



# Welcome

## How to make your reviews work for you



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Questions? Chat with us on twitter!  
@therentersvoice #rentersvoice

# TOPICS

What is in a review

Look for opportunities

Make your reviews work

Remember to be you

AFTER SEEING A BRAND'S  
RESPONSE TO A REVIEW,  
**71% OF CONSUMERS**  
CHANGE THEIR PERCEPTION  
OF THE BRAND.

Bazaar Voice



Thought #1  
What is in a review

[illegible]

# Understand how your competitors are **LEVERAGING REVIEWS**





### Apartment Review from an Independent Evaluator

The complex is nice. It does have nice amenities. There was not a lot other than the office and clubhouse to set it apart from other complexes.

☒ Yes, I recommend this apartment.

February 2, 2013

#### Independent Evaluator

from **Lewisville, TX**

Age: **45 to 54**

Renter Status: **Independent Evaluator**

Met My Needs

Overall Value

Service Quality

Share:

Was this helpful? helpful 0 0

[Comment](#)



### Apartment Review from a Current Renter

Parking issues and non-competitive rates

December 22, 2012

#### Current Renter

from **Coppell, TX**

Age: **55 to 64**

Renter Status: **Current Renter**

## Ratings &amp; Reviews

## Questions &amp; Answers

## Story Sharing

**Feedback from an independent evaluator**

The experience was very friendly and welcoming. I would lease from this location solely based on the attention to detail provided by the leasing professional. It shows that if anything I needed in the future as a resident would be handled with the utmost urgency.

☒ Yes, I recommend this apartment.

Share:   

Was this helpful?  helpful 0  1 

[Comment](#)

**Feedback from an independent evaluator**

Holly did a good job on trying to get to know me and what I was looking for. We spoke about my family and I told her that I had sons but they were grown. She did everything to try and make me feel very comfortable. She succeeded in doing that. She gave me several different options to think about as far as floor plans. She covered all my questions and concerns.

☒ Yes, I recommend this apartment.

August 8, 2012

**Independent Evaluator**

from Arlington, TX

Age: 45 to 54

Met My Needs

Overall Value

Service Quality

August 5, 2012

**Independent Evaluator****TOP 10 CONTRIBUTOR**

from Irving, TX

Age: 35 to 44

Met My Needs

- Read profiles
- Learn what works
- Predict behavior
- What sets them apart?
- Are there patterns?



Thought #2  
Look for opportunities



# MONITOR FOR OPPORTUNITIES





#1

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# HOW TO GAIN AN EDGE

*Compare yourself to your competitors*

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#2

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# HOW TO GAIN AN EDGE

*Fix any obvious problems*

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#3

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# HOW TO GAIN AN EDGE

*Develop a strategic edge*

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MAKE A **LIST**



WHAT ARE YOUR NEXT  
**STEPS**

84% OF MILLENNIALS SAY  
CONSUMER-WRITTEN  
CONTENT ON BRAND SITES  
INFLUENCES WHAT THEY BUY.

Social Trends Report 2013



Thought #3

Make your reviews work for you

ONLY 28% OF CONSUMERS  
HAVE WRITTEN REVIEWS.

Saurage Research





**RESPOND TO  
ALL FEEDBACK**

Know when to ask!



AMPLIFY

THE GOOD STUFF

Thought #4

Remember to be yourself



DON'T LOSE WHAT  
MAKES YOU **UNIQUE**



Avoid information overload



# TAKEAWAYS

What is in a *review*

Look for *opportunities*

Let reviews do the *work*

Stay true to *you*



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# SERVICES OFFERED BY ELLIS PARTNERS & RENTER'S VOICE

- Ratings & Reviews
  - Resident Surveys
  - Apartment Mystery Shopping
  - Reputation Management Strategy
  - Training & Coaching
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# Thank you! Want to learn more?



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# Upcoming Webinar



How to be a good listener

*Thursday, Sept 25*

*1:00 PM – 1:30 PM CDT*

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