

## SUCCESS STORY

# Reputation Management Reimagined



How Clarion Management, Inc. leveraged Grace Hill's Reputation Management solution to increase productivity and improve resident satisfaction.

## OVERVIEW

Clarion Management Inc. is a boutique property management company that believes in creating vibrant, thriving communities where residents feel valued and at home. With a commitment to excellence and service, they manage 16 multifamily communities in California and have offered superior living experiences since their founding in 2020.

At Clarion, people are the priority; this people-centric approach has been instrumental in their success. Marketing Manager Karla Alfaro-Seda plays a crucial role in Clarion's success, helping drive brand visibility, attract new residents, and enhance resident retention through targeted marketing, social media management, and reputation management.

Her work supports occupancy goals and aligns with the company's commitment to providing exceptional service and positive resident experiences. She does that by continuously analyzing marketing performance and pivoting marketing strategies as needed.

Recognizing the importance of a focused, proactive approach in the competitive property management market, Clarion realized their previous reputation management solution was no longer adequately meeting their business needs.



## COMPANY PROFILE

### Clarion Management

**Industry:** Conventional Multifamily Communities

**Unit Count:** 2,516

**Headquarters:** Irvine, CA

**Years in Business:** 4

**Number of Employees:** 80

## CHALLENGE

Before using Grace Hill, Clarion Management was utilizing a different solution for reputation management, tracking basic metrics, such as the number of resident reviews, overall star ratings, and resident feedback frequency, across all properties. They only monitored general occupancy rates and resident retention as indirect indicators of their reputation.

However, the metrics were limited in scope and didn't provide the comprehensive insights or real-time data they needed to effectively manage and improve their reputation. As a result, it was challenging to link feedback to specific actions or identify trends in resident sentiment. The process often required manual effort to connect feedback to actionable improvements, which was time-consuming and inefficient.

Overall, it was a manual and disjointed process, making it difficult to track overall sentiment trends and address issues proactively. "Because of these gaps, we faced challenges in consistently engaging our team across different properties to maintain a unified approach to reputation management," said Karla. "This inconsistency sometimes led to delays in addressing resident concerns, which impacted our overall reputation."

Clarion recognized that change was needed, so the process of selecting a new reputation management solution began.

## FAVORITE FEATURE

"My favorite feature is the comprehensive reputation management analytics, which provides us with detailed insights into resident sentiment across all of our properties so we can quickly identify trends and areas for improvement. The analytics are not only easy to interpret but also actionable, enabling us to make data-driven decisions that enhance our overall service quality."

## SOLUTION

Clarion vetted four options, including Grace Hill, in their search for the right solution and assessed each company's solution based on three key capabilities:

- **Integration with Clarion's existing systems.**
- **Streamlined resident feedback processes.**
- **Comprehensive reporting and training abilities.**

Ultimately, Clarion selected Grace Hill's Reputation Management.

"We chose Grace Hill because of its comprehensive and integrated approach to reputation management; its reputation stood out as the best fit for our needs and provided a more holistic and efficient solution for managing our reputation across multiple properties," said Karla. "Unlike other solutions, Grace Hill seamlessly combines resident feedback with training and compliance, allowing us to address concerns while proactively improving our service standards."

The user-friendly interface, robust reporting, and ability to unify teams across multiple properties were all key factors in Clarion's decision to go with Grace Hill. "Grace Hill offered the



tools we needed to enhance our reputation management efforts while empowering our staff to deliver consistently excellent service,” said Karla.

Implementing software company-wide often comes with some reservations. As such, Clarion leaders had two primary concerns: 1) Ensuring team members, particularly those accustomed to the previous system, would adapt smoothly to the new platform, and 2) They wanted existing systems to seamlessly integrate with minimal disruptions to operations.

Both concerns were quickly quelled because of the comprehensive support and training Grace Hill provided, making the transition much smoother than anticipated.

Karla shared the following:

*The implementation and training process was smooth and well-structured. The onboarding team provided clear guidance and support every step of the way, ensuring that the platform was seamlessly integrated into our existing systems. Training sessions were thorough and tailored to our specific needs, making it easy for our team members to understand and adopt the new tools. The resources provided, including tutorials and ongoing support, allowed our staff to quickly become comfortable with the platform. Overall, the process was efficient and helped us transition with minimal disruption to our daily operations.*

Before implementing Grace Hill's online reputation management (ORM) solution, Clarion's reputation management practices were fragmented and inefficient, defined by manual processes and limited metrics. However, with Grace Hill's ORM, the results have been transformative.

## RESULTS

With Grace Hill's Reputation Management solution, Clarion has transformed their reputation management strategy, now leveraging a comprehensive suite of tools to track key metrics, analyze trends, and measure the impact of their efforts. Some key metrics and KPIs they track include resident satisfaction scores, review response time, star ratings, and feedback trends.

Employee feedback has been overwhelmingly positive, and across departments, the platform's extensive features have become an integral part of Clarion's reputation management strategy as they use it to manage and enhance their reputation across all properties.

More importantly, the results are tangible, meeting quantifiable goals and expectations, including:

### Reduced Costs

The platform's efficiency has enabled Clarion to consolidate their efforts into one comprehensive solution. Doing so has lowered operational costs and allowed their team to focus on proactive improvements that contribute to better resident satisfaction and retention, further reducing turnover-related expenses.

### Improved Productivity

Grace Hill's ORM has automated many previously manual processes, such as tracking and responding to resident feedback, and this has freed up their team's time to focus on higher-value tasks.





### Streamlined Decision-Making

The integrated analytics and reporting tools provide valuable insights that enable data-driven decision-making and proactive problem-solving. Leaders can quickly identify trends and address issues more efficiently. For example, the platform's ability to streamline the review response process has led to faster response times, which they track as a measure of operational efficiency.

### Increased Revenue and Growth

By enhancing their reputation management and improving resident satisfaction, they've attracted more prospective residents, positively impacting occupancy rates across properties. Higher occupancy rates and improved resident retention have directly contributed to increased revenue. And the positive feedback and stronger online presence have helped elevate their brand reputation, further driving growth.

### Improved Resident Satisfaction Scores and Retention Rates

Clarion tracks changes in resident satisfaction and overall sentiment through the reviews and feedback collected via the platform. An increase in positive feedback is a strong indicator of the platform's effectiveness. Efficiently tracking their online presence across various listing sites like Google, Yelp, and Apartments.com helped them build a proactive engagement strategy that improved their online reputation and enhanced resident satisfaction, giving them a competitive edge against other properties. Higher resident retention rates, driven by improved satisfaction and engagement, reflect the ORM's impact on keeping residents happy and reducing turnover costs.

Clarion's investment has proven highly worthwhile, delivering tangible results that contribute significantly to their overall business success. By streamlining processes, responding swiftly to feedback, and making data-driven decisions, Clarion has fostered trust and transparency among residents, enhanced operational efficiency, strengthened their brand reputation, and created a more positive community experience for residents.

Clarion recognizes the value of a comprehensive solution to excellence. Their policies establish clear expectations for behavior; targeted training ensures employees are equipped to meet those standards, and impactful surveys and reputation management solutions allow them to assess performance and make adjustments where needed.

**Don't settle for limited solutions that leave your reputation to chance.** Grace Hill's Reputation Management solution — built for multifamily — can save your team time, streamline operations, and drive results.

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Before using Grace Hill, our process for reputation management was fragmented and manually intensive, lacking the efficiency and comprehensive insights needed to effectively manage resident feedback and improve satisfaction.”



**Karla Alfaro-Seda**

Marketing Manager, Clarion Management