



Enhance Your Property's Online Brand

Today, your online property reputation has become just as important, and much longer lasting, than traditional “word-of-mouth” reviews. Grace Hill's Online Reputation Management (ORM) solution features a single dashboard view of your reviews, listings, and social sites, along with key metrics to help you understand and improve overall performance.



**Protect
Your
Brand**



**Engage
Prospects &
Residents**



**Proactively
Respond
Online**



**Measure
Performance
& Improve**

Keep a Pulse On Your Property's Digital Presence

Managing feedback scattered across the web is overwhelming. Without a consolidated view, negative reviews could unknowingly deter prospects. But generic ORM solutions don't provide the features or multifamily metrics you need.

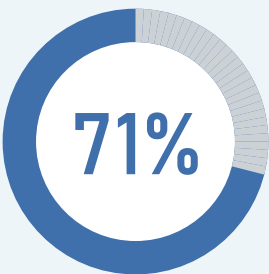


Our industry-specific solution helps you:

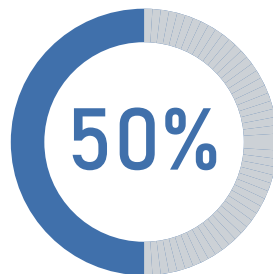
- Create a consistent online brand.
- Save time managing responses.
- Ensure accuracy across listing platforms.
- Improve search engine rankings.

Maximize Social Media Engagement

- Monitor and publish content across platforms.
- Track and analyze key metrics and trends.
- Use AI to instantly summarize customer sentiment.



71% of renters searching for a new apartment won't visit a property if the reviews aren't stellar.¹



50% Over half of customers change their opinion of your business based on review responses.²

1. NMHC and Grace Hill, Renter Preferences Survey Report, 2024; 2. Podium, 2021

Streamline Your Reputation Management Strategy

Leverage Reviews to Attract Prospects

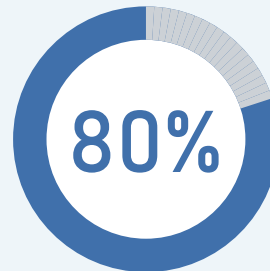
- Aggregate feedback from Google, Yelp, Facebook, ApartmentGuide, ApartmentRatings, and Rent.com.
- Generate authentic responses at scale with AI.
- Extract meaningful insights across locations, regions, and providers.



Maintain Accurate Listings

No more worrying about outdated information or missed opportunities. Let our dedicated Listing Specialists handle the time-consuming task of optimizing your online presence.

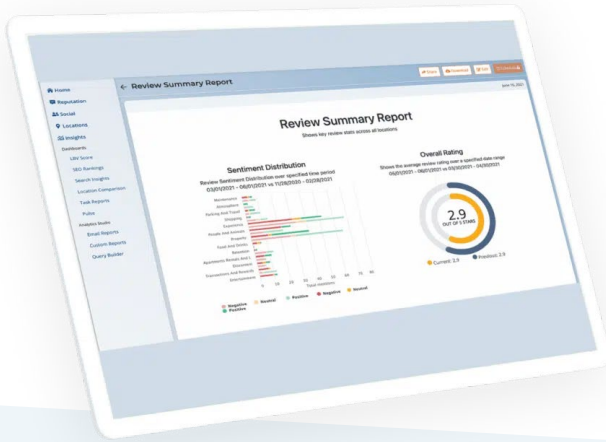
- Improve lease conversions and attract prospects.
- Ensure consistency across platforms.
- Boost local SEO rankings.



of apartment seekers check your social media before signing their next lease.³



Measure Performance and Improve



Assess Your Brand's Online Presence

Gauge customer satisfaction and inform strategic decisions with our Local Brand Visibility (LBV) benchmark. The LBV benchmark is responsive to current market conditions, making it easy to see how you stack up against local competitors.

LBV is the only ORM benchmark weighted across five key areas:



Reviews



Social Media Posts & Comments



Listings



Local Competitors



Search Results

Turn every review into an opportunity to enhance your brand and convert prospects.
[Contact our experts today!](#)