

# Multifamily Reputation Management Checklist

A stellar reputation is crucial for your lead generation and resident retention efforts, but it's not the end of the world if you're not there yet.

Start rebuilding by following the reputation management cadence below:

## DAILY

**Audit:** Do an online search for your communities and take inventory of all your communities' reviews on every ILS, review site and social media channel.

- Google
- Facebook
- Yelp
- Apartment Guide
- Rent.com
- ApartmentRatings.com

**Listen:** Set up alerts to know when a new review is posted about you.

**Respond:** Reply all reviews, both positive and negative.

*Tip: Avoid using canned responses, even with your positive reviews. Each review requires a personal, professional touch. Make sure all posts are [FHA compliant](#).*

**Benchmark:** Monitor your top competitors' reputation to understand how you stack up against them.

## MONTHLY

**Survey your existing residents.**

- Pull your rent rolls and send survey requests to residents who have been living at your communities for six months or more.
- Post positive reviews to social media sites.

**Research your top keywords to analyze overall sentiment around your properties.**

## WEEKLY

**Update your unit level availability and pricing on all listing sites.**

**Schedule four social media posts across your various channels.**

Content ideas:

- Leasing specials
- Curated content from local businesses
- Details about upcoming events in the area
- Resident testimonials
- Resident events
- Photos from around your communities

*Tip: Custom posts that are relevant to your residents get more engagement. Maximize post engagement by creating content that is customized to your area, audience, and amenities.*

**Review performance metrics of your social posts to uncover opportunities to increase engagement.**

## QUARTERLY

**Take updated photos and post them to your business listings.**

**Train your team on reputation management best practices.**

Endeavour to stick to a US-based team with a background in fields such as journalism.

Update your team on time saving and money saving trends in reputation management.