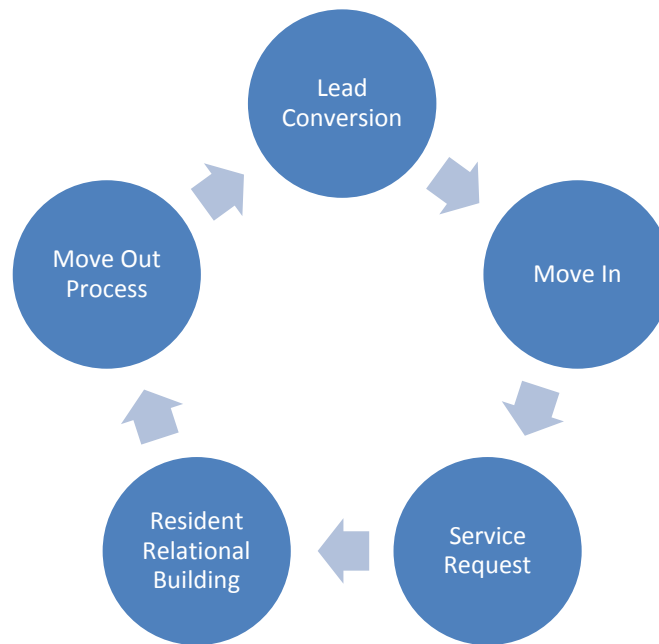


# Resident Surveys and Renter's Voice Programs Engagement Options for Onsite Personnel

## Get your customers talking!

During the resident lifecycle, there are five key touch points that are great opportunities to ask your customer to join the conversation and share their experience about your community. There is no better place for that conversation than Renter's Voice ([www.rentersvoice.com](http://www.rentersvoice.com)) or by completing their Ellis Resident Survey



## Too busy for a customer feedback (surveys / ratings and reviews) marketing plan?

No worries! Renter's Voice and Ellis Resident Surveys have you covered with a simple list of ideas to help get you started spreading the word. The best part is your community is likely already engaging in many of these channels. Encourage customers at least **one time per week** to submit surveys and write reviews; it's that easy!

## Engagement Options > Touch Point 1: Lead Conversion

### Craigslist Ads

- When posting on Craigslist, include copy that promotes reviews on RentersVoice.com



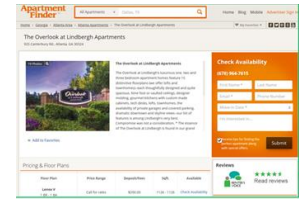
### Internet Listing Services & Print Media

- Promote checking out your reviews on RentersVoice.com as part of your Internet and Print Ads

#### Seasons at Coppell



Centrally located in the heart of Coppell, Seasons at Coppell offers you world class customer service with a small town charm! Enjoy being central to everything Dallas/Fort Worth has to offer while you sit back and we take care of all your needs. Check out our reviews on [RentersVoice](#), and let us offer you an address of distinction!



### Ellis Lead Conversion Surveys

- Make sure you collect an email address from every prospect. Encourage prospects to complete the Ellis survey they will receive after their visit.

### Follow-Up Correspondence

- When you follow up with prospects, make sure to include a link to your RentersVoice.com page so they can view (and even join) the conversation

From: Avia At Silara  
Sent: Monday, January 14, 2013 1:05 PM  
To: Prospect  
Subject: Thank you for your visit!

Hello Mary,

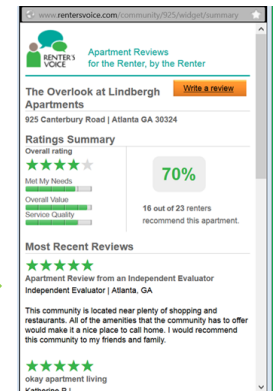
Thank you for visiting our community. It was a pleasure to assist you in your search for a new home. I would love to show you around again or answer any additional questions you have. As you continue your search, you might find it helpful to visit [RentersVoice.com](#) to see what our customers have to say about us. We're here to make you feel at home!

Thank you,

Sally

### Community Website

- Add a Renter's Voice widget to your community website to direct prospects to visit your page on RentersVoice.com and post a review.



### "Rate our Community" Cards & Stickers

- Hand out business cards or stickers designed to specifically solicit customers to review you on RentersVoice.com



## Engagement Options > Touch Point 2: Move-In

### Welcome Letter

- Introduce your new residents to RentersVoice.com when you welcome them to your community. Ask them to share their opinions with you and with other renters.



### Ellis Move-in Surveys

- Make sure you collect an email address from every new renter. Encourage new residents to complete the Ellis survey they will receive after they move in.

### Move-In Inspection Form

- At the bottom of the form, include a message asking renters to review your community on RentersVoice.com and to complete their Ellis move-in survey when they receive it.

Weather stripping     Window latch  
 Window glass         Window sill  
 Window—paint        Window—shade

One more thing you can check off your list — review us on [RentersVoice.com!](https://www.rentersvoice.com)

### Move-In Gift

- Mention RentersVoice.com with a small gift for new residents, and ask them to write a review about their experience moving in and remind them to complete the move-in survey.




### After Move-in Email

- Send new residents an email asking them to comment on their experience so far on RentersVoice.com and in their Ellis move-in survey.

**THANK YOU**  
for choosing us!

Tell us about your experience!



**The Corners in the Village**

Write a review ←

Providing you with a ★★★★★ experience is our #1 priority.

We've made it easy for you to share your opinion today.

## Engagement Options > Touch Point 3: Service Request

### Ellis Maintenance (Service) Surveys

- Make sure you have or obtain an email address for the resident when they submit a service request, and encourage them to complete the Ellis Maintenance (Service) survey when they receive it upon completion of the service request.

### Service Request Form

- With each maintenance request, ask the resident to rate the service they received on RentersVoice.com and in their Ellis survey,

*(You can work with your PMS solution to have this message print on every service request.)*



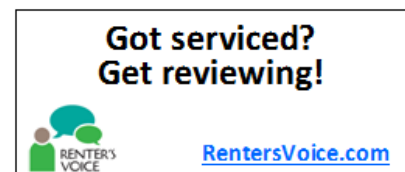
Maintenance Request  
No. 0001

BY: \_\_\_\_\_ DATE: \_\_\_\_\_  
LOCATION: \_\_\_\_\_  
PROBLEM: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
ASSIGNED TO: \_\_\_\_\_  
DATE COMPLETED: \_\_\_\_\_ TIME SPENT: \_\_\_\_\_  
COMPLETED BY: \_\_\_\_\_  
REMARKS: \_\_\_\_\_

Review your service experience on  
[RentersVoice.com](http://RentersVoice.com)

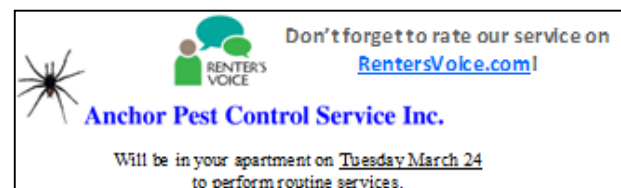
### Service Request Follow Up Call

- On checking back with the resident after a service request is completed, ask residents to share their service experience on RentersVoice.com and to be sure and submit their Ellis survey.



### Scheduled Property Maintenance

- When you notify residents of scheduled maintenance, use it as an opportunity to ask for a review on RentersVoice.com.



## Engagement Options > Touch Point 4: Resident Relationship

### Ellis Pre-Renewal Resident Surveys

- Maintain accurate email addresses (ask them to update periodically!) and request they complete the Ellis Pre-Renewal survey they will receive before their current lease is up

### Resident Portal

- When residents visit your online portal, include an invitation to review the community on RentersVoice.com and remind them to complete any Ellis surveys they receive throughout their residency.



### Resident Newsletter

- Highlight Renter's Voice and the Ellis survey program in your resident newsletter (*print or electronic!*) – ask residents to join the conversation.



### Resident Events

- Put a message on all event announcements that will remind residents they can provide feedback about the event (*or any other resident experience!*) through their Ellis surveys and on RentersVoice.com.



### Social Media Sites:

#### Twitter

- Tweet a request (and use a #hashtag) to post a review of your community on RentersVoice.com and to fill out their Ellis surveys.

#### Facebook

- Post a status on Facebook directing page fans to visit RentersVoice.com and read/post feedback about their experience. (*After posting, choose to "Pin to Top" and set a reminder to re-pin once a week to keep it at the very top of your page for maximum exposure!*)



#### Pinterest

- Pin photos and reviews of your community to lead customers to find and review you on Renter's Voice.



## Engagement Options > Touch Point 5: Move-Out Process

### Ellis Move-out Surveys

- Make sure you have your residents' current email address and let them know they will be receiving a survey by email from Ellis about their move-out experience. Encourage them to fill out and submit the survey to help other potential renters.

### Notice to Vacate Form

- Let residents know you are sad they are leaving and encourage them to fill out the Ellis Move-out survey after they lease, as well as visit RentersVoice.com and post about their experience at your community.

Notice to Vacate, Forwarding Address Date

TO: Landlord's name  
FROM: Tenant's name  
RE: Notice to vacate

In accordance with the terms of our (my) lease requiring a thirty-day written notice, you are hereby advised of our (my) intention to vacate apartment number \_\_\_\_\_ at \_\_\_\_\_, on or before \_\_\_\_\_.

We (I) will turn in our (my) keys on \_\_\_\_\_  
Our (my) forwarding address is \_\_\_\_\_

If you have any questions, please feel free to contact me at \_\_\_\_\_

Very truly yours,  
(Your name)

We're sorry to see you go! Tell us about your experience on [RentersVoice.com!](http://RentersVoice.com)

### Move Out Paperwork

- Ask residents who are moving out to post a review on RentersVoice.com and to fill out their Ellis Move-out survey, telling others what it has been like living at your community.

 Review us on  
[RentersVoice.com!](http://RentersVoice.com)

MOVE OUT INSPECTION

PREPARED BY \_\_\_\_\_ MOVE-IN DATE \_\_\_\_\_  
PREPARED BY \_\_\_\_\_ MOVE-OUT DATE \_\_\_\_\_

tion of each item listed (missing, repair, paint, clean, etc.) Number those items which require a list in the comments box.

MOVE IN	MOVE OUT	IN ALL ROOMS	LOCATION	MOVE IN	MOVE OUT
			WALLS		

### Security Deposit Refund Letter

- Add a note to the bottom of your security deposit refund letter, thanking them and asking them to post a review of their resident experience on RentersVoice.com and to submit the Ellis Move-out survey they will receive after they move out.

*(You can work with your PMS solution to have this message print on every security deposit refund letter.)*

**SECURITY DEPOSIT REFUND SHEET**

Tenant Name \_\_\_\_\_  
Property Address \_\_\_\_\_  
Tenant Move-out Date \_\_\_\_\_  
Security Deposit Taken \$ \_\_\_\_\_

Deductions

1. Cleaning \_\_\_\_\_  
2. Walls \_\_\_\_\_  
3. Locks \_\_\_\_\_  
4. Rent \_\_\_\_\_  
5. Advertising \_\_\_\_\_  
6. Pest-Infestation Services \_\_\_\_\_  
7. Repairs \_\_\_\_\_  
8. \_\_\_\_\_  
9. \_\_\_\_\_  
10. Other \_\_\_\_\_

Total Deductions: \$ \_\_\_\_\_  
Amount Refunded: \$ \_\_\_\_\_

Check # \_\_\_\_\_

We welcome the opportunity to hear about your living experience on [RentersVoice.com!](http://RentersVoice.com)