



# Reputation Advisor

## SPECS

ReputationAdvisor™ gathers your properties’ reviews from across the web into one easy-to-use interface. Our unique reporting system helps you measure your performance over time, highlighting your properties’ strengths and weakness. You also get a complete social media content management system to help you manage your unique voice heard across the web. And all of these tools are part of the Entrata Platform, interacting seamlessly with your lead management and resident systems.

## BENEFITS

**INCREASED AWARENESS**  
ReputationAdvisor pulls all of your online reviews into a single dashboard so you don’t miss any of the conversations happening online. Add the ability to track reviews over time, and you’ve got all the reporting capabilities you need to easily identify strengths and weaknesses and track trends.

**STRATEGIC SUPPORT**  
Configure ReputationAdvisor to match your existing engagement strategies by defining positive and negative reviews based on your criteria, not someone else’s generic rules. Use the system to make it easy for team members to respond to and resolve issues within the guidelines that you set.

**BRAND CLARITY**  
Ensure your brand voice is clear and consistent across social media platforms. ReputationAdvisor lets you schedule social media posts in advance for holidays and special events, or you can schedule regular recurring posts. Permissioned access helps you manage who should or should not post to your properties’ accounts.



## REPUTATION ADVISOR

### FEATURES

#### REVIEW MANAGEMENT DASHBOARD

See reviews from across the web in one place. Identify review status (unread, read, reply posted, etc.) at a glance, log actions and add notes, and archive old reviews once issues are resolved.

#### REPORTING GRAPHICS

Our easy-to-consume reporting uses straightforward graphics and tables to show you precisely what you want to know about your reputation management strategy. Filter based on properties, dates, sources, and ratings, or compare a property against the entire portfolio.

#### DAILY UPDATES

ReputationAdvisor pulls reviews from sites all over the web, including Yelp, Google+, and ApartmentRatings.com and adds them to your dashboard within 24 hours so you can address concerns in a timely manner.

#### RESPONSE TOOLS

Not only does ReputationAdvisor allow you to indicate which reviews have received a reply and which are awaiting action, you can respond directly to any reviews on the Entrata Platform and link directly to reviews posted on third-party sites to respond.

#### ATTRIBUTE TRACKING

Parse online reviews based on criteria you determine to help properties identify actionable issues and trends that may otherwise go unnoticed.

#### SOCIAL MEDIA POSTING

Post to all of your social media platforms from a central location. Track, schedule, and set recurring posts as needed.

#### MANAGEABLE PERMISSIONS

Manage security and encourage employee accountability with permissions systems that allow an administrator to tailor permissions to each user's needs. Provide access to read, reply, edit, or post on a user-by-user basis. This allows you to track each user's actions and keep social media account credentials confidential.

#### IMAGE MANAGEMENT

Pull images from the Media Library or upload images directly into the system to create more visually appealing social media posts.

#### NOTIFICATIONS

Set up Entrata Dashboard notifications and email notifications to make sure no reviews are slipping through the cracks. Daily updates and weekly summaries can be configured based on recipients' needs.

#### MULTI-PROPERTY REPORTING

Give executives and owners a robust overview of reputation management and social media engagement strategies with reporting options that can highlight individual properties or show portfolio-wide trends.

#### DRIP CAMPAIGNS\*

Set custom triggers (length of stay, renewals, or other events) to send notifications to residents or prospects soliciting their feedback through the review system. This builds valuable content and can have positive effects on SEO.

#### FACEBOOK INSIGHTS\*

Pull data directly from the largest social media platform in the world to provide a more detailed picture of social media interactions within ReputationAdvisor.

\*Coming soon



"ReputationAdvisor has allowed me to view all of our online reviews in one spot instead of scouring the internet, seeking them out. I get to review and respond from the same dashboard that also breaks the review down into more specific categories, showing what our residents love versus what needs improvement in our communities."

**Megan Clarey**  
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