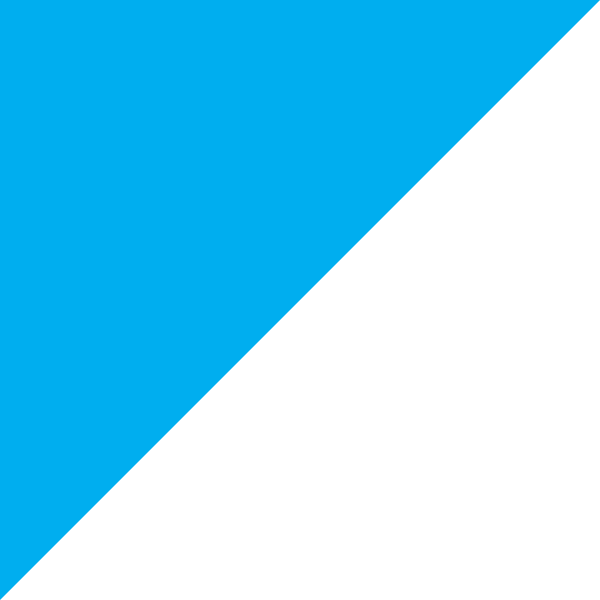
**Reputation ROI Calculator**

**52%1 of renters recently said that they decided not to visit a community after reading the online reviews. Neglecting your online reputation can seriously impact the number of leads you generate. Use the calculator below to see how much revenue you could be losing due to your reputation.** *Instructions: Double-click the table and add your information to the highlighted cells. Exit the spreadsheet to see your results.*



**For an investment of $299 per month, you can improve your ROI by up to $2,000,000.**

**Isn’t that a worthwhile investment?**

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Schedule a live demo of Community Reputation Pro!

[**info.rentpath.com/reputation**](http://info.rentpath.com/CommunityRepPro-Consultation-exp5-31-17)

12015 NMHC/Kingsley Renter Preferences Study

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