

Asking Residents to Leave a Review

HOW TO GUIDE

Quick Tips

- Just ask
- Don't force it
- Keep it natural
- Customize it to the resident
- Offer a specific platform i.e. "Leave us a review on Google"
- Be genuine

Already In Place

- Automated emails are sent out at select times
 - After inquiring with us
 - After move-in
 - Semi-annually
 - After a maintenance request is filled

Common Situations and Responses

A resident submitted a maintenance request that was completed

FIRST: Call the resident for a check-in/follow-up to make sure everything was resolved appropriately

THEN: Ask them to share their experience with a review on Google so prospective renters feel comfortable in their decision to rent with us!

OR: Ask the resident to give their maintenance technician a shoutout on Google for their great work!

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A resident is giving you praise

FIRST: Express gratitude towards their feedback

THEN: "The best way to thank us is to leave a review on Google so other renters can find us and know they made the right choice!"

OR: Hand them our "Review Push Card" that has links to leave reviews on different platforms. "If you could take a few minutes to leave us a review so other renters can learn more about our community, we would be so appreciative!"

After a complaint is resolved

FIRST: Don't ask immediately; Wait until the issue is completely resolved and a few days have passed

THEN: Email the resident directly: "Thank you for bringing your concerns to our attention and allowing us the opportunity to serve you. We take resident care very seriously and strive to find positive solutions for any issue that may arise during your stay here. If you feel we resolved your issue in a timely, caring manner, please take a moment to leave us a Google review with your feedback! If you ever have any other concerns or questions, please contact us immediately so we can help!"

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A resident decided to renew their lease

FIRST: Tell them how appreciative we are for their continued residence with us

THEN: "As you know, finding a great place to call home can be difficult; if you could take a few minutes to leave us a review on Google, telling what you love about our community, it would really help other renters find us!"

At the end of a prospect tour

FIRST: Wait until the very end of the tour as you're getting ready to say, "Goodbye."

THEN: "We want to thank you again for touring our homes here at [Site Name] and wish you luck on your apartment search! Whether you decide to apply here or not, please give us your feedback on Google so we can not only improve for the future, but also so other renters can decide if we're a match for them!"

Please reach out to the marketing department with any questions you might have!