Tax: -2.62 points

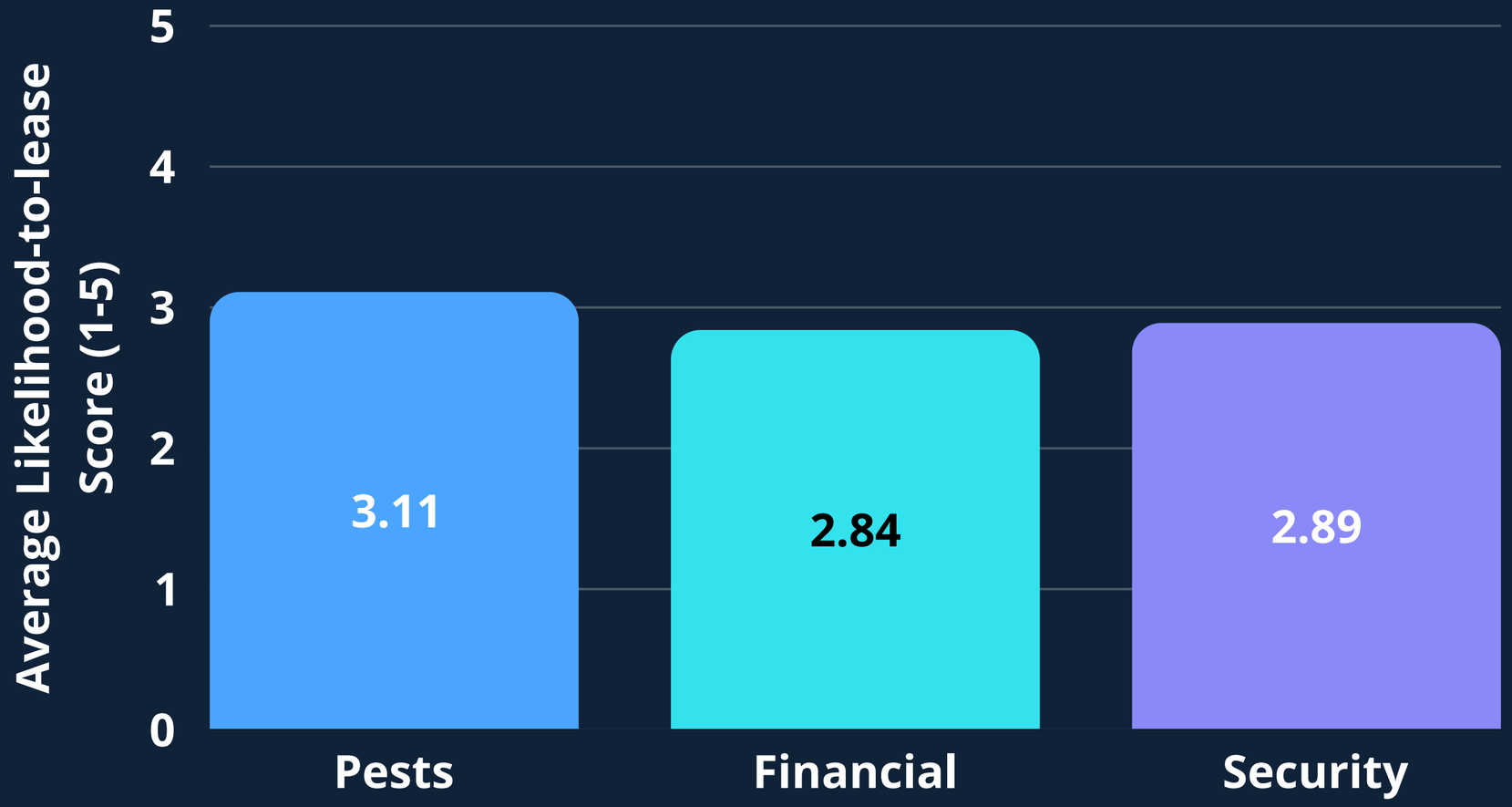


Reputation Tax to a 4.9 Star Rating




Google
The Willow Apartments
The Willow Apartments
See's photos
See amenites
The Willow Apartments
Ratings
Reeviews
Sine
4.9 547 Google reviews
Apartment · 5 amenities
Limited apartments by home
The Willow Apartments
(507) 565-4755
Reviews
+ Filter all
Overview
Process
Reviews
About
5 days ago
"Loved my time here, great staff!" Saony etter.
5
4 hour ago
"Amenities are top-notch. Mery clean great set to pool.
1
4 hour ago
Very clean and modern apartments.
1
1 hour ago
Extremely disappointed. The location is good but the building has severe issues with pests. Found multiple mice in my unit and management has not been responsive.
Cannot recommend living here.
3 monts ago
Very clean and modern apartments. Very clean areparently and wore them local ruman esporsive. Cannot recommend living here.
1
The Willly Business
Mathbrad Business Pils
The Masins Hall
Bristal Renosa
The Willow Apartments
P Building Room
Nearby Businesses
W 10th Ave
The North Cunury Energy Consent
Google
Map data ©2022 Google
Towots
Terms

Reputation Tax to a 4.9 Star Rating



Star Ratings are DEAD



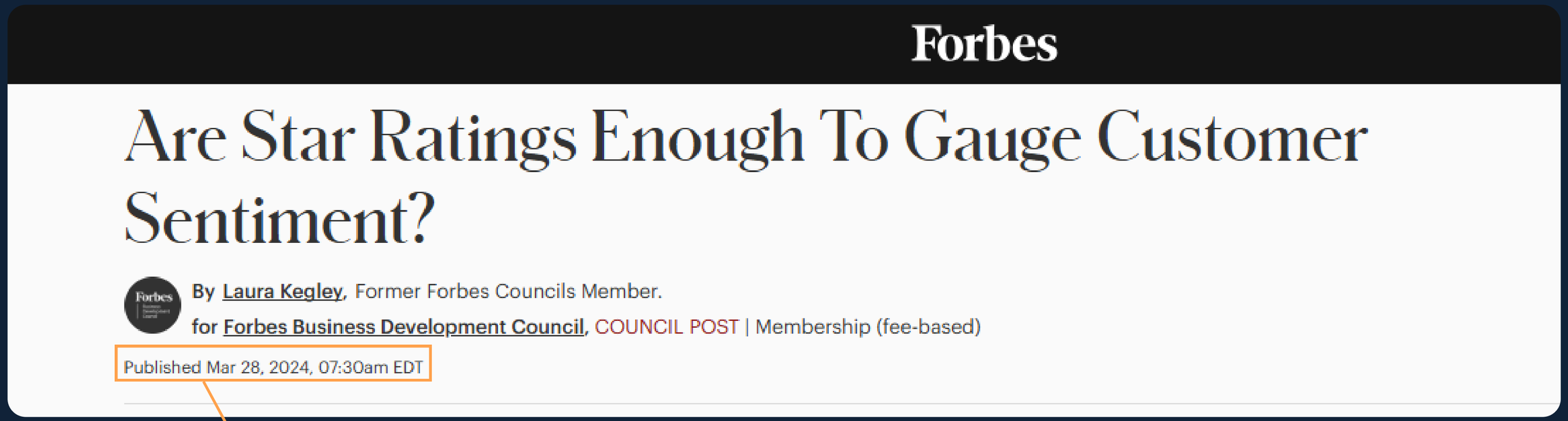
AIM

Mr. Star Rating

Okay, they still matter, but the content of your reviews matters MORE



AIM



Published Mar 28, 2024, 07:30am EDT

AIM

Limitations Of Star Ratings

While star ratings offer a convenient shorthand for assessing quality, they may not always paint a complete picture of consumer sentiment. Let's explore some of these limitations.

• **Lack Of Nuance And Context:** One of the primary drawbacks of star ratings is their inability to capture the nuanced aspects of user experiences. A product rated four stars may seem stellar at first glance, but what if those ratings are based solely on fast shipping rather than the actual quality of the product itself? Without accompanying context or detailed feedback, star ratings can be misleading and fail to provide a comprehensive understanding of consumer satisfaction.

• **Negativity Bias:** Studies have shown that negative sentiments tend to have a stronger impact on the star ratings assigned by customers. This aligns with negativity bias theory, which suggests that individuals are more sensitive to losses (negative sentiments) than gains (positive sentiments), leading them to weigh negative information more heavily in their evaluations. This negativity bias can skew perceptions and unfairly tarnish the reputation of an otherwise excellent product or service.

• **Discrepancy Between Ratings And Review Text:** Another challenge with star ratings is the potential disconnect between the numerical rating and the content of the accompanying review text. Research has found that there is only a moderate correlation between the sentiment expressed in reviews and the star ratings assigned. This makes it difficult to rely solely on star ratings as an accurate measure of customer satisfaction.

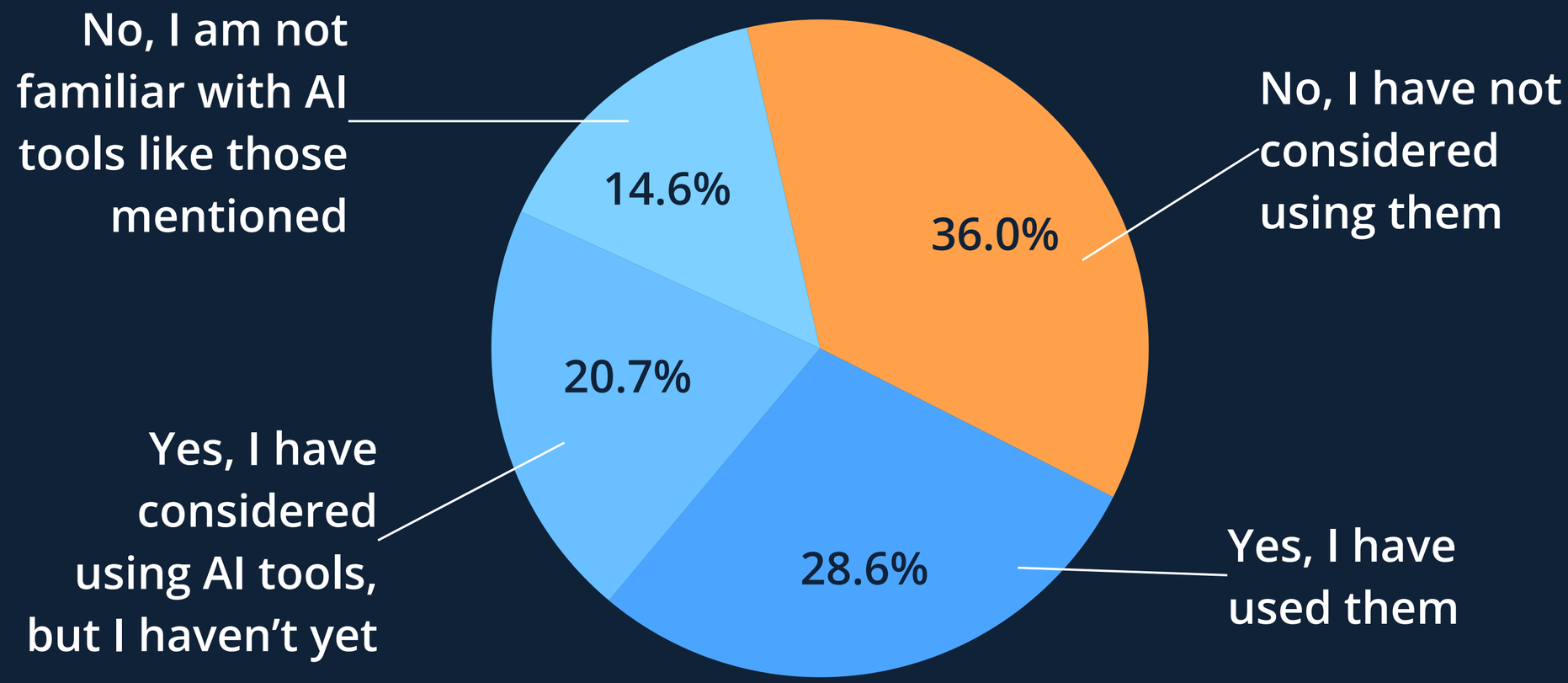
• **Specific Topics Driving Ratings:** Furthermore, star ratings may be influenced by specific topics or aspects of a product or service rather than providing an overall assessment of its quality. For example, a hotel may receive a low star rating due to cleanliness issues despite receiving praise for its excellent customer service. Understanding the specific drivers behind star ratings is essential for businesses to address areas for improvement effectively.

To The Stars And Beyond

User ratings offer a convenient snapshot of consumer satisfaction and influence purchasing decisions significantly. However, they fall short of capturing the nuanced aspects of customer experiences. This underscores the need to embrace qualitative customer sentiment analysis as a way to complement quantitative user rating data and gain a more nuanced understanding of consumer opinions for better decision-making.

This requires urgency.
This is reality now.

The Adoption of AI in Apartment Search



AIM

Renters are Skeptics



Primarily motivated by avoiding negative outcomes.



They are not looking for reasons to lease.



They are actively hunting for red flags to disqualify a property.

AIM

Most Useful Pieces of Information from AI

44.0% Identifying ‘red flags’ I might have missed.

37.9% Neighborhood and local area information.

32.8% Direct comparisons between multiple properties.

AIM

Most Common Prompts in AI Searches

48.7%

"Summarize the positive and negative reviews..."



41.8%

"What are the most common complaints?"



34.8 - 42%

"Does this property struggle with x?"



27.7%

"What is the neighborhood and walkability?

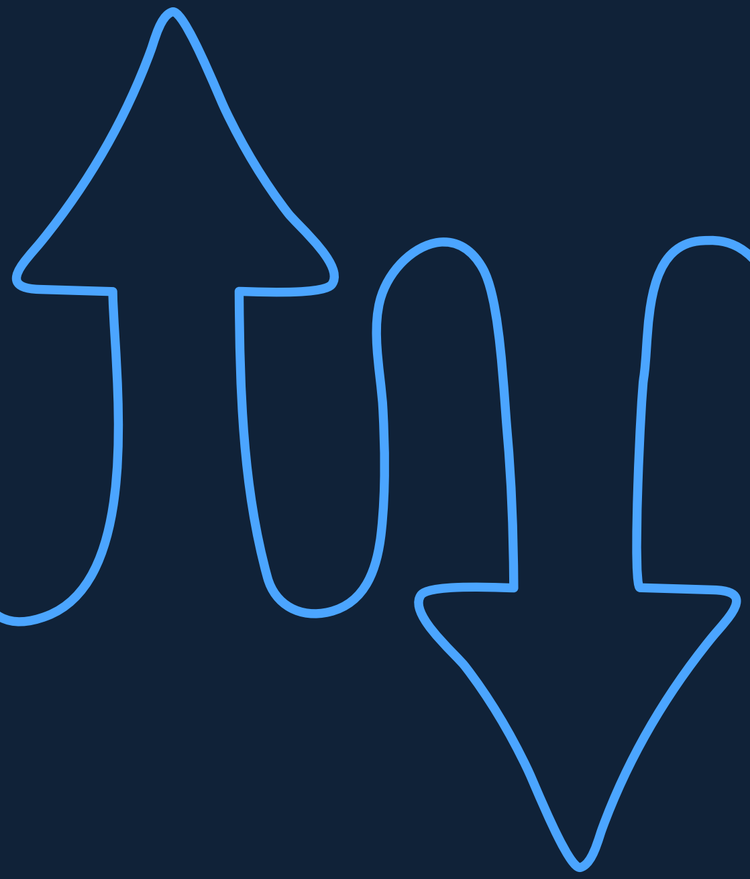


AIM

The Rise of Skepticism

Skepticism in Generation Z

The rate of "informed skepticism" among Gen Z is **3.7x higher** than that of earlier generations.



The Initial Trust Score for new brands among Gen Z is **42% lower** compared to millennials.

AIM

The Solution

Make ORM more Operational



Reframe

Cross-department ownership, not single-team responsibility

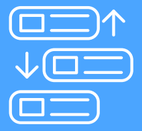
The Solution

Make ORM more Operational



Reframe

Cross-department ownership, not single-team responsibility



Prioritize

Use review data to identify high-impact business threats

AIM

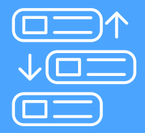
The Solution

Make ORM more Operational



Reframe

Cross-department ownership, not single-team responsibility



Prioritize

Use review data to identify high-impact business threats



Act First

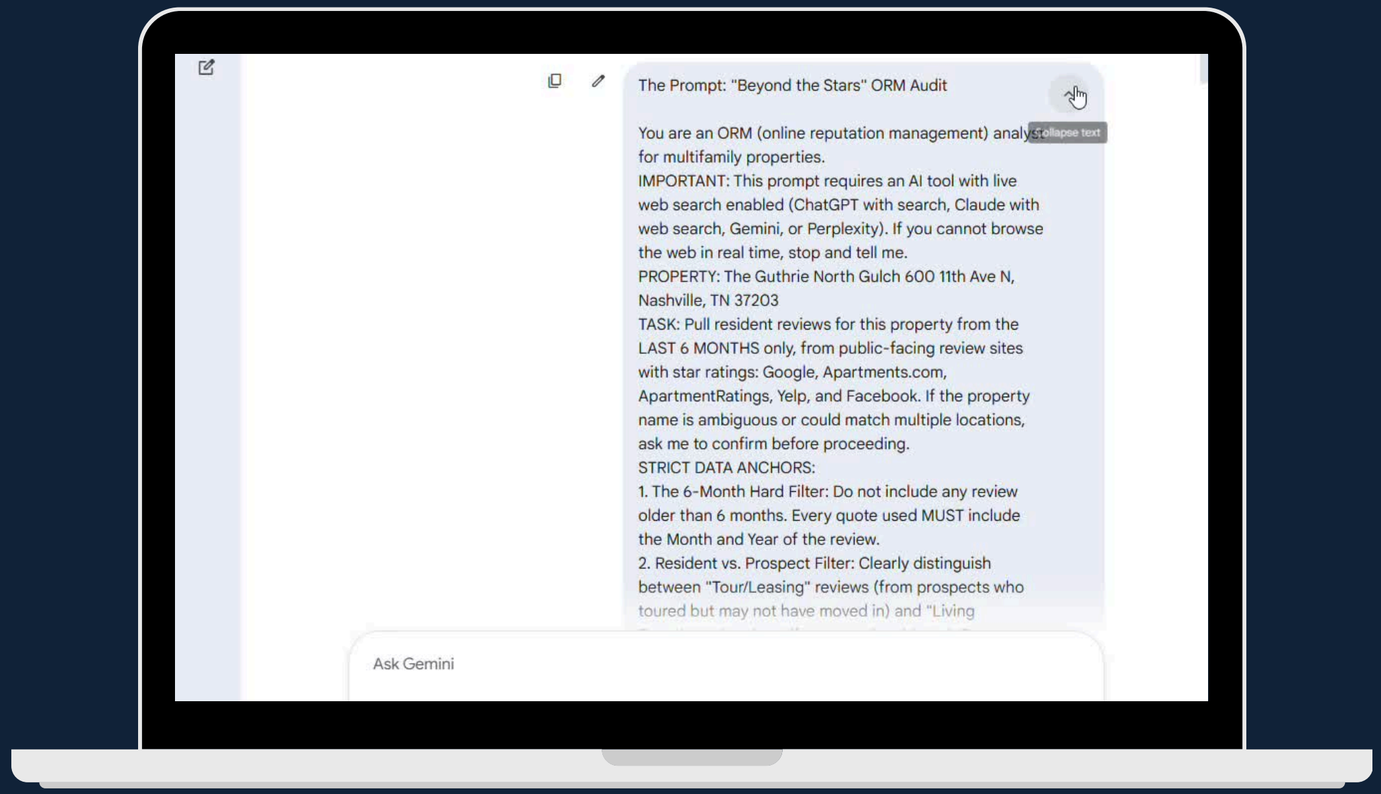
Route to the right department, resolve the issue, then respond

AIM

Action Framework (free)

1 AI sees what your star rating hides.

- Run a free audit on any property.
- Surface trends.
- Categorize what's being said.



AIM

Purpose: See what's actually being said

Action Framework (free)

2 Get the right people in the room

- The pattern decides who's in the room.
- Operations. Facilities. Regional. Asset. Training. Revenue. Marketing



AIM

Purpose: Decide who needs to know.

Action Framework (free)

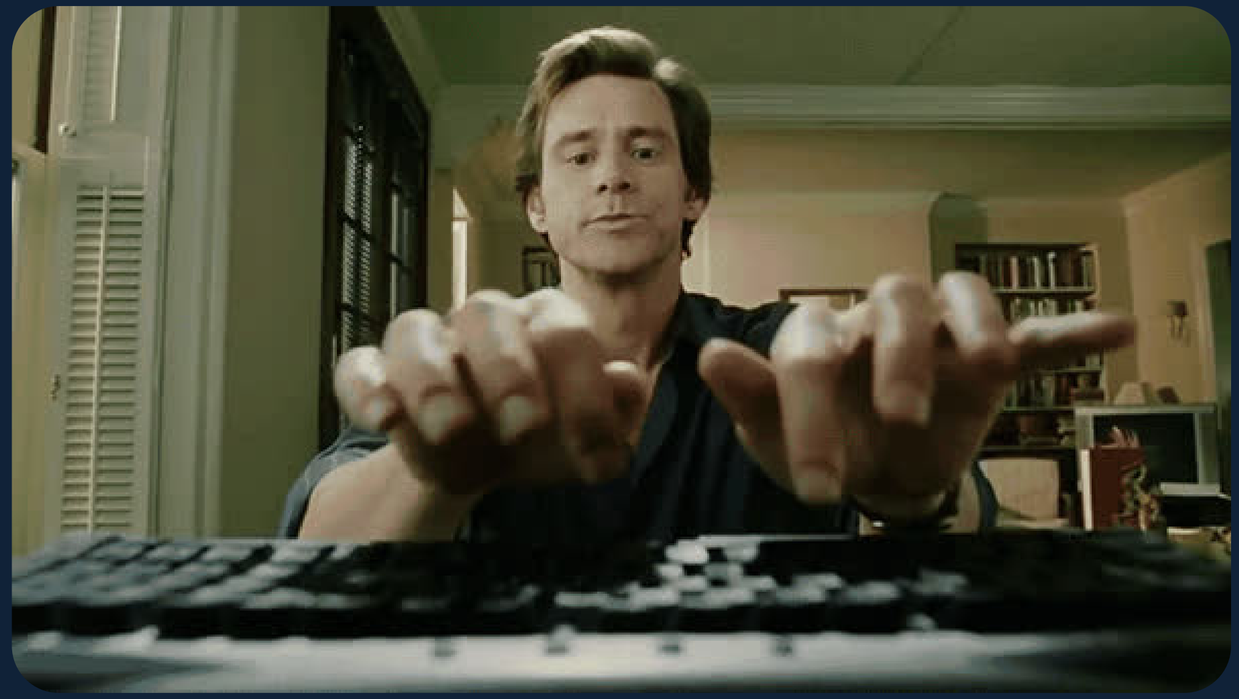
3 Beyond the Stars: The Prompt

- Scan the code.
- Paste into your preferred AI.
- Replace the property name & address.



Purpose: Clarity on what's recurring

What can you do when you get home next week?



AIM

Action Framework: Paid Platform

DE-EMPHASIZE STAR SCORES



Dashboard View

Action Framework: Paid Platform

DE-EMPHASIZE STAR SCORES



Dashboard View



Stop incentivizing ratings

AIM

Action Framework: Paid Platform

DE-EMPHASIZE STAR SCORES



Dashboard View



Stop incentivizing ratings



Focus on content quality

AIM

Action Framework: Paid Platform

ANALYZE KEYWORDS & THEMES



Track negative patterns

AIM

Action Framework: Paid Platform

ANALYZE KEYWORDS & THEMES



Track negative patterns



Categorize by actionability

AIM

Action Framework: Paid Platform

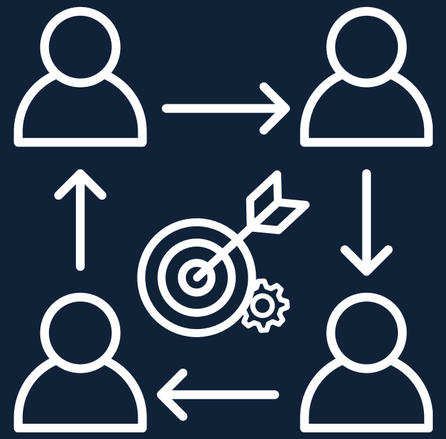
ANALYZE KEYWORDS & THEMES



Track negative patterns



Categorize by actionability



Route to appropriate teams

AIM

Onsite Team

Reviews route here when they mention:



Parking



Noise complaints



Pet policy violations



Pest control

Onsite Team

Reviews route here when they mention:



Parking



Noise complaints



Pet policy violations



Pest control

The daily stuff is what residents actually remember

AIM

Maintenance

Reviews route here when they mention:



HVAC/plumbing repairs



Appliance issues



Work order delays



Hallway/common area cleanliness

Maintenance

Reviews route here when they mention:



HVAC/plumbing repairs



Appliance issues



Work order delays



Hallway/common area cleanliness

The work order IS the review.

AIM

Asset Management

Reviews route here when they mention:



Capital improvement needs (worn carpets, outdated amenities)



Soundproofing issues or major system failures



Lease-break requests due to dissatisfaction



Pricing concerns (too high vs market)

AIM

Asset Management

Reviews route here when they mention:



Capital improvement needs (worn carpets, outdated amenities)



Soundproofing issues or major system failures



Lease-break requests due to dissatisfaction



Pricing concerns (too high vs market)

Ignore these and you're paying twice: in turnover and in capital

AIM

Revenue Management

Reviews route here when they mention:



Renewal pricing complaints



Rent increase concerns



Value perception issues

Revenue Management

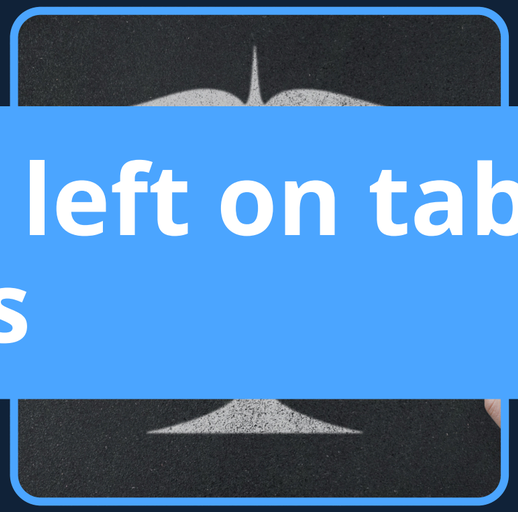
Reviews route here when they mention:



Renewal pricing complaints



Rent increase concerns



Value perception issues

Pricing complaints = money left on table or lost residents

AIM

Training

Reviews route here when they mention:



Office communication failures



Poor tour experience



Unresponsive leasing team



Unclear move-in process

AIM

Training

Reviews route here when they mention:



Office communication failures



Poor tour experience



Unresponsive leasing team



Unclear move-in process

Skills missed in training show up in reviews

AIM

Marketing

Reviews route here when they mention:



Pricing advertised doesn't match actual rates



Photos/website don't reflect current property



Amenities listed but don't exist or aren't available



Outdated information online



Contact info not working

AIM

Marketing

Reviews route here when they mention:



Pricing advertised doesn't match actual rates



Photos/website don't reflect current property



Amenities listed but don't exist or aren't available



Outdated information online



Contact info not working

Broken trust closes doors before they fully open.

AIM

How do we prioritize differently?



Involve the right people/things

How do we prioritize differently?



Involve the right people/things



Focus on retention

AIM

How do we prioritize differently?



Involve the right people/things



Focus on retention



Act First, Respond Second

AIM

How do we prioritize differently?

Most Important

- Pest Management
- Financial Clarity
- Security
- Move-in Quality
- Noise

Important

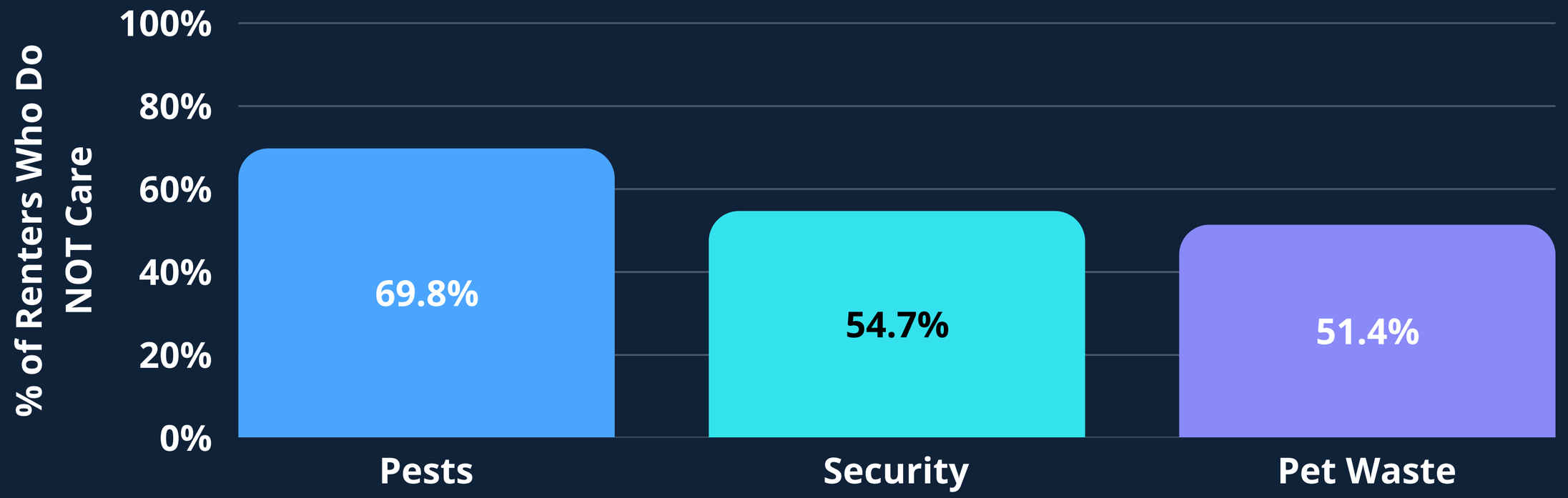
- Amenity Condition
- Cleanliness
- Communication
- Customer Service
- Internet
- Maintenance Cleanliness
- Maintenance Service
- Maintenance Timeliness
- Packages/ Mail
- Parking
- Pet Waste
- Smoking Policy/ Enforcement
- Trash
- Unit Condition

Inconsequential

- Interior Lighting
- Landscaping/ Grounds
- Exterior lighting

AIM

Do Prospects care if you feel like you “can’t control” performance?



Why Cross-Department ORM?

1. **Review patterns reveal the actual problems**



Why Cross-Department ORM?

2 **Cross-department issues need cross-department solutions**



AIM

The Solution

Make ORM more Operational

Week 1-2

Audit & Baseline

- **Export 6 months reviews**
- **Paid platform or AI analysis for themes**
- **Present findings to department heads + team**



AIM

The Solution

Make ORM more Operational

Week 1-2

Audit & Baseline

- **Export 6 months reviews**
- **Paid platform or AI analysis for themes**
- **Present findings to department heads + team**



Week 3-4

Process Design

- **Define routing rules**
- **Set response deadlines and cadences**
- **Train onsite team**



AIM

The Solution

Make ORM more Operational

Month 2

Platform Setup

- **Configure dashboards**
- **Integrate tech tools**
- **Launch pilot communities**



AIM

The Solution

Make ORM more Operational

Month 2

Platform Setup

- Configure dashboards
- Integrate tech tools
- Launch pilot communities



Month 3

Scale & Optimize

- Roll out portfolio-wide
- Track impact metrics
- Fine-tune routing based on department feedback



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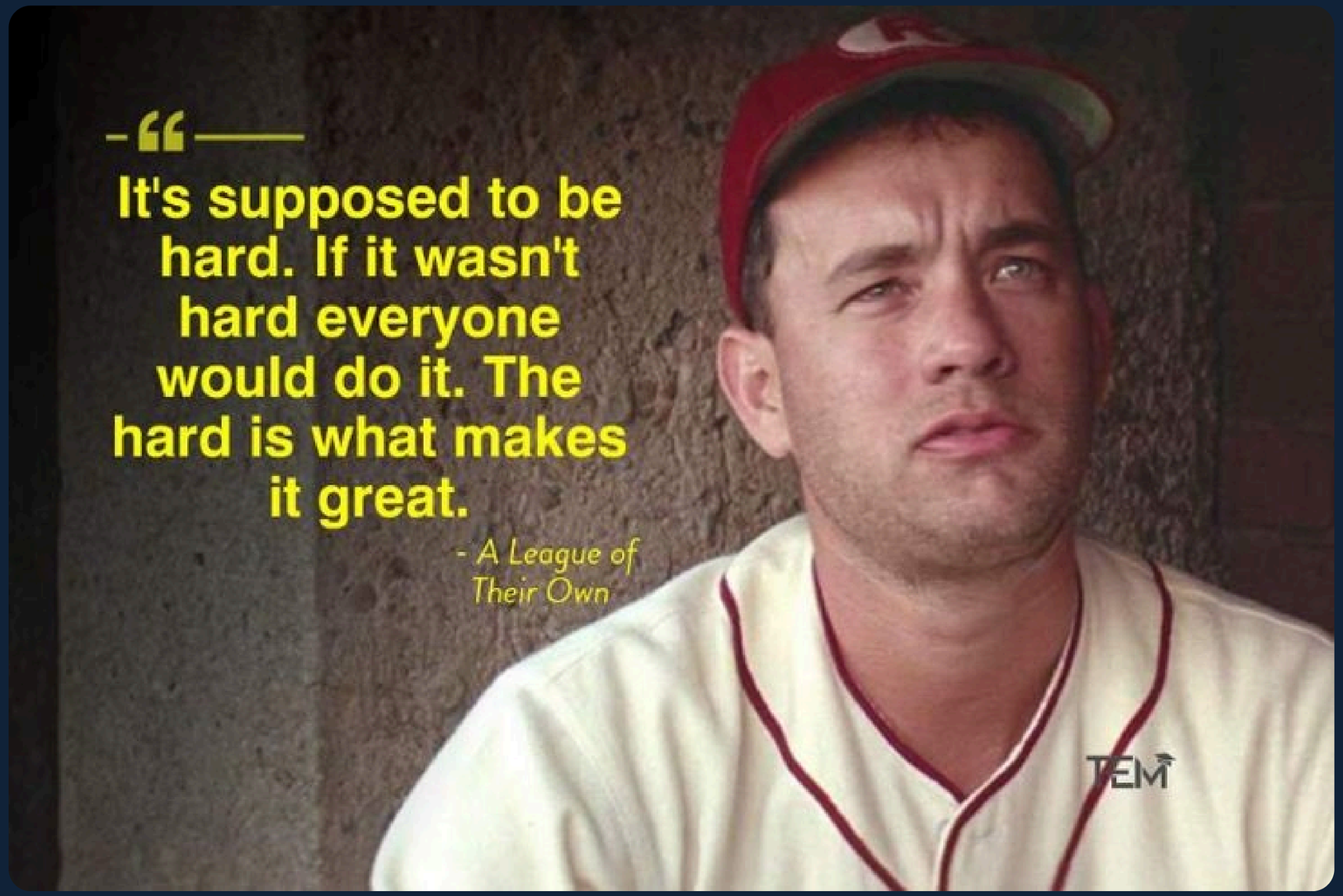
Why Did you Come Here?



Why Did you Come Here?



Apartment INNOVATION Marketing Conference


It's supposed to be hard. If it wasn't hard everyone would do it. The hard is what makes it great.
- A League of Their Own

Thank you!

