

# Avenue5 grows star ratings and review volume with Amplify Review Generation

## The problem

Avenue5 Residential recognized that generating a steady stream of positive reviews was essential to influencing renters and building trust online.

But with leasing teams balancing multiple day-to-day operations, consistently asking for reviews at the right time was difficult to sustain.


They needed a solution that could automate the review request process, reduce the burden on their teams, and effortlessly improve their online reputation across communities.

## The solution

Looking for a scalable and time-saving solution, Avenue5 turned to Zumper's Amplify Review Generation. This automated service helps communities consistently collect authentic resident feedback by sending review requests at the optimal time, without adding work to already busy leasing teams.

With the help of automation, Avenue5 generated new, positive reviews across 25 properties' Google Business Profiles within 3 months, strengthening their online reputation and giving prospective renters greater confidence in their communities.

## Avenue5's Results using Amplify

<b>3.4</b>	<b>3.6</b>		<b>0.2 Stars</b>
Avg. star rating before Amplify	Avg. star rating after Amplify		

**9,513**  
Review requests sent

**381**  
Average requests by property

**186**  
New reviews generated

**68%**  
Of new reviews were positive

Amplify Reviews Platform: December 2024 - February 2025

