



Online Research & Review RECON

Before You Tour

Don't get swept up by pretty pictures or polished leasing lingo. Your apartment search starts before you step through the door.

Doing just 15–30 minutes of online research per property can save you time, money, and frustration.

What to Look Up First

Before your tour, gather info on the basics:

- ✓ Rent range and what's included
- ✓ Application, admin, or "junk" fees
- ✓ Floor plan availability + square footage
- ✓ Parking and pet policies
- ✓ Lease terms (month-to-month, 12-month minimum, etc.)
- ✓ Any current move-in specials or promotions

Then, go deeper...

Real Talk: Reviews & Ratings

Online reviews are a gold mine—but only if you know how to dig.

Rather than getting lost in hundreds of posts, use ChatGPT to pull themes, red flags, and smart follow-up questions.

Try This Prompt in ChatGPT:

"Can you summarize online reviews for [Apartment name and location]? Break them down by category—maintenance, management responsiveness, noise, safety, parking, and amenities. Let me know what feedback is consistently positive or negative, and flag any red flags like pests, fees, or bad service. Also, suggest a few smart questions I should ask during a tour based on this feedback."

Why This Works:

- ✓ Surfaces real trends, not just random complaints
- ✓ Helps you know what to ask before a leasing agent starts their sales pitch
- ✓ Gives you confidence that you're making a smart, informed choice

Rent Smarter. Live Better.

DM: @NoonKnowsRent OR Visit: NoonKnows.com



Bonus: Turn Reviews into Questions

Use the review insights to create specific tour questions like:

- “I noticed several reviews mentioned slow response to maintenance—what’s your average turnaround time for work orders?”
- “Some reviews mentioned surprise fees—can you walk me through your full monthly cost breakdown?”
- “What’s the noise level like on weekends or around the pool?”



Noon Knows Tip:

Use our Apartment Shopping Guide (available at NoonKnows.com) to log what you learn and compare properties side-by-side.



Pro Tip: If it feels shady online... it’s probably shady in person.

Trust your gut + verify the facts. That’s how you rent smarter and live better.