



*Welcome*  
Create a 90 Day Reputation  
Management Plan

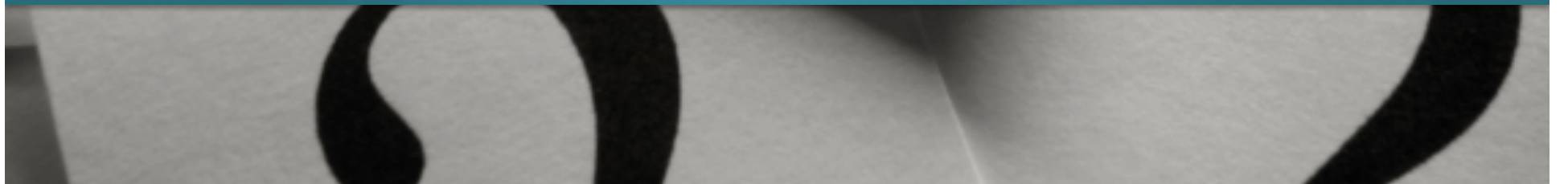


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Questions?



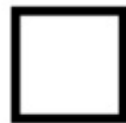
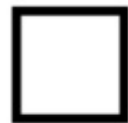
# TOPICS

- Why your reputation is it
- Understand the motivation
- 10 steps to implement now
- Reputation bombs

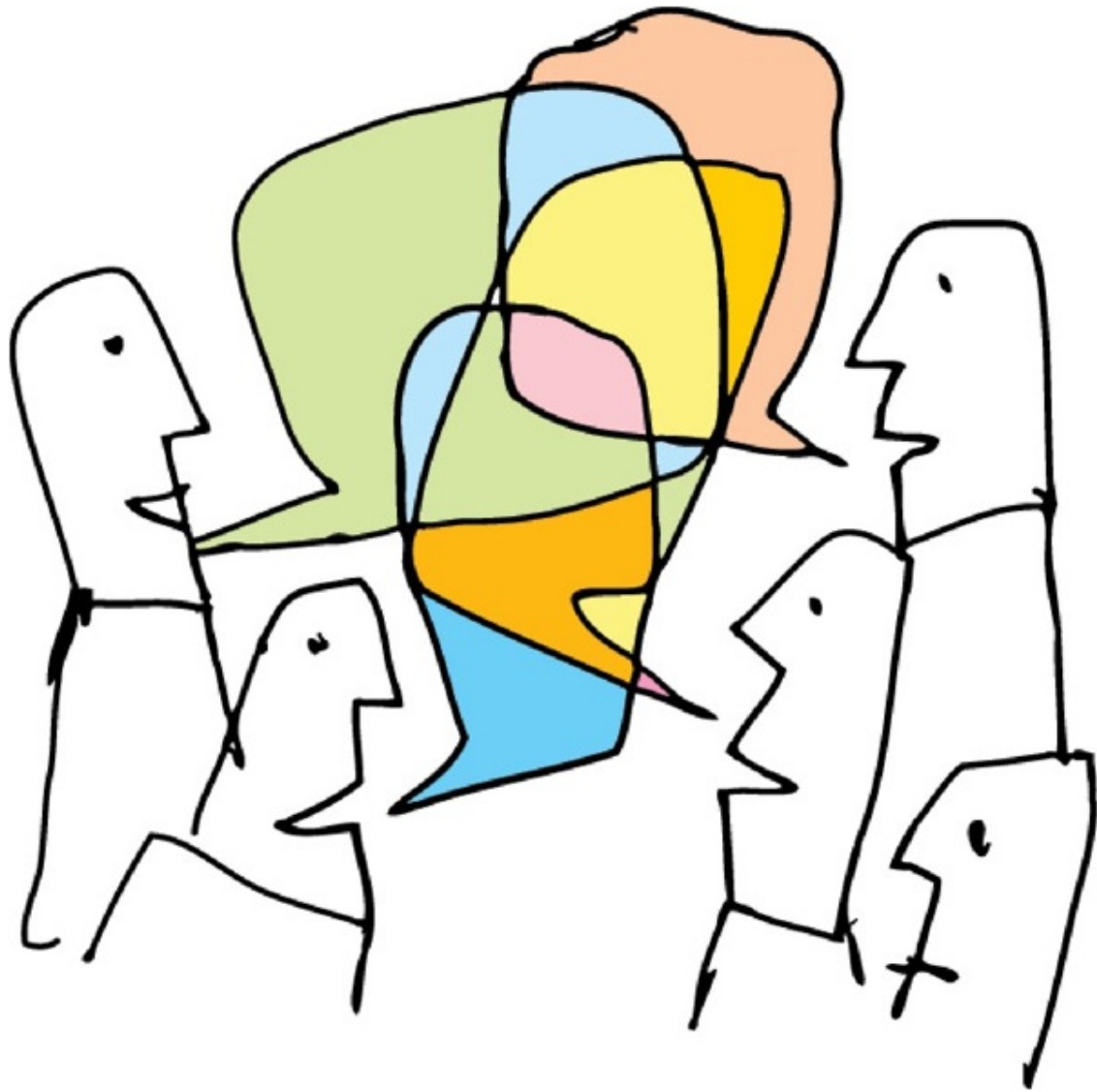
YOUR **CUSTOMERS** ARE  
YOUR **BEST** ADVERTISING  
**INVESTMENT.**

Thought #1  
Why your reputation is it

Reputation is your  
**SECRET SAUCE**







Thought #2

Understanding the motivation

# ENCOURAGE REVIEWS

Most customers, even satisfied customers, don't post reviews.

LEARN TO BE **TRANSPARENT**,  
SO YOUR RESIDENTS ARE HONEST.



Thought #3

10 steps to implement now



Become well respected.  
As a company and an individual.

# WIP #2

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Be honest and transparent.

# WIP #3

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Monitor and listen to ALL  
of the conversations.

# WIP #4

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React quickly, address criticism,  
and always be polite.

# WIP #5

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First page of Google is your  
brand and business card.

# WIP #6

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Take a moment to understand  
the unhappy residents.



Know when to fight back.

# WIP #8

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*Always be learning.*

# IRP #9

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Have a crisis communication  
plan ready.

# WIP #10

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Ask for help.

# CREATE BOUNDARIES

Defamatory language  
Significant false information  
Targets a particular employee

Thought #4  
Reputation bombs

# Negative MEDIA



**HATE** *sites*

# REVIEWS



# TAKEAWAYS

- Why your reputation is it
- Understand the motivation
- 10 steps to implement now
- Reputation bombs

# **SERVICES OFFERED** BY ELLIS PARTNERS & RENTER'S VOICE

- Ratings & Reviews
- Resident Surveys
- Apartment Mystery Shopping
- Reputation Management Strategy
- Training & Coaching

Thank you! Want to learn more?

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# Upcoming Webinar



How to overcome  
tough objectives

*Thursday, Jan 28*

*1:00 PM – 1:30 PM CDT*

Register at [epmsonline.com](http://epmsonline.com)