



Welcome

An in-depth look at how to respond to reviews



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

TOPICS

Your *goal*

Understanding the *motivation*

How to craft a *response*

What do I do *now?*

80% OF PEOPLE
THAT REVIEW PRODUCTS
GIVE THOSE PRODUCTS A
4-5 STAR RATING

Bazaar Voice

Thought #1
Your goal

The *brand* and the *customers* should
have the *same conversation*



WHY?

- Authentic and credible
- Negative reviews are better than no reviews
- Exposes flaws that can be fixed
- Provides realistic views
- Own your turf!

NEWS | A3

critics

the campaign contributions

... I don't think anyone has given any hint
they would switch to David as a Conserv
... he said. "He would have to find
... The Tories finished a di
... conservative
... campaign

Thought #2

Understand the motivation

Understand the kind of feedback
to understand the motivation

- Happy customer
- Unhappy customer
- Funny guy
- Dedicated complainer
- Factual
- Loyal customer

Types of reviewers



Thought #3

How to craft a response

#1

HOW TO RESPOND

Thank the reviewer for their time



Current Renter

Round Rock, TX

Review	1	Vote	1
--------	---	------	---

Age 25 to 34

★★★★☆ · a year ago

Feedback from a current renter

I wouldn't recommend this place because it's too close to a busy road, very expensive for such a moderate place, and the pool and workout facilities are small and limited.

✔ Yes, I recommend this product.

Met My Needs



Overall Value



Service Quality



Helpful? Yes · 1 No · 1 Report

Comment

Hi Julio,

Thank you for taking time out of your day to fill out a survey and to talk with me on the phone. I am glad to hear that everything is ok. We are here to give you the best service not even money can buy ! Take care,

Amanda



CurrentRenter

Round Rock, TX

Review **1** Votes **0**

Renter Status **Current Renter**



· 4 months ago

Apartment Review from a Current Renter

Very good community. They keep the grounds clean and free of clutter. I don't have any issues.

✓ Yes, I recommend this product.

Met My Needs



Overall Value



Service Quality



Helpful?

Yes · 0

No · 0

Report

Comment



The Management · 4 months ago

Whooooo! Taking care of mother earth is what we live for! We always want to sparkle and shine! Thank's for noticing!!!



Apartment Review from a Current Renter

I would probably recommend this apartment as a good place to meet young people. But I would not recommend it because of the prices.

March 21, 2013

Current Renter

from Denver, CO

Age: 18 to 24

Renter Status: Current Renter

Met My Needs

Overall Value

Service Quality

Share:

Was this helpful? helpful 0 0

Comment

Posted by **The Management**

on April 1, 2013

Daniel,

I wanted to thank you for completing the online survey from Marquis at the Parkway. We greatly appreciate your feedback and value you as a resident.

I would love to schedule a time to meet with you to discuss any concerns or questions you may have. Please let me know a when you are available.

Thanks,

Jenn

#2

HOW TO RESPOND

Directly address their specific points



Apartment Review from a Current Renter

Parking is not very good, not enough trash dumpsters for residents.

June 13, 2013

Current Renter

from Austin, TX

Age: 35 to 44

Renter Status: **Current Renter**

Met My Needs

Overall Value

Service Quality

Share:

Was this helpful? helpful 0 0

[Comment](#)

Posted by **The Management**

on June 24, 2013

Thank you for taking the time to provide your feedback! We very much value your opinion.

Please know that we expect the recent changes in parking policy (permits now required for onsite parking) to make a real positive impact on the past parking restraints! And we are also researching additional trash removal options as we speak! Stay tuned...

Have a terrific day and please contact the office if there is anything more we can do for you regarding your living experience at Marquis Shoreline!



Apartment Review from a Current Renter

Would (and have) recommend the apartment community and it's location in Broomfield. Like the gym, but wish there was more room poolside and a larger pool itself (an additional pool would be great!)

☒ Yes, I recommend this apartment.

May 7, 2013

Current Renter

from Broomfield, CO

Age: 25 to 34

Renter Status: **Current Renter**

Met My Needs

Overall Value

Service Quality

Share:

Was this helpful? helpful 0 0

Comment

Posted by **The Management**

on May 15, 2013

Thank you, we appreciate the feedback! We are happy to see that your are enjoying our gym! We unfortunately cannot add another pool, but we are adding brand new pool furniture and additional seating this summer! We hope you enjoy it!!

Was this helpful? helpful 0 0



CurrentRenter

Richardson, TX

Review **1** Votes **0**

Renter Status **Current
Renter**

★★★★☆ · 3 months ago

Apartment Review from a Current Renter

Becoming very expensive over the years.

⊗ No, I do not recommend this product.

Met My Needs



Overall Value



Service Quality



Helpful? Yes · 0 No · 0 Report

Comment



The Management · 2 months ago

Generally, real estate improves in value each year, along with taxes and insurance. The Texas economy and real estate market is strong; therefore the rent has grown since 2010. We've also invested a very large amount of capital into the community in recent years. Your continued residency is greatly appreciated.

#3

HOW TO RESPOND

Honestly explain your plan to correct it



Apartment Review from a Current Renter

The only time I am embarassed showing my apartment to visitors is that the hallway always looks/smells pretty bad. I am on the first floor in the Vail building and it almost always smells like smoke or musty. Also the carptet is very dirty. The different from the lobby downstairs to the hallway is a huge downgrade. Other than that complaint I would recommend it to others.

☒ Yes, I recommend this apartment.

Share:   

Was this helpful?  helpful 0  0 

May 7, 2013

Current Renter

from Denver, CO

Age: 25 to 34

Renter Status: Current Renter

Met My Needs 

Overall Value 

Service Quality 

Comment

Posted by **The Management**

on May 13, 2013

Thank you for taking the time to submit a review about our community. We are glad that you are enjoying your time at Marquis at the Parkway! We are currently in the process of cleaning the carpets in all of the hallways. Please let us know if we miss anything.

Jenn

Community Director

Was this helpful?  helpful 0  0 

#4

HOW TO RESPOND

Close with an invitation



Just a Note 8/4/2013

New!



0
0

Robert B.
Oak Cliff, Dallas, TX

Hey Misty. My name is Robert, I am a manager at Enos Pizza Tavern. I am sorry you have had such bad luck with us. I would really like to learn more about your most recent experience so I can make sure it doesn't happen again. I would also like to send you a \$30 gift certificate to try us again. My email is robert@enospizza.com. Please write and let me know a little more about your visit. Thank you. -Robert

Send Message



Apartment Review from a Current Renter

Won't recommend. Water to high.

March 5, 2013

Current Renter

from Katy, TX

Age: 45 to 54

Renter Status: **Current Renter**

Met My Needs

Overall Value

Service Quality

Share:

Was this helpful? helpful 0 0

[Comment](#)

Posted by **The Management**

on March 7, 2013

Thank you for your candid feedback. I very much would like to speak with you to get greater insight so that we can work to make improvement. Please see your email with my contact request.

Was this helpful? helpful 0 0

Comments (1)



CurrentRenter

Richardson, TX

Review **1** Votes **0**

Renter Status **Current
Renter**

★☆☆☆☆ · *a month ago*

Apartment Review from a Current Renter

I have no friends that live in apartments or would consider it.

⊗ No, I do not recommend this product.

Met My Needs



Overall Value



Service Quality



Helpful? Yes · **0** No · **0** Report

Comment



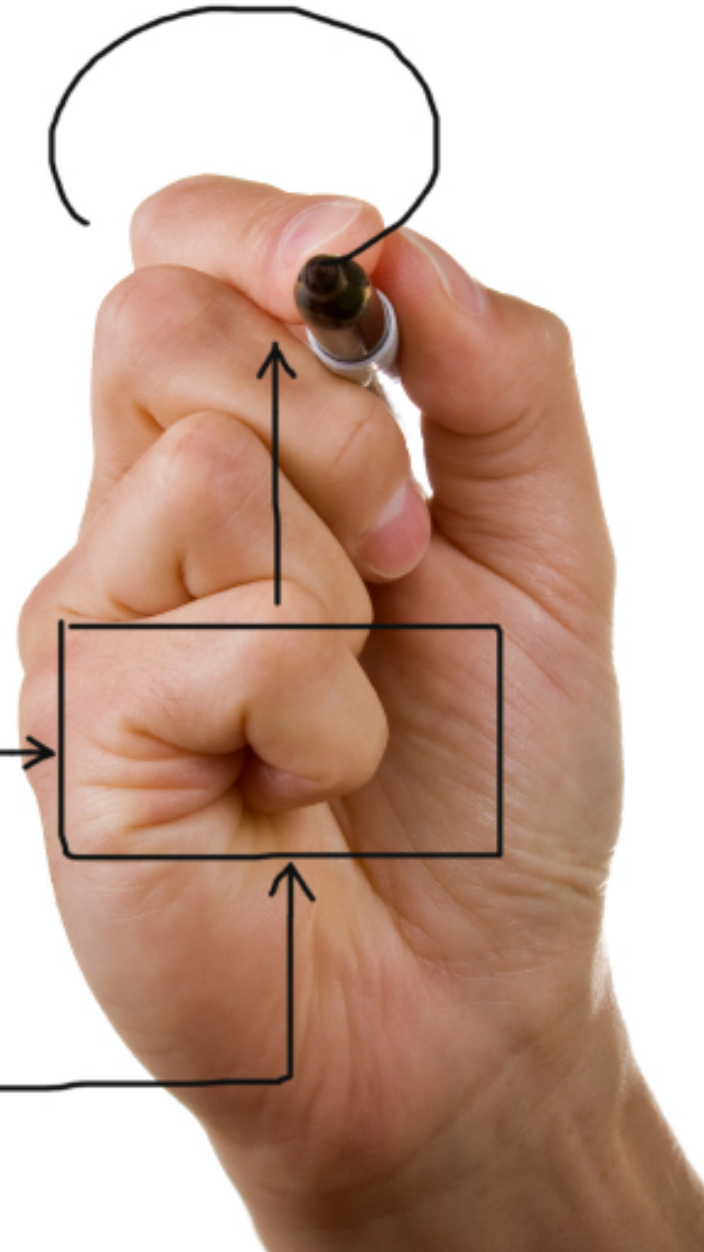
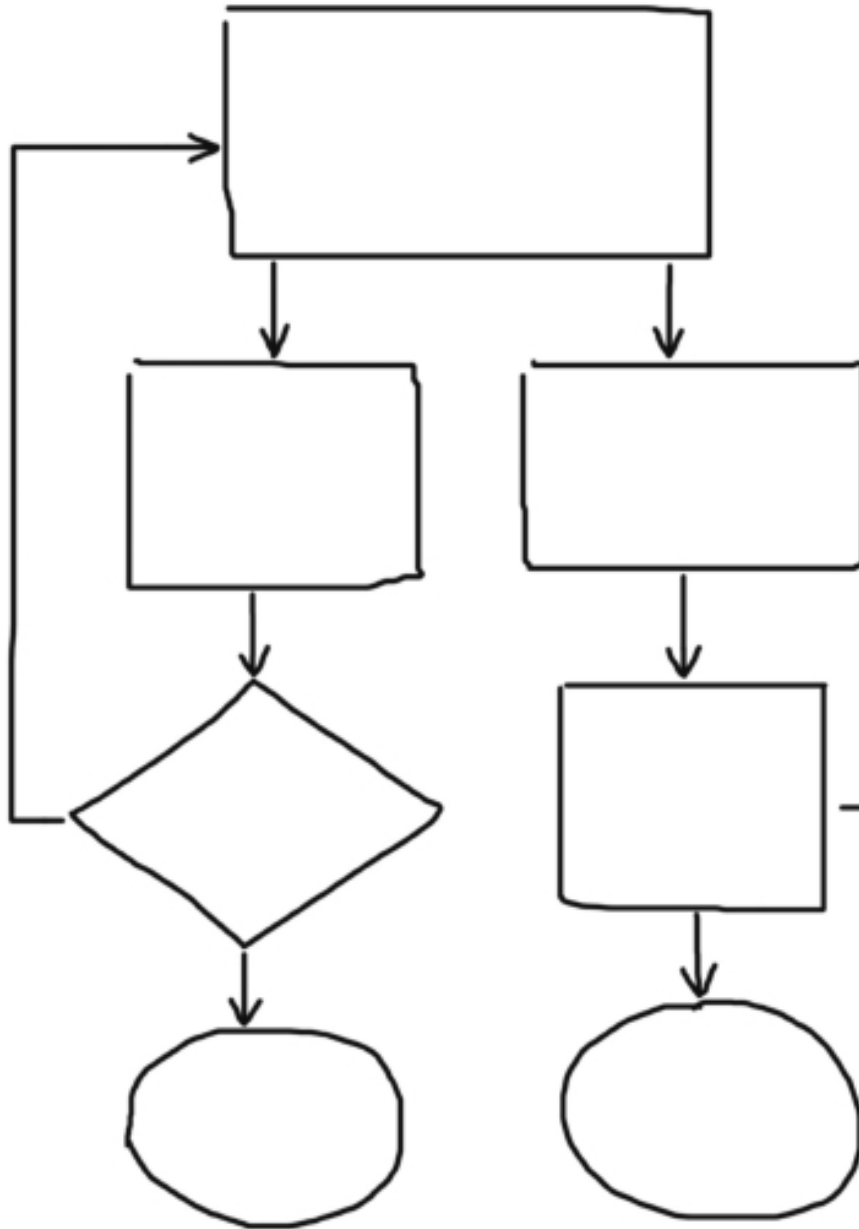
The Management · *14 days ago*

Interestingly, some residents have been with us for multiple years or more and continue to renew their lease year after year, but do not rate our community with 5 stars. We can't explain this, but we respect everyones opinion and hope to one day earn their 5 star rating.

DO NOT
incentivize

Thought #4
Your next steps





Next Steps

- Prepare for the good and bad
- Don't be a corporate zombie
- Create honest and thoughtful engagement
- Take ownership
- Learn

TAKEAWAYS

Have the same conversation

Understand the motivation


4 steps to craft a great response

Create a system



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

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?

nbailey@rentersvoice.com

rentersvoice.com

epmsonline.com

Upcoming Webinar



How to respond to reviews:
An in-depth lesson

Thursday, Feb 27
1:00 PM – 1:30 PM CDT

Register at epmsonline.com