



• KARYA · INTERNAL · LEADFINS · OCTOBER 2026

What tenants say on Google

The 8 properties in the Meta vs Google report · 2,920 Google reviews, pulled October 14, 2026



Summary

3.53★

Average rating over the last 12 months, 264 reviews across the 8 properties

46%

of complaints say repairs were ignored or closed without a fix

61% vs 50%

Negative reviews answered vs positive reviews answered, last 12 months

WHERE TO LOOK FIRST

Legend at Speedway and The Palace write more than half of all complaints. Repairs and unanswered phones lead at both.

Google reviews via Apify, pulled Oct 14, 2026 · negative = 1–2★, positive = 4–5★ · complaints = 85 reviews of 1–3★ with text, tagged by hand

Scorecard

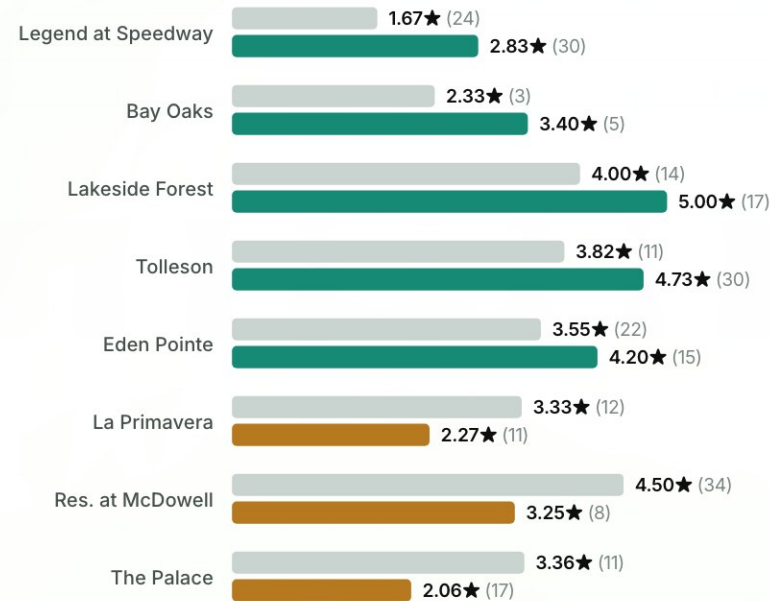
Property	Google ★ all time	★ last 12 mo	★ last 6 mo	★ 6 mo before	Negative, last 6 mo
Lakeside Forest	3.0★	4.55 (31)	5.00 (17)	4.00 (14)	0%
Tolleson	3.4★	4.49 (41)	4.73 (30)	3.82 (11)	7%
Eden Pointe	3.7★	3.81 (37)	4.20 (15)	3.55 (22)	20%
Bay Oaks	3.3★	3.00 (8)	3.40 (5)	2.33 (3)	40%
Res. at McDowell	3.1★	4.26 (42)	3.25 (8)	4.50 (34)	50%
Legend at Speedway	3.2★	2.31 (54)	2.83 (30)	1.67 (24)	53%
La Primavera	2.8★	2.83 (23)	2.27 (11)	3.33 (12)	64%
The Palace	3.4★	2.57 (28)	2.06 (17)	3.36 (11)	71%

Highlighted rows: half or more of the last 6 months' reviews are 1–2★. The number of reviews is in brackets.



Who improved, who slipped

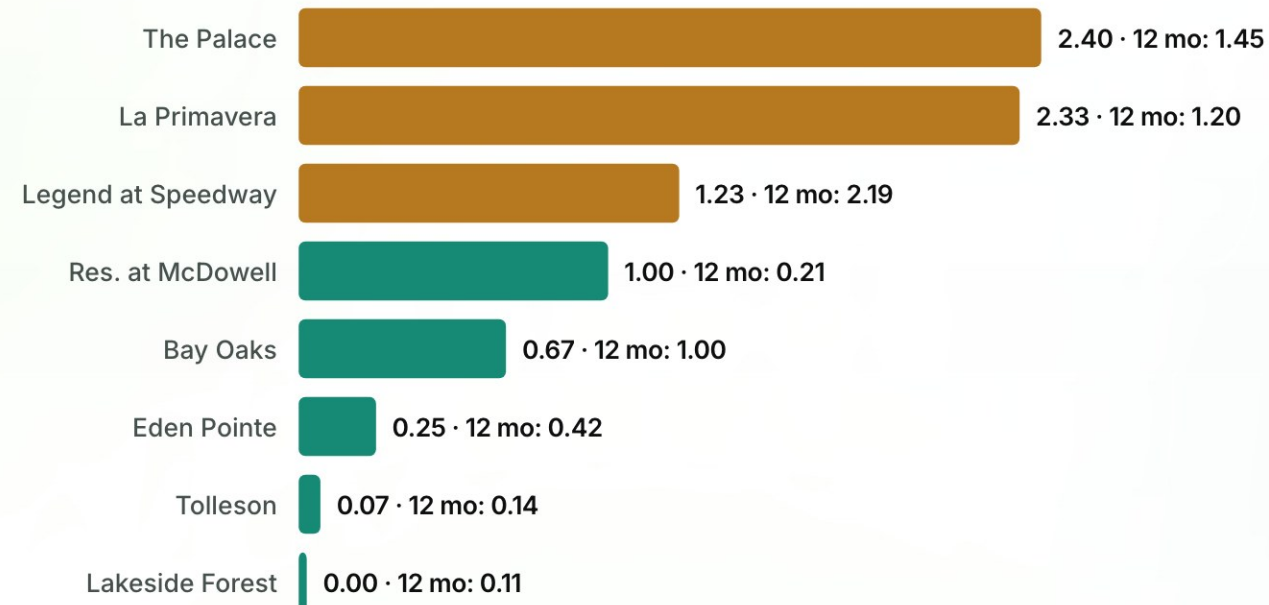
6 months before (Oct 14 – Apr 14) Last 6 months, up Last 6 months, down



Five went up, led by Legend (still under 3★). The Palace, La Primavera and McDowell went down. With 3 to 34 reviews per period, a few reviews move the average.



Negative reviews per positive one



Above 1 means more 1–2★ than 4–5★ reviews. All 8 together: 0.54 in the last 6 months, 0.57 over 12 months.

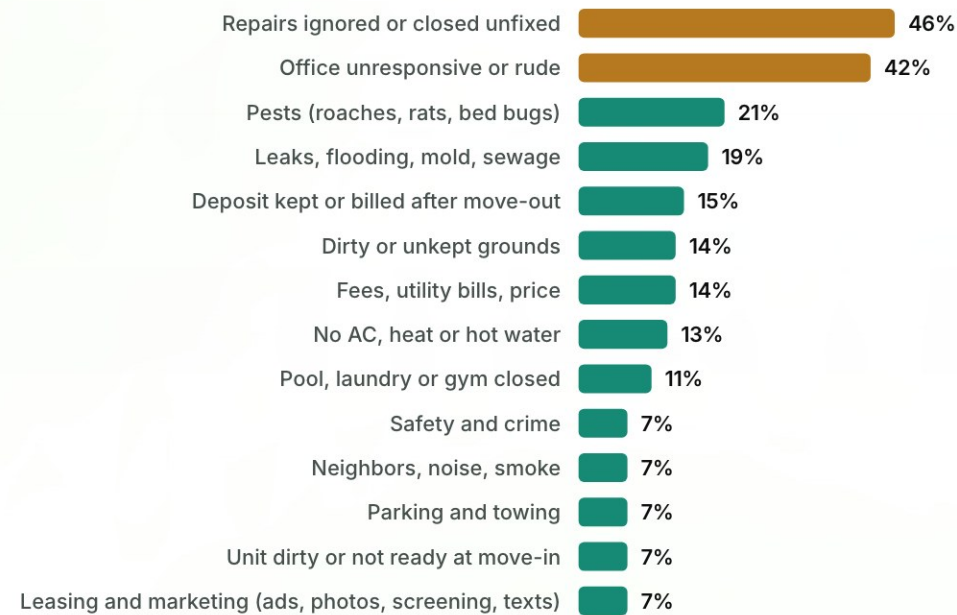
Bars = last 6 months · Lakeside Forest had no 1–2★ review in the last 6 months

Share of reviews the owner answered

Property	Negative · 6 mo	Positive · 6 mo	Negative · 12 mo	Positive · 12 mo
Lakeside Forest	-	76%	0%	48%
Tolleson	50%	4%	80%	19%
Eden Pointe	100%	92%	55%	62%
Bay Oaks	100%	100%	75%	75%
Res. at McDowell	50%	50%	71%	70%
Legend at Speedway	81%	54%	60%	56%
La Primavera	71%	67%	67%	70%
The Palace	75%	80%	62%	36%
All 8	76%	51%	61%	50%

Negative reviews get answered more often than positive ones. Most replies come the same day, and one reviewer says the reply was automated. Tolleson thanked 4% of its happy reviewers in the last 6 months.

Why tenants complain



Share of 85 reviews (1–3★ with text, Oct 14 2025 – Oct 14 2026) that mention each reason · a review can have several · tagged by hand, Leadfins

Top complaints by property

Property	Complaints	#1	#2	#3
Legend at Speedway	29	Repairs ignored or closed unfixed 62%	Office unresponsive or rude 41%	Leaks, flooding, mold, sewage 28%
The Palace	16	Office unresponsive or rude 62%	Repairs ignored or closed unfixed 50%	No AC, heat or hot water 31%
Eden Pointe	10	Safety and crime 40%	Fees, utility bills, price 30%	Office unresponsive or rude 30%
La Primavera	10	Repairs ignored or closed unfixed 80%	Office unresponsive or rude 30%	Pests (roaches, rats, bed bugs) 20%
Res. at McDowell	8	Office unresponsive or rude 50%	Dirty or unkept grounds 25%	Pests (roaches, rats, bed bugs) 25%
Tolleson	5	Leasing and marketing (ads, photos, screening, texts) 80%	Office unresponsive or rude 40%	Deposit kept or billed after move-out 20%
Bay Oaks	4	Pests (roaches, rats, bed bugs) 50%	Repairs ignored or closed unfixed 50%	Dirty or unkept grounds 50%
Lakeside Forest	3	Repairs ignored or closed unfixed 67%	Pests (roaches, rats, bed bugs) 67%	Leaks, flooding, mold, sewage 33%

Repairs and the office lead almost everywhere. Eden Pointe stands out for safety. Tolleson's few complaints are about leasing and marketing.



What touches our marketing

Ads and leasing

- Tolleson, Sep 2026, 1★: advertised "\$599/m including utilities and a month free" but "the cheapest unit is \$805+fees". The reviewer names Google, Zillow and the website. Our Meta ads say from \$804.
- Tolleson, Apr 2026, 1★: an "AI text message bot" kept texting after being asked to stop.
- Legend, Apr 2026, 1★: "All pictures are a lie." The Palace, Sep 2026: the website shows a pool, gym and laundry that are closed.

How far to trust the ratings

- La Primavera, May 2026, 1★: managers offer "a \$25 rent credit if we post a positive review". Unverified, and against Google policy if true.
- Lakeside Forest, Feb 2026: calls the positive reviews "clearly biased". Legend, Oct 2026: "I posted a review and it's mysteriously gone".
- So the recent jumps at Tolleson and Lakeside Forest are not proof the properties got better.



• NEXT STEP

Repairs and phones first

Raise work orders and phone response at Legend at Speedway and The Palace with Karya, keep every advertised price equal to the lease price, and pull the reviews again on January 14, 2027.