

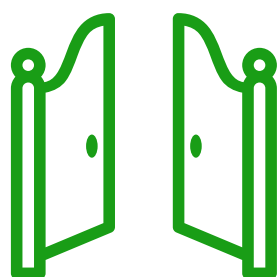
STAY CLEAR OF

REVIEW GATING

 ApartmentRatings  SatisFacts

Do not discourage or prohibit negative reviews or selectively solicit positive reviews. **The results could be detrimental to your online reputation.**

OPEN THE GATE!



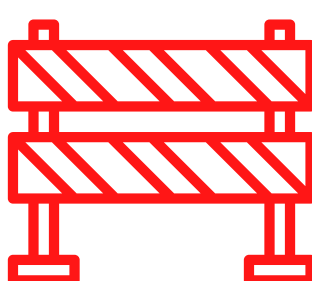
Those who **respond positively** are **THEN asked** to write a review about their experience

REVIEW GATING 101



Companies reach out to prospects and residents, typically via email asking them to rate their overall level of satisfaction

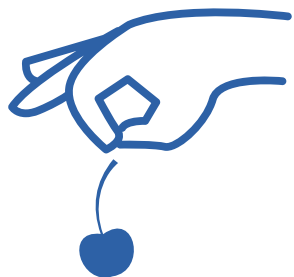
ROADBLOCK AHEAD!



Those who **respond negatively** are either shown a thank you page, or may be asked for additional comments which will **never see the light of day**

TIPS TO AVOID REVIEW GATING

DON'T CHERRY PICK



Provide all residents and prospects an opportunity to write a review about their experiences

HONEST PARTNERS



Do not do business with companies that practice in review gating. Selectively targeting happy residents by a vetting survey or allowing you to provide a censured email list is a deceptive practice

GET EDUCATED



Contact our Education Team on ways to properly encourage feedback and reviews

UNIVERSAL FEEDBACK



Asking for feedback prior to writing a review is okay, as long as all are then given a chance to write a review

VERIFIED RESIDENTS



VRP and **VRP Select** ensures you are able to collect actionable feedback and honest online reviews

EDUCATION
@SATISFACTS.COM