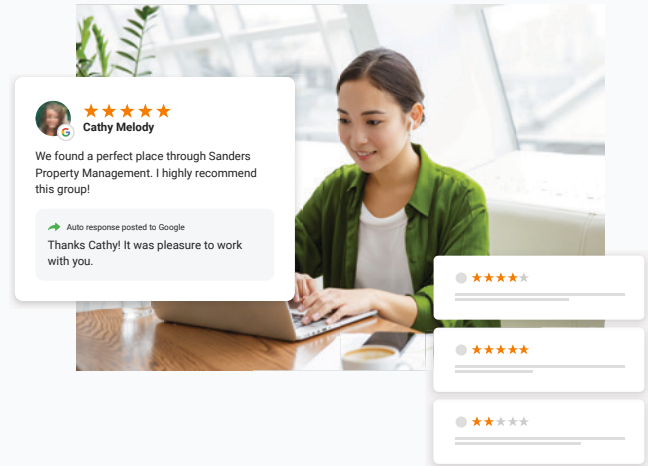


Property Management: 7 ways to receive marketable tenant reviews

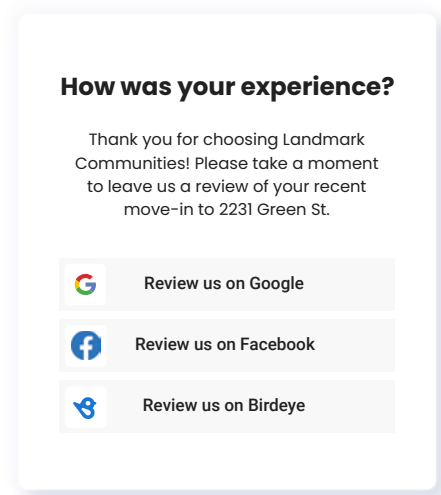
Reviews are your digital word-of-mouth engine. They can either persuade or scare away prospective tenants from choosing a property they'll call home. Learn tips on when and how to receive marketable feedback, and the steps to take to avoid negative reviews.



1

Don't miss an opportunity

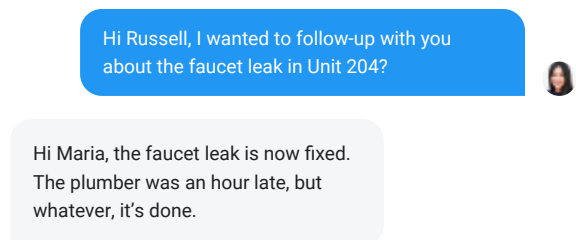
To increase occupancy rates, it's essential to generate online reviews, especially positive ones. Don't miss the chance to ask tenants to leave a review after positive touchpoints such as after a property tour, move-in, following property events, and after move-out.



2

Be wary

In some cases, it's wise to be mindful of who you reach out to. For example, there's an opportunity to generate reviews after a maintenance request has been fulfilled, but use good judgment. If possible, try to avoid sending requests to residents who are hostile and upset about maintenance issues.



3

Check-in

Tenants want to be heard and want to know the property is listening. It's essential to get a pulse check across the board from your residents once or twice a year. Based on these results, you can run targeted campaigns and identify how to turn detractors into promoters.

Sanders Property Management: San Mateo

How is your experience living at The Broadway Apartments?



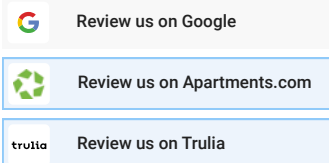
4

Diversity

Keep review sites diverse. Google reviews require a Google account, but not everyone has one. In addition to Google, try to offer options for residents to leave their feedback on alternative third-party review sites, such as [apartments.com](https://www.apartments.com) or [trulia.com](https://www.trulia.com). When creating a review campaign, there's the option to choose up to three review sites your residents can choose from when leaving their feedback.

How was your experience?

Thanks for choosing us! Would you take a moment to leave us a review?

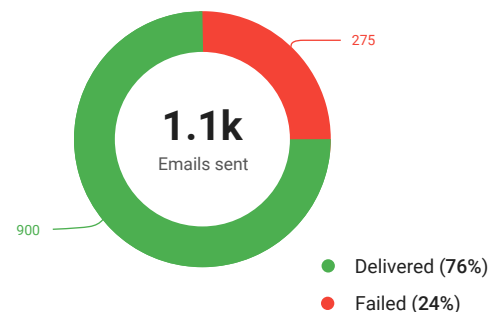


5

Verify contacts

Verify resident contact information to ensure they are receiving outreach to leave your property a review. To confirm if your residents are receiving your campaigns, check your email and SMS conversion rates to see if the "sent" and "delivered" percentages are aligned. To see your conversion rates, go to **Campaigns > Automations > Select campaign > View details > View reports**. To view which residents did not receive the request, click **View details > View recipients**.

Email delivery



6

Be transparent

Don't ignore the importance of proactive communication — relay updates and information such as events, preventative maintenance and care, facility hours, protocols, and property changes. Lack of communication can be irritating, and make a resident feel neglected. Don't give the tenant a reason to leave the property a negative review.



To our residents at 800 Indiana St, we will be doing some light renovation work in the lobby on May 1-4. Thank you for your cooperation!

7

Staff involvement

If the property is having difficulty with staff utilizing the platform, try holding friendly competitions. To encourage active participation, have property management teams and staff compete against each other to generate the most positive reviews.



Reviews requested

Tim Holmes	81 reviews requested
Olivia Rodriguez	52 reviews requested
Kendall Jenkins	24 reviews requested



Quick reminders:

- Automate outreach reminders, and send them to those who have not opened the original email or text.
- Never offer payments for Google reviews. Offering incentives for Google reviews is against Google's policy and comes with consequences determined by Google.
- Don't be a bothersome bear and bombard residents with continuous outreach.



Birdeye is an all-in-one customer experience platform that provides businesses with the tools to deliver great experiences at every step of the customer journey. More than 60,000 businesses of all sizes use Birdeye every day to be found online and chosen through listings and reviews, be connected with existing customers using text messaging, and deliver the best end-to-end customer experience with survey, ticketing and insights tools.

Call us at **1-800-561-3357**, [schedule a demo](#) or visit www.birdeye.com for more information.