

Five Ways to Improve Tenant Feedback

Feedback is essential, publicly speaking good feedback will land new tenants, while bad feedback will not. The number one way to get tenants to leave good feedback is to give them what they want. If tenants do not feel safe, because it took a month to replace a hallway light, they are not likely to leave a glowing review on a place like apartments.com. The trick to receiving good feedback from tenants is to open up avenues where they can be easily heard. Here are some ways that your complex can open up to tenants in a friendly manner.

Surveys

Surveys can be a pain, but they can be helpful in finding out exactly what it is your tenants want and need. One easy way to get tenants to fill out surveys is to attach them to the method in which they pay rent. If most of your tenants pay their rent online, then have your website provider attach a survey to the rental payment page. You should only expect to get, at most, a [55%](#) participation rate with surveys, chose your questions wisely.

We suggest that you put a few simple questions and leave room for comments. There should be at least one question that revolves around security since your main goal to the be sure that your tenants are safe. Other questions maybe around something that you are planning or that is happening around the building at that time. Leaving room for comments will open up some space for tenants to express their opinions.

Other ways to distribute surveys are to:

Attach them to rental receipts.

Mail them out.

Go door to door with a clipboard and ask questions.

Attach them to doors.

While some people feel that surveys are a waste of their time, many will feel like they are being given the opportunity to have their voices heard. Even if tenants don't get everything they want they are likely to be pleased with being given a chance to have their opinions heard.

Town Hall Meetings

A great way to get people together in your community is to hold periodic town hall meetings where current issues can be discussed. Providing a time where tenants can come together to discuss their ideas and problems creates a sense of community. When your tenants feel like they are part of a community, they will feel safer and be happier with the overall experience of living on your property.

Meetings can be held quarterly, and they don't have to be too complicated. You can come up with an agenda from emails received by tenants, new projects that are going to be taking place, and allow time for open discussion about the current state of things at the property.

Encourage Tenants to Speak Up

There are a number of ways speaking up can be encouraged among your tenant population.

Make comment cards available.

Provide an [online forum](#) for tenants to interact on the website or on a locked Facebook account.

Assign a dedicated tenant ambassador.

Give a one percent or small break on rent for tenants that leave comments.

No matter how you do it, people will be happier when they feel like they have a voice. Some of the ideas are more time intensive than others, but the positive public feedback you get will be well worth it.

Work on Providing What Tenants Ask For

If tenants see you [doing the things](#) that they have requested such as fixing safety lighting, replacing a water heater, or even mending a fence they will feel like they are living in a place where the landlord cares about more than just collecting the rent. Tenants want to feel like their lives matter just as much as anyone else and that includes the owners.

Security

Security is number one for many people. Make sure that if you use a security company tenants know who it is and that they have access to them when needed. Even if your property does not have the best new pool or gym equipment, tenants will be happy to know that they are safe while living with you. Providing third-party security will make tenants know that you care for their well-being and want them to be safe.

Overall when it comes to garnering positive feedback from current and past residents you want to be sure that they feel like they are part of a community, they are safe, and their voices are heard when there are problems or suggestions. "[When tenants](#) are actively engaged, they see the direct benefits of working with property managers and are more likely have a stronger positive feeling about the property."

One of the most popular ways to do this is through surveys. Other ways to create a sense of community and safety are to hold community meetings, give tenants an avenue to voice their opinions, and use a service that specializes in security. If you do all of these things for your tenants, they will be pleased when they move on and leave you rave reviews on sites like apartments.com.