Managing Your Online Reputation...You Have Reviews, Now What?

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Managing Your Online Reputation... So You Have Reviews, Now What?

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Modern Message
MANAGING YOUR ONLINE REPUTATION

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Homestead U
Homestead U Reputation Management

Web Administrator

Social Media Platforms:
- Facebook
- YouTube
- LinkedIn
- Twitter
- Yelp
- Apartment Ratings
- Instagram
Homestead U Reputation Management

• Keep your fingertip on the pulse of your brand with Google Alerts:

  ➢ Go to Google.com/alerts. Login with your Google Account or create an account if you do not have one.

  ➢ Put in the keywords you would like to track.
    ✓ Homestead U
    ✓ All Property Names

  ➢ Manage your alerts. Alerts are sent to the inbox of your Google account.
**Homestead U Reputation Management Workflow**

**Step One**  
Monitor Online Sites and send to CM

**Step Two**  
Review and Respond

**Step Three**  
Send to Web Admin to Post Online

- Community Manager
- Regional Manager
- Web Administrator
John Hinckley

CEO/Cofounder
@jrhinckley
Every resident presents an opportunity
Why don’t residents talk about their good experiences?

4 out of 5 residents, on average, have a favorable opinion of their current apartment home.
94% of renters actually report a friend’s recommendation would influence their leasing decision.
Peak Campus

- Allison Weber, Vice of President of Marketing,
- Headquartered in Atlanta, GA
- 88 properties / over 46,000 beds / $2.6 Billion
Briar Forest Lofts Houston - briarforestlofts.com

About 219,000 results (0.34 seconds)

Briar Forest Lofts Houston - briarforestlofts.com

www.briarforestlofts.com - (281) 860-2247


13202 Briar Forest Dr. Houston, TX

1 & 2 BR Floor Plans

About Briar Forest Lofts

Briar Forest Lofts - Apartments.com

www.apartments.com - (608) 722-0190

Check Pics, Availability & Pricing For Briar Forest Lofts!

Ratings & Reviews - Community Information - 3D & interactive Tours

Apartments.com has 1,103 followers on Google+

Advertise With Us - Start Your Search Here - Renters Resource Blog

Briar Forest Lofts - Apartments for Rent in the Energy Corridor in Houston, TX

Floor plans, pricing, details & map at BriarForestLofts.com.

www.briarforestlofts.com

Contact Us

3.0 ★★★★☆ 12 Google reviews - Write a review - Google+ page

Briar Forest Lofts Houston - Apartments in Houston, TX

13202 Briar Forest Dr. - Houston, TX

Phone: (281) 213-0933

Hours: Open Today - 10:00 am – 7:00 pm

Reviews

“The fitness center is smaller than the website illustrates.”

“Great location and great apartments.”

“The basic maintenance was handled with great care.”

Briar Forest Lofts - Houston, TX - Apartment & Condo...www.apartmentratings.com - Texas - Houston

★★★★★ Rating: 3.2 - 50 reviews

Last 4 reviews of Briar Forest Lofts Houston, TX. See the detailed Houston apartments for rent near Briar Forest Lofts at ApartmentRatings.com.

Briar Forest Lofts - Apartment Ratings

Briar Forest Lofts Houston, TX - Apartments

www.apartments.com\briarforestlofts/houston

See rental rates of all available units at Briar Forest Lofts. Apartments.com has 3D tours, HD videos, reviews and more researched data than all other rental sites.

Briar Forest Lofts - 11 Photos - Apartments - Enemy Corridor...www.yelp.com - Home Services - Real Estate - Apartments - Yelp

★★★★★ Rating: 5 - 5 reviews

Source: J. Turner Research via Google Search, NAA 2014

#NMHCStudent @apartmentwire
Do Online Reviews Matter In our Industry?

The influence of property management rating websites is growing among users of these sites. Of 29,907 current apartment residents surveyed in the US:

- 69% of apartment shoppers currently use ratings and reviews in their search process and
- 89% of apartment seekers are more likely to consider a community that has almost exclusively positive reviews.


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Factors Influencing Apartment Search

% of residents ranking the factor a 1 or 2 in importance

- Location: 75%
- Price: 70%
- In-person property visit / tour: 24%
- Community's website: 14%
- Community's online ratings and reviews: 11%
- Referral from family or friends: 9%

Source: Kingsley Associates and RentPath, 2014
When do you use reviews in your search?

- 52% As I was beginning my search
- 27% Once I narrowed my search to 4-5 communities
- 26% Once I narrowed my search to 2-3 communities
- 16% Once I selected the property I was most interested in

Source: J. Turner Research, NAA 2014
Training is Critical for Review Responses
Reviews: Monitor, Manage and Respond

Grow positive reviews through proactive review requesting

Source: Reputation.com

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Don’t Forget...

• Better Business Bureau

• Executive Profiles

• Employee Reviews
7 Reputation Management Tips for Management Companies

1. Ratings & reviews matter - millennials don’t trust traditional marketing
2. Get organized - policy, training, dashboard, employee motivation
3. Leverage verified resident feedback (surveys and syndication)
4. Respond to reviews
5. Ask for new reviews
6. Know your rights / review sites’ terms & conditions
7. Reviews expand beyond apartments