

What's the worst review  
you've ever left?



# More than Stars

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How Maintenance Drives Resident Reviews  
in the Age of FTC Accountability

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**Dani Black**  
CRO  
AppWork



**Katie Nelson**  
VP of Marketing  
CAPREIT

## Renters care about Maintenance

**47%**  
of renters

Ranked **MAINTENANCE REPAIRS**  
as the most important aspect  
of the resident experience



2024 Resident Experience  
Management Report

**D** **Dorka B.**  
Unit 108

★★★★★ 1 month ago

Aaron is ALWAYS amazing - his attention to detail, commitment to excellence, and focus beyond the maintenance request to ensure the unit is perfect are next level. He treats the property as though it's HIS, whether he's painting the parking lot, cleaning up the dumpster area, fixing maintenance requests, or changing an AC filter - his work is impeccable and his attitude is one of resolution and problem solving, and that says all that needs to be said about his work ethic too. Aaron is truly the best.

**A** **Aliza F.**  
Unit 511A

★★★★★ 2 months ago

Adam is always knowledgeable with all work orders. Not only is he knowledgeable, but respectful of your request, time and property. Adam has always been on time with getting things done and being efficient. Thank you Adam you are awesome!!!!

**P** **Peter K.**  
Unit 226G

★★★★★ 1 week ago

Always prompt and timely and gets the work order done fast. 10/10 would recommend.



## Average AppWork Technician Ratings

**4.6**  
out of 5



Over 50,000 reviews  
In the last year

At AppWork, we see maintenance review response rates as high as 20%.

**Your residents want to talk!**



Katie - Graph of 3 year data improvement

[\[waiting on this info\]](#)



professional experience building location complex  
everything management community  
service helpful renter  
property live lived office living  
friendly job new best thank  
home love years  
clean work staff verified  
people  
maintenance



*Here's the short version of what the FTC now expects from all of us:*

1. **You can't buy good reviews.** *That means no gift cards, no "leave a review for a chance to win," no Starbucks bribes (no matter how desperate we are for caffeine-fueled love).*
2. **Transparency is required.** *You have to disclose how reviews are collected and make sure they're not being selectively filtered.*
3. **No cherry-picking.** *If you're only asking your happy residents to leave reviews and skipping the rest, that's a big no-no.*
4. **No Gating reviews.** *You cannot only have the good reviews posting and block the bad ones.*



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# Leverage Maintenance to Boost Resident Reviews

## Proven Techniques

- **Timing Matters:** Send review requests immediately after the work order is completed in your system.
- **Make It Easy:** Provide completion details, photos, and direct links to leave reviews.
- **Alternative Resolution:** Offer an option to reopen work orders that need more attention
- **Recognition:** Share positive reviews with maintenance leaders
- **Get Creative:** Door hangers, review reminder cards, etc.



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Hey, Max G. has completed your work order, AC issues. We value your feedback. Let us know your experience by rating your technician here.



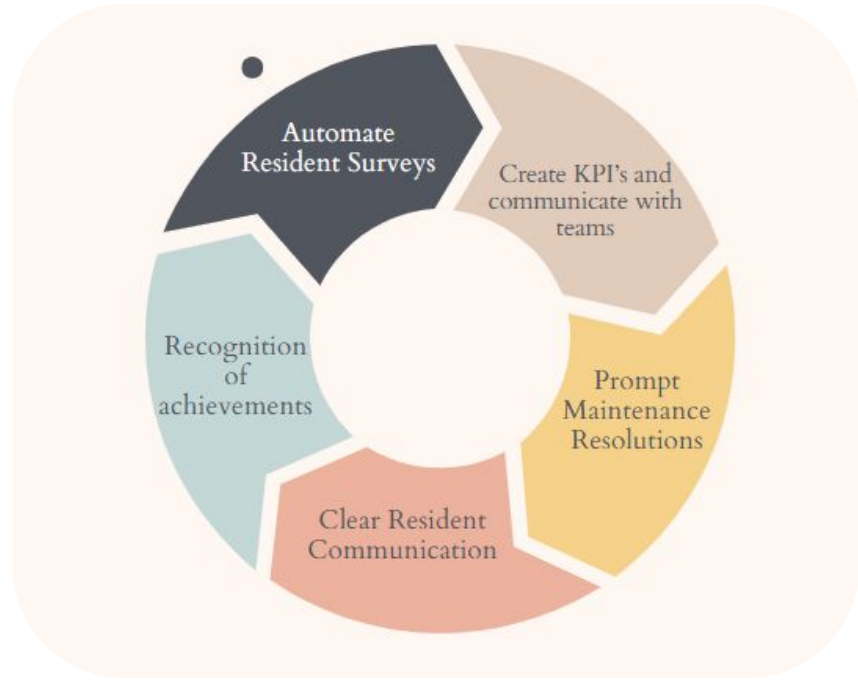
Thank you

FOR YOUR FEEDBACK

[Share your review online](#)

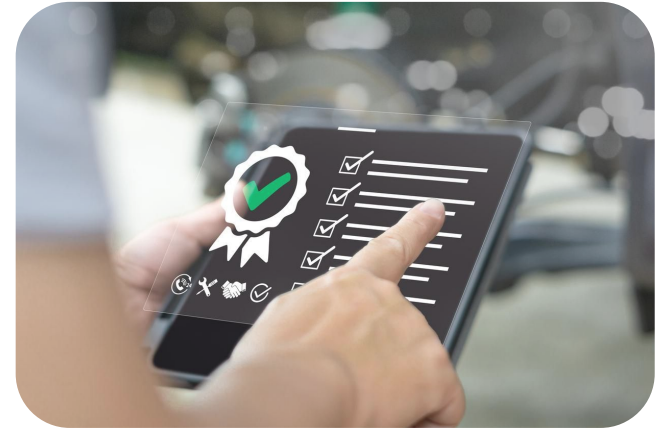


# Collaboration between Marketing & Maintenance

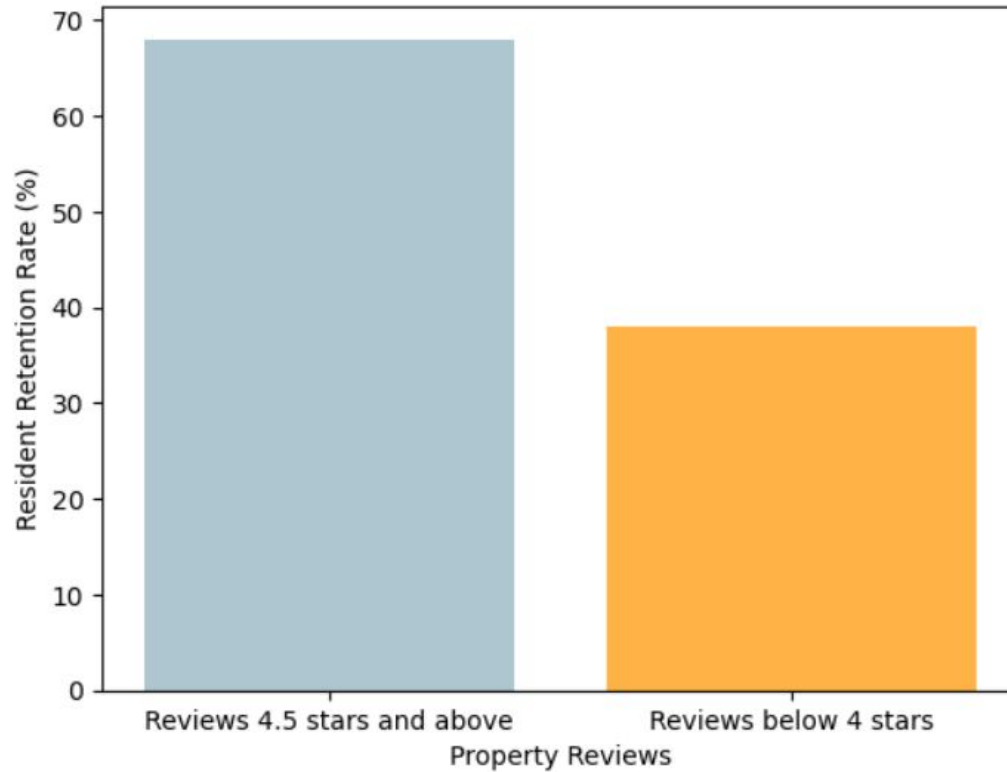


# Collaboration between Marketing & Maintenance

- Hosting a service team appreciation week and allow everyone to get involved to say “Thank You!”
- Small gestures foster goodwill
- Incorporating maintenance into the overall resident experience strategy



Resident Retention Rate by Property Reviews



Wrap up slide - Summarize

