

# The Top 5 Reasons that Properties get Bad Reviews — And Yes, They're Out of Your Control.

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It's no stretch to say that managing an "older" apartment community comes with its fair share of hassles. When the phone's not ringing, the emails are coming in, and let's just say complaints are the norm.

*"My A/C isn't cooling enough, my shower is leaking again, my neighbor's dog won't stop barking"* and so on.

When you read a negative online review about your apartment, it's like fingernails on a chalkboard. We understand how aggravating that feels when you're stepping up to the challenges. You are not alone.

**The whopping majority— 80% —of properties built before 2005 have an UNDER 4-star average** that leaves their managers feeling frustrated. We've found common trends in negative reviews amongst older properties that run rampant through the industry. Nobody likes bad reviews, but the truth is that many of the complaints are truly outside of your control.

When you really understand this, it's easier to make a solid plan to combat these unfair ratings.

Here are the **Top 5 Reasons that Properties get Bad Reviews** and **YES** they're out of your control.

## 1. OLDER AMENITIES BREAK DOWN.

Time is not always kind to apartment amenities and the fact is that properties built before 2005 have 3 x the maintenance requests of newer properties. Older buildings generally have older fitness centers, laundry facilities, pools, etc —and when residents can't access their amenities they tend to get a little cranky. It's no surprise that this alone leads to negative online reviews..

## 2. NOISE COMPLAINTS.

In general, older construction has less robust soundproofing and insulation between units, which leads to noise traveling between apartments. Noisy neighbors can be annoying, especially at late hours, but as a property manager there's often not much you can do if the inter-apartment insulation levels are low. You will be getting calls though, that translate to negative online reviews.

## 3. LESS DAZZLING AMENITIES.

Residents often expect more from their apartments than they used to—stainless gas grills, movie theaters, hi-tech gyms, fancy dog washes and outdoor entertaining spaces. If your community is older, and lacking the razzle dazzle of the newer properties, you may find residents complaining just because they don't have access to something you've never offered. But they're still upset about it.

## 4. RESIDENT REVOLT AGAINST INCREASED RENEWAL RATES.

Raised rent is a hard pill for residents to swallow, and becomes even less palatable when "old property problems" abound. Problems like: aging appliances, outdated fixtures, pot-hole ridden parking lots, and so on. The fact is that operational costs tend to trend upwards and this becomes reflected in rent. Even if your property is having its share of wear and tear problems, rents tend to rise over time, and your residents will experience changing renewal rates. They're not likely to be happy about it, which can lead to negative online reviews.

## 5. WHAT HAPPENED BEFORE.

Unless you've been managing your apartment since its first grand opening, you've had other managers steering the ship. Sometimes your online reviews suffer simply because you've inherited what previous managers have been doing. Or maybe you're getting lots of good reviews, but they pale in comparison to a long history of negativity. When this is the case, it can feel almost impossible to pull up that average with so many reviews stacked against you.

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**Here's the good news: there is a solution.** While these Top 5 Reasons are not things you can directly change, we can make a quick and profound impact on your ratings. We've developed a 5 minute process that gives you the 5 stars you deserve, because we know that reputation management isn't enough.

**If you want to find out more about our effortless Rave Resident Reviews, reach out to us at [RaveResidentReviews.com](https://RaveResidentReviews.com). And until then, keep your chin up. It's not you, it's your property. We know you're 5-stars, all the way.**