



# Enhance Your Property's Online Brand

Your online 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.



**Get Found by  
Prospects & Residents**



**Proactively Respond  
to Online Feedback**



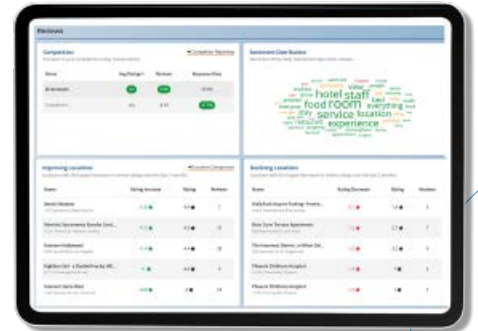
**Measure Performance  
& Improve**



**Protect Your Brand  
& Mitigate Risk**

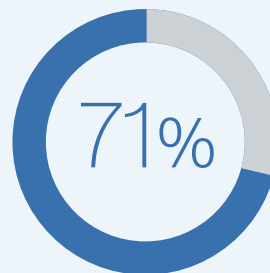
## Keep a Pulse on Your Property's Digital Presence

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 multifamily features or metrics you need.



Grace Hill's industry-specific solution helps you:

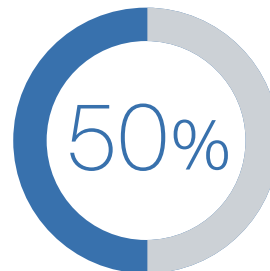
- Create a consistent online brand
- Save time managing responses.
- Ensure accuracy across listing platforms.
- Improve search engine rankings.
- Proactively identify risky feedback.



of renters searching for a new apartment **won't visit a property if the reviews aren't stellar.**<sup>1</sup>

## Leverage Reviews to Attract Prospects

- Aggregate feedback from social sites and major listings platforms.
- Generate authentic responses at scale with AI or let our review specialists engage.
- Address concerns swiftly with instant alerts and risk categorization.
- Extract meaningful insights across locations, regions, and providers.



of customers change their opinion of your business based on review responses.<sup>2</sup>

1. NMHC and Grace Hill, Renter Preferences Survey Report, 2024

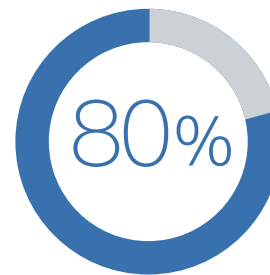
2. Podium, 2021

# Streamline Your Reputation Management Strategy



## Maximize Social Media Engagement

- Create human-centered, relevant posts and replies in seconds.
- Monitor and publish content across platforms in a single dashboard.
- Track and analyze key metrics and trends.
- Use PulseAI to instantly summarize customer sentiment.



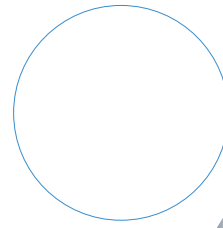
of apartment seekers check your social media before signing their next lease.<sup>3</sup>

## 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.





## 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.

The only ORM benchmark weighted across five key areas:



Reviews



Social Media Posts  
& Comments



Listings



Local  
Competitors



Search Results

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Turn every review into an opportunity to enhance your brand, drive traffic, and convert prospects. **Contact our experts today!**