



*Welcome*

How your competitors are  
using your reviews



**ellis** | PARTNERS IN  
MANAGEMENT SOLUTIONS



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

# TOPICS

What is in a *review*

Look for *opportunities*

Always *play fair*

Remember to be *you*

73% OF MILLENNIALS THINK  
THAT OTHER CONSUMERS CARE  
ABOUT THEIR OPINIONS MORE THAN  
COMPANIES DO.

Bazaarvoice, January, 2012

Thought #1  
What is in a review



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**



★★★★★ **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: [f](#) [p](#) [t](#)

Was this helpful?  helpful 0  1 

[Comment](#)

August 8, 2012

**Independent Evaluator**

from Arlington, TX

Age: 45 to 54

Met My Needs 

Overall Value 

Service Quality 

★★★★★ **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.

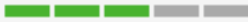
August 5, 2012

**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?



THE AVERAGE CONSUMER TODAY  
CHECKS **10.4 INFORMATION**  
**SOURCES** BEFORE BUYING.

Bazaarvoice, June, 2012

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 fist*

THINGS YOU LIKE AND DON'T LIKE

**70%** OF AMERICANS SAY THEY  
LOOK AT REVIEWS BEFORE THEY TAKE THE  
NEXT STEP TO **CONVERSION.**

Zero Moment of Truth

Thought #3  
Always play fair

NEVER POST  
FAKE OR NEGATIVE  
REVIEWS

*Do unto others as you would have others do unto you.*

Sort by: **Yelp Sort** ▾ | [Date](#) | [Rating](#) | [Elites'](#) | [Facebook Friends'](#)

91 reviews in English



Elite '12  
13  
112

★★★★★ 10/1/2012

Bert and his family and employees are fantastic. My wife needed a couple of rings re-sized and a bracelet I had gotten her years ago fixed. Bert was very responsive via e-mail and even

Dave B.  
El Cajon, CA

## Consumer Alert



We caught someone red-handed trying to buy reviews for this business. We weren't fooled, but wanted you to know because buying reviews not only hurts consumers, but also honest businesses who play by the rules. Check out the evidence [here](#).

[Show me the reviews](#)



145  
113  
Brandon C.  
Fountain Valley, CA

For my graduation present, my dad surprised my family to get sterling silver rings after "becoming" for the last 21 years! Even though I still behave NEAR :D

Subject: Re: Elite yelp reviews needed  
From: [REDACTED]  
Date: Fri, 12 Oct 2012 09:11:01 -0700  
To: [REDACTED]

Hi [REDACTED]

Thank you for responding to our ad.

We run a small family owned and operated gift shop, in which we sell hand-made gifts and jewelry. My family has been doing this for over 3 generations and I work alongside my parents and other family members.

Lately we have noticed that some of our larger, corporate run competitors have been unfairly trying to get reviews written for them on yelp, which puts us at a disadvantage, especially because we are a small business. So this was the reason for our ad.

We are honest, and hard working, and we have fair prices. When people come to us, we feel that we give them the personal attention that the bigger stores don't do. Anyone who comes to us will not be disappointed.

You get paid \$200 (through PayPal or snail mail, whichever is your preference)

If you're interested in helping us by writing us a positive review, let me know, and I will forward to you our store information.

Thank you,  
Bert

Just in case we need to explain why...

- You wouldn't want the same done to you
- You're not playing fair
- You might get caught
- Prospects and residents won't be happy
- It is easy to detect
- It is bad for review sites

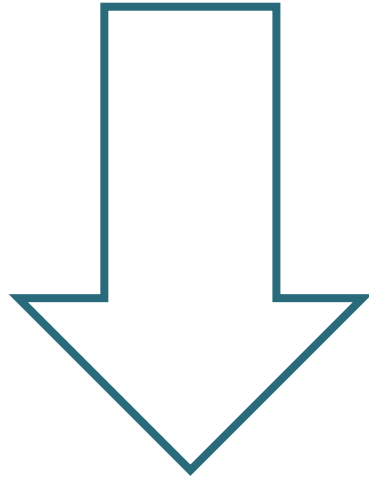
# What is the PURPOSE

Understand the space

Find opportunities

Identify your competitor's tactics

# Next STEPS



Test your customer loyalty  
Evaluate your sales pitch  
Adjust your communication methods



Thought #4

Remember to be yourself



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

Avoid information overload



# TAKEAWAYS

Using reviews as *market research*

How to *gain an edge*

Stay focused and always *play fair*

Remember to be *yourself*



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

Don't forget to like and follow us!



@therentersvoice



Facebook.com/RentersVoice

# Upcoming Webinar



How to ask for reviews, encourage engagement, and improve your score.

*Thursday, May 9*

*1:00 PM – 1:30 PM CDT*

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

Thank you! Want to learn more?

rentersvoice.com

[info@rentersvoice.com](mailto:info@rentersvoice.com)

epmsonline.com