



THIS MONTH'S FOCUS

- **Answer every review!**
- **Hand out the Share Your Experience cards!**
- **Want to be featured in the next newsletter? Nominate a really great response from a colleague.**



HOW TO GET MORE RESIDENTS TO SAY YES!

We know that you work extremely hard to make your communities a pleasant place to live and that is why we are constantly brainstorming ways that we can help you solicit positive reviews from your residents. Our latest idea is the Share Your Experience Card with the QR codes on the back (available for order at the **Bozzuto Store**). This card directs the person to type in **ratebozzuto.com** or scan the QR code on their phone and write a review on Apartment Ratings, Google Places, Apartment Reviews or Yelp.

The best strategy in using these cards is to give them to residents at the peak of satisfaction. A great time would be after a maintenance service, package delivery, or a resident event. We suggest that the entire maintenance and front office staff carry the cards in their pocket. As soon as a resident gives a compliment, hand them the card and simply say, "We would really appreciate it if you could give us a positive review about the service you received today."

FEATURED STORY



In the month of August, The Avenue exceeded expectations in answering reviews on Apartment Ratings.

So, we decided to sit down for a short Q & A with the property manager, David Raley, to find out what they're doing right.

Q. What is your strategy or methodology in answering reviews, both positive and negative?

A. Our goal is address reviews within 24 hours. We also want to be very thankful in our replies, no matter if the review is positive or negative. The idea is that we always have room for improvement. Prior to replying to the review, we find the possible objection and look for ways to overcome them or to report how we have already overcome the objection.

Q. When you see a negative review, how does it affect you or your property?

A. Negative reviews effect three parts of the community.

i. Residents: Negative reviews can become a domino effect if not addressed promptly. If an objection isn't handled quickly, you provide the option of other residents to "pile on".

ii. Staff: Negative reviews can be hurtful to a motivated staff. These reviews should be shared with the team and addressed quickly. Provide positive reinforcement when needed and coaching if required.

iii. Prospects: Negative reviews can provide a poor perception of the community - another very good reason to respond to the review very quickly. The speed and content of how a review is responded to may help overcome the poor review and then change the poor perception into a good one.

Q. Do you follow up with the reviewer in person?

A. Yes, whenever possible, you should ask the reviewer to set an appointment to address his/her concerns.

Q. Do you answer reviews as they come in or do you have a specific date or time of the month when you like to respond?

A. A reply to the review should be made within 24 hours.

Q. Please provide any additional comments that you think would help your peers.

A. Always be honest. Be resourceful. And don't say too much!

QUESTIONS? CONTACT US

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