



Welcome

What ratings and reviews really tell you



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

TOPICS

What is in a review

Look for opportunities

Always play fair

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 & Reviews

Questions & 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

HOW TO GAIN AN EDGE

Compare yourself to your competitors

#2

HOW TO GAIN AN EDGE

Fix any obvious problems

#3

HOW TO GAIN AN EDGE

Develop a strategic edge



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
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

Dave B.
El Cerrito, CA

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

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 m 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

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*



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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?



Naomi Bailey

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rentersvoice.com

epmsonline.com

Register at epmsonline.com

Upcoming Webinar



How to create social media campaigns that work

Thursday, May 22

1:00 PM – 1:30 PM CDT

Register at epmsonline.com