

rentgrata

Fairfield redefines reputation management with Rentgrata

Presented by  zumper

FAIRFIELD.

A multifamily trailblazer focused on customer-centric innovation

Fairfield, with a track record for delivering exceptional living experiences, manages over 40,000 units across the U.S. Recognized for its transparency and resident-first approach, Fairfield continually invests in innovative tools to redefine how prospects engage with their future home.

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190+

Properties

44K+

Apartment units

30

Markets

NMHC

Top 25 Developer, Top 50 Manager,
Top 50 Owner, Top 25 Builder



"We tell our community teams, 'Don't delete reviews, tell the truth, and be transparent.' Transparency is so important to us; we've always believed the customer journey should include real, authentic insights, and Rentgrata fits perfectly into that philosophy."

Easter Liu, Chief Branding & Marketing Officer
Fairfield Residential

Keeping pace with **how renters research**

The way renters evaluate properties has fundamentally shifted: ratings, reviews, and deep research all play a critical role in shaping a property's reputation.

While management companies can define their brand, it's the voices of the people who live there that have the most influence on how the brand is perceived and evaluated. Fairfield sees residents as an invaluable resource to:

- **Provide experiential information.** Prospects want more than specs—they want to understand what the living experience is like from a trusted objective source.
- **Streamline onsite processes.** With onsite teams juggling more jobs, responsibilities, and tools than ever, residents can become an in-house extension of your brand's reach.
- **Scale residential referrals.** Traditional resident referral programs are highly effective but limited in reach, making it difficult to generate volumes of high-quality leads.
- **Build trust in lease-ups.** New communities often struggle to establish an online reputation quickly enough to inspire confidence from prospective residents.

“Renters are doing more research than ever, and most of that research is done before they even book a tour. Rentgrata gives prospects the transparency they’re looking for, meeting them where they are in their journey. We’ve noticed that **prospects who use Rentgrata are higher-intent and more ready to take the next step.”**

- Ericka Eisenmann, Digital Marketing Manager
Fairfield Residential

From connection to conversion

Rentgrata enabled Fairfield to modernize their reputation management strategy while streamlining operations for onsite teams. By connecting prospects with current residents, Rentgrata seamlessly integrated social proof and peer feedback into the customer journey.

What is Rentgrata?

Rentgrata is a lead conversion and renter insights platform from Rentgrata that connects prospective renters with current residents for authentic, peer-to-peer conversations. By fostering real connections, Rentgrata helps property management companies boost lead-to-lease conversion rates while providing valuable insights into renter behavior. This program has helped thousands of communities through:



Integration

Rentgrata integrates into your PMS, CRM, ILS and marketing campaigns.



Conversation

Prospects ask residents about their lived-in experience and insights.



Activation

Prospects move in more quickly and residents receive a thank-you bonus.



Innovation

Communities make informed decisions using real-time feedback.

Overcoming concerns about resident feedback

When Fairfield first piloted Rentgrata, they considered a common industry concern: would giving residents a platform to speak directly with prospects lead to negativity? Their experience revealed the opposite—residents became powerful ambassadors for the community.

"Our teams were nervous at first—what would residents say? But it's been overwhelmingly positive. The program works, and the results speak for themselves."

- Tara Adams, Senior Director of Digital Marketing
Fairfield Residential

Rentgrata's thoughtful structure and safeguards ensured residents engaged constructively and positively.

"It's not just about letting residents talk— it's about how you structure the program. **Rentgrata has safeguards in place that made us comfortable from the start,**" added Ericka.

Driving deeper engagement with Neighbor Nurture

In 2023, Fairfield unlocked new opportunities to connect with prospects at key moments in their renting journey through Rentgrata's Neighbor Nurture technology.

Neighbor Nurture automates engagement by sending a series of personalized, automated emails to prospects after they submit a guest card, proactively inviting prospects to start conversations with resident ambassadors—all without requiring extra effort from the leasing team.

15% of Fairfield move-ins across active communities are directly impacted by Rentgrata.

Even for move-ins not directly using the program, its presence at Fairfield communities sends a powerful message: Fairfield trusts its residents to share their experiences because they're happy with their living experience. This trust instills confidence in prospects and seamlessly integrates social proof into the journey, adding value at every step.

"Seeing the numbers jump was exciting—it validated everything we believed Rentgrata could do. We appreciated Rentgrata listening and adapting to the market, which is rare in this industry. They're always looking to add value and truly understand our business."

- Easter Liu, Chief Branding & Marketing Officer
Fairfield Residential

Rentgrata's impact at Fairfield

- **Enhanced lease-up performance.** New properties, lacking established reputations, benefited from authentic conversations, making it easier for prospects to trust and commit.
- **Tech-enabled transparency.** By giving prospects access to real-time feedback from current residents, Fairfield aligned with modern consumer behavior and expectations.
- **A low-lift, high-impact tool.** With Rentgrata's streamlined processes and responsive support team, Fairfield's onsite teams experienced minimal disruption while gaining maximum value.

“As more renters see and trust the program, conversations are increasing, and so is our overall leasing success. It's a cycle of trust that benefits everyone.”

- Tara Adams, Senior Director of Digital Marketing
Fairfield Residential

Rentgrata

For lease-ups

Lease-ups face the challenge of building trust with prospective residents before a community has an established reputation. Rentgrata bridges this gap by connecting prospects with current residents—or early adopters—through authentic, real-time conversations, providing the transparency and confidence needed to drive leasing decisions.

- **Building trust early:** Prospects can talk to real people living in the community, even before reviews are available, creating a foundation of trust.
- **Creating advocates:** Early residents feel valued and engaged, turning them into brand ambassadors for the property.
- **Increasing conversion rates:** The ability to get candid answers about the living experience makes prospects more likely to commit.
- **Establishing a positive reputation:** Conversations driven by Rentgrata create a ripple effect, generating goodwill and excitement that help the community gain traction faster.

“Rentgrata provides unique benefits in different scenarios. For lease-ups, it drives quick engagement and helps fill units efficiently.”

- Easter Liu, Chief Branding & Marketing Officer
Fairfield Residential

Rentgrata

For stabilized communities

For stabilized communities, Rentgrata strengthens ongoing resident engagement and reinforces community trust, keeping the property competitive and appealing to new prospects.

- **Sustaining a strong reputation:** Rentgrata empowers residents to share authentic insights, showcasing the community's value to prospects.
- **Fostering long-term loyalty:** Engaged residents are more likely to remain advocates, contributing to a thriving community culture.
- **Enhancing the leasing experience:** Seamless resident-prospect connections instill confidence and simplify the decision-making process.

“For stabilized properties, Rentgrata fosters trust and transparency, strengthening the sense of community and keeping residents engaged. And for properties struggling with challenging reviews, resident ambassadors give our communities a better chance at reversing the impact of negative reviews.”

- Easter Liu, Chief Branding & Marketing Officer
Fairfield Residential

Redefining reputation management

By enabling authentic conversations between residents and prospects, Rentgrata has helped Fairfield revolutionize its approach to reputation management. In an era where renters rely on extensive research, reviews, and peer insights before making decisions, Rentgrata is helping Fairfield confidently meet these evolving demands head-on.

Through seamless integrations and a collaborative partnership, Rentgrata has helped Fairfield strengthen its reputation, increase lease conversions, and build thriving communities—all while staying true to its core values of transparency and trust.

“The value we’re getting from Rentgrata far outweighs the cost—it was a no-brainer for us. I’m not someone who throws my support behind just any platform, but Rentgrata really aligns with our values of transparency and authenticity, and **the results make it easy to stand behind.”**

- Easter Liu, Chief Branding & Marketing Officer
Fairfield Residential

About Fairfield

Fairfield is a leading owner, developer, and operator of multifamily communities throughout the U.S. They manage approximately 42,400+ units nationwide across luxury new construction, renovated apartment homes, and tax credit affordable housing in urban and suburban neighborhoods.

They offer a vertically integrated national multifamily services platform providing development, construction, renovation, asset and property management, and acquisition and disposition services to our investors.

Fairfield operates nationwide, with regional offices in Atlanta, Boston, Dallas, Denver, and Washington, D.C. Fairfield Realty Advisors LLC is registered as an investment adviser with the U.S. Securities and Exchange Commission.

www.fairfieldresidential.com

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Learn more at www.rentgrata.com.



Presented by Zumper

About Zumper

Zumper is an industry-leading residential rental marketplace focused on helping our partners fill their vacancies. Our dedicated team works hand-in-hand with Multifamily owners and operators to deliver bespoke, industry-first solutions at a price that works for them.

With our innovative platform and cutting-edge marketing solutions, our partners can amplify their digital presence while growing occupancy.

Visit multifamily.zumper.com to learn more.



Partnership with Rentgrata

Leveraging our unique strengths, Zumper and Rentgrata have partnered to enable property management companies to connect current residents with prospective renters directly through Zumper's listings. This collaboration is designed to bring a whole new level of transparency and community connection to the rental experience.

With an impressive 36% lead-to-lease conversion rate¹, Neighbor Nurture Powered by Rentgrata not only helps renters find the right home but also strengthens trust and engagement between properties and prospective renters.