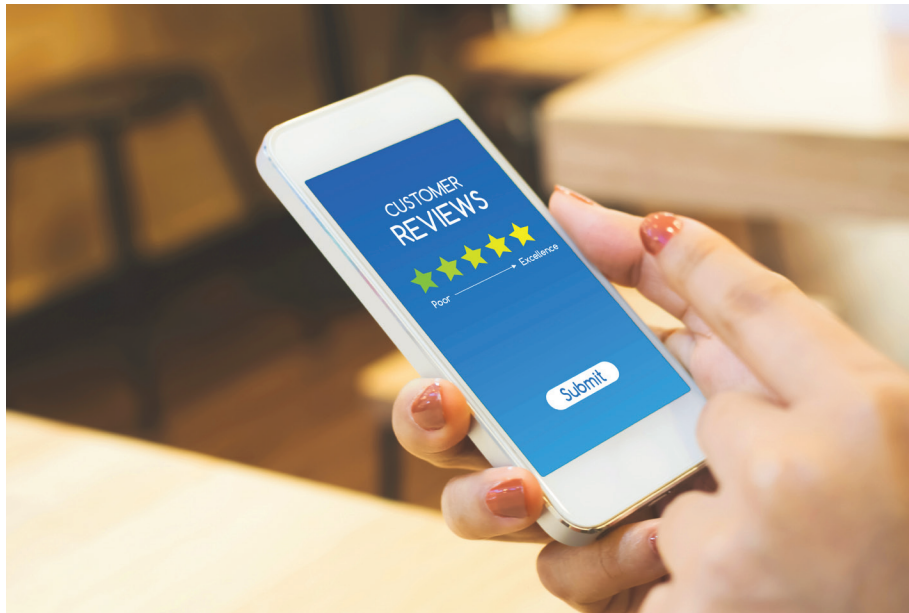




REPUTATION MANAGEMENT WITH THRESHOLD

Before signing a lease with you, your prospects are going to research your community's online reputation on sites like Google, Yelp, Facebook, Apartments.com, and ApartmentRatings.com. It's important that what they find inspires their confidence. A poor online reputation means fewer prospects make it to your website, choose to schedule a tour, or take the plunge and sign a lease with you. In fact, Harvard Business School* recently published a study showing that a one-star increase in your ratings can result in up to a 9% increase in your overall revenue.

*Luca, Michael. "Reviews, Reputation, and Revenue: The Case of Yelp.com" HBJ. Web. 2016.



WHAT WE OFFER



Review Prompts

We'll create web forms that encourage residents and prospects to leave a review after visiting your property or interacting with property staff.



Response Approval Process

We'll promote efficiency by having you pre-approve a list of common responses and individually approve any custom responses before they go live.



Review Responses

We'll craft timely responses within 24 hours to all reviews, positive and negative.



Illegitimate Review Monitoring

We'll flag suspicious reviews for potential removal to ensure that all reviews are relevant and legitimate.

KEY BENEFITS

- Improve a prospect's first impression of your property, encouraging them to take the next step
- Enable timely follow-up and customer support
- Identify trending customer support issues
- Encourage positive reviews and ratings
- Cultivate improved SEO presence
- Increase traffic to your website
- Save on-site staff up to 15 hours a month, allowing them to focus on in-person interactions with prospects and residents

PUT US TO
WORK FOR YOU!



REPUTATION MANAGEMENT WITH THRESHOLD

INSPIRE TRUST

Nothing is a bigger red flag for potential residents than a negative review that goes unaddressed. With the input of property staff where necessary, we leverage our expertise in the housing industry to craft responses that address underlying concerns while offering a balanced perspective that inspires trust.

TURN CHALLENGES INTO TRIUMPHS

Even your negative reviews can be valuable if you respond in the right way. We work with both property staff and corporate decision makers to drive maximum value out of each review, whether it is to recover brand equity or identify trending property issues.

RELIEVE OVERWHELMED STAFF

In the residential housing industry, review responses are often left to already overwhelmed on-site staff who may or may not have communication training, which can sometimes make the issue worse. When you employ our Reputation Management Services, you get professional responses and expert advice that helps free up on-site staff to do their best work.

WHAT DIFFERENTIATES US

- We communicate personally with the on-site team to craft informed responses and share key insights
- We maintain a 24-hour response time, promoting timely issue resolution and making reviewers feel cared for
- Our experience in the real estate industry allows us to craft strategic responses that align with your leasing strategy
- We make Reputation Management do double duty by promoting increased reviews and including industry-specific keywords in our responses in order to improve SEO & increase your visibility in search results



The Results

Clients using our Reputation Management services improved their online reputations by an average of 1 star. These clients also responded to an average of 61% more reviews than their local competitors did, providing more opportunities to resolve issues and make positive impressions online.

In just the last 6 months, 56% of our properties saw a rise in their overall residential ratings due to our timely and personal responses. In fact, 5% of the negative reviews these clients received were updated to a 4 or 5-star review as a result of our in-depth and personal review responses.

90%  **of consumers read reviews**
before visiting a business

Each 1-star increase in average online ratings can **increase revenue by up to 9%**



**PUT US TO
WORK FOR YOU!**