

# INCENTIVIZED & DECEPTIVE ONLINE REVIEWS



## OFFERING INCENTIVES FOR REVIEWS

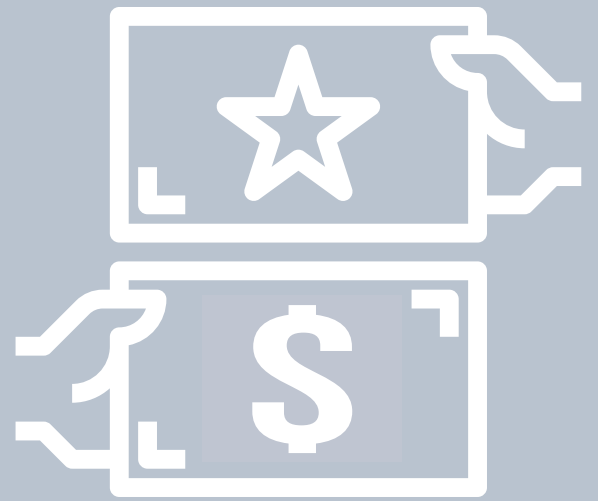
If the reviewer is awarded any type of incentive, that fact must be disclosed in the actual review.

"This review was written to participate in a contest..."

## WHAT IS CONSIDERED AN INCENTIVE?

Any means of compensation that benefits the reviewer such as:

GIFT CARDS  
REWARD POINTS  
RENT CREDITS  
PRIZES  
MONEY  
APARTMENT UPGRADES  
FREE SERVICES



## CAN EMPLOYEES WRITE A REVIEW?

Reviewers must disclose their employment relationship in the context of the review.

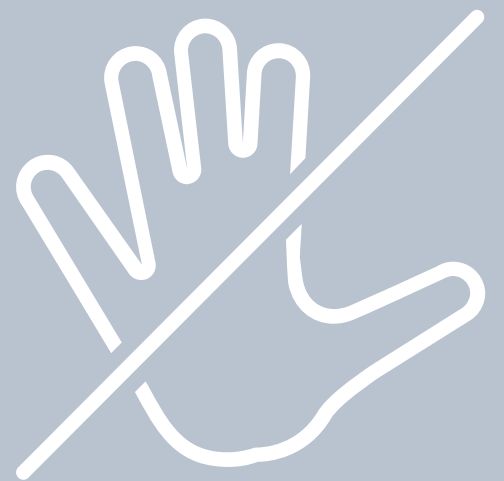
"I work for XYZ Management and also live at this community..."

## AVOID "BEHEST-IMONIALS"

Reviews must reflect the actual experience of the reviewer

Material connections must be disclosed (employee, friends, family members, etc.)

Employees are PROHIBITED from writing a review if they do not have first-hand experience as a resident.



Our Education Team can help with best practices to solicit fair and honest reviews. Contact us to hear more about our learning opportunities.

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