



## RENTCafé Reach Reputation Management

### Build brand authority & take control of your digital reputation

Guide the conversation about your brand with RENTCafé Reach Reputation Management. Let an experienced account manager monitor your online reviews – mitigating damaging content, proactively handling potentially negative reviews and increasing positive reviews to build your brand profile. Be responsive and gain insight into the prospect and resident experience without placing additional demands on your staff.

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### Why RENTCafé Reach Reputation Management?

- Monitor reviews, comments and messages across platforms
- Respond quickly, professionally and consistently
- Stay alert with strategic competitive analysis
- Reduce staff burden

## Our reputation management services include:

### Comprehensive Active Monitoring

Your dedicated account manager works with you to actively monitor activity – including comments, messages and reviews – across multiple channels. This includes top platforms such as Google, Yelp, Facebook, Apartment Ratings and others.



### Professional & Timely Responses

To control your digital reputation, it's critical to respond quickly to both positive and negative reviews and comments. At RENTCafé Reach, we make sure that your online activity reflects the core values of your company.

As new reviews and comments surface, your account manager will create suggested replies. The account manager who works with you will be the same across multiple RENTCafé Reach services. Their knowledge of your property and audience will help them craft the right message. You can approve, edit or reject the replies. Approved responses are posted on your behalf. Rejected responses will be reworked and returned for additional review.

### Resident Feedback Requests

Actively requesting customer feedback and reviews is part of providing excellent service. Your RENTCafé Reach account manager will help you develop a strategy that encourages feedback to fuel positive reviews and highlight resident success stories.

### Sentiment Analysis

Gain insight to the resident and prospect experience through sentiment analysis. Is the same issue surfacing in multiple reviews? Find out so you can take action to address it.

### Strategic Competitive Analysis

Use the competitive analysis data provided by your account manager to benchmark your surrounding competitors. Gain valuable market insight and use it to rise higher in searches in your local area.

Requirements:

- RENTCafé Reach SEO
- Four-month minimum

Recommended:

- RENTCafé Reach Social Media Management



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