

# Avenue5 effortlessly improves their reputation with Amplify Illegitimate Review Removal



## The problem

Avenue5 Residential understood that online ratings and reviews directly influence renter decisions, but protecting their reputation at scale was a challenge.

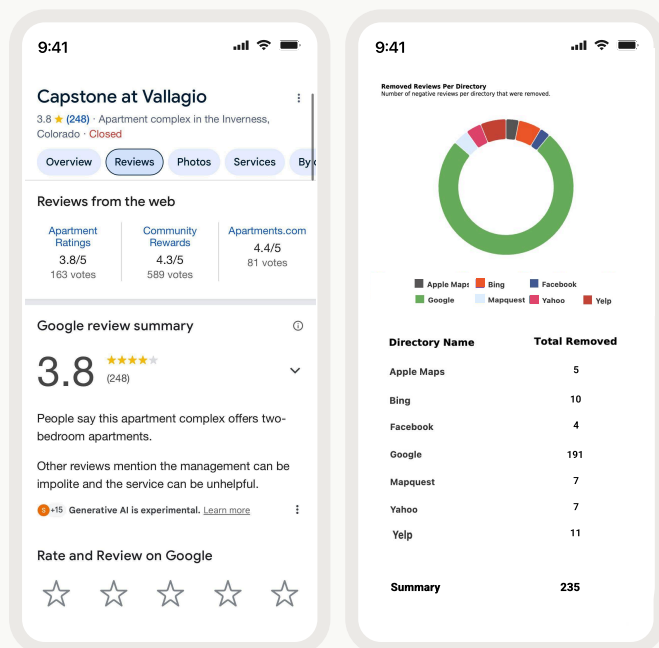
With hundreds of reviews across their communities, their teams faced an uphill battle in identifying invalid reviews, keeping up with evolving platform policies, and submitting takedown requests—all while juggling daily operations.

They needed a solution that could streamline the process, ensure compliant removals, and ultimately strengthen their communities' digital presence.

## The solution

Looking for a seamless and compliant solution, Avenue5 turned to Zumper's Amplify Illegitimate Review Removal. This scalable service automates identifying, flagging, and disputing illegitimate reviews across platforms including Google, ApartmentRatings, Yelp, Bing, and more.

With efficiency from AI identifying reviews most likely to be removed, and peace of mind thanks to expert-led compliance support, Avenue5 successfully removed hundreds of invalid reviews across 15 different properties in just 6 months, improving their star ratings in the process.



## Avenue5's Results using Amplify

**3.2**

Avg. star rating  
before Amplify

**3.4**

Avg. star rating  
after Amplify

 **0.2 Stars**

**4,217**

Total reviews monitored

**235**

Illegitimate reviews removed

**7 sites**

With illegitimate reviews removed

Amplify Reviews Platform: July 2024 - February 2025