

# Do you have what it takes to become Bozzuto's MVP?

#### THE TEAMS

Every property is a team, and each staff member is a valuable player. Be strategic about using each player's particular talents and unique role to earn new reviews from residents.

#### THE POINTS

Teams earn points by scoring positive reviews and tackling negative ones on Apartment Ratings, Yelp, and Google+ Local.

### THE PRIZES

Every two weeks, the team with the most points wins a \$50 gift card for each player. Points are reset after each two week period, creating an even playing field for the next prize winner. Stakes get higher in the playoffs, where players from the top four teams score \$75 and an invite to Bozzuto's Annual Chili Cookoff.

#### THE MVP

At the end of the season, the team with the highest cumulative score will be named Bozzuto's MVP. Winning team members will be treated to \$100 and a property Superbowl Party fit for a champion.



# **TOUCHDOWN**

Positive review posted on Yelp, Google+ Local, or Apartment Ratings.

# **EXTRA POINT**

Manager response to positive review on **Apartment Ratings.** 

# FIELD GOAL

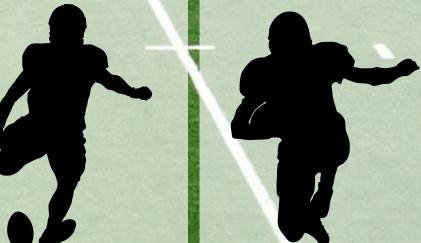
New positive reviews on Yelp, Google and Apartment Ratings within a two week period.

## SAFETY

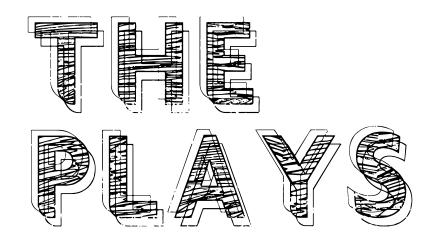
Manager response to a new negative review on Apartment Ratings.

# **FUMBLE** -- --

New negative review on Apartment Ratings with no manager response.







# BE A GOOD SPORT.

A good player always shakes hands after a game, win or lose. Remember to thank reviewers for their feeback, and let them know that you value their opinion.



#### TAKE A TIMEOUT.

Negative reviews can be like bad calls — just plain unfair. But many times, they help us learn how to improve our game. If you need a second opinion on the best way to respond to a new review, Bozzuto can help you make the call. Email Jessica Itzel or Lauren McDonald for assistance.



# **KICKOFF**

Get ready to play by making sure that you know how to monitor new reviews. Follow the steps below to login, view and respond to new reviews on Apartment Ratings. The best offense is a good defense, and responding to new reviews is the first step in winning the online reputation game. Here's what it takes to tackle negative reviews.

**DEFENSE** 

# **OFFENSE**

Scoring positive reviews is just a matter of having the right strategy and putting it to practice. Use the checklist below to make sure you're using all of the right equipment.

#### 1

Login to the Apartment Ratings Manager Center. Forgot your login info? Check the intranet.

#### 2

You'll see a list of reviews for your property. Click to open your new review.

#### 3

Click "Manager Reply" and type your reply in the box. Click "Update" to publish your reply.

#### React quickly.

Answer reviews within 24 hours.

#### Stand in their shoes.

Be kind and empathetic. Offer an apology if necessary.

#### Switch it up.

Don't use canned responses. Address comments or concerns specific to each review.

# Move confrontations to the sidelines.

Avoid going into detail. Offer your contact info and take the conversation offline.

- Send an email blast using the Rate Us template.
- Order Rate Us cards from the Bozzuto Store.
- Host a resident event. Ask happy residents to write a quick review.
- Hand out Rate Us cards after successful office visits and maintenance requests.
- Ask satisfied residents for reviews when they renew their lease.



# It's yours to win.

When it comes to online reviews and ratings supremacy, victory is just a few clicks away. Earn bragging rights and an unmatched reputation when you become Bozzuto's MVP.