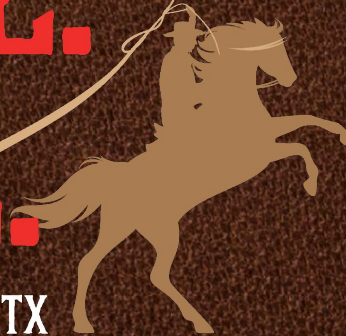


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October 13-16, 2025

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Reputation Rules:

How to Monitor, Protect, and
Elevate Your Online Brand





Ka'Ren Sarvis

VP of Associate Development
Columbia Residential



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Communications + Social Media
Grace Hill

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AGENDA

1. Critical Impact of Online Reputation in Multifamily
2. Grace Hill's Reputation Management Solution
3. Columbia Residential Spotlight
4. AI Advantage in Reputation Management
5. Best Practices in Review Management

What challenges do you face in managing your online reputation today?

Nobody has responded yet.

Hang tight! Responses are coming in.



Negative Reviews Are a Digital Deal-Breaker

“71% of renters searching for a new apartment won’t visit a property if the reviews aren’t stellar”

 **Jonathan Barbee**
3 reviews

★★★★★ 8 months ago

I've had a wonderful experience living here and highly recommend it to anyone looking for a great place to call home. The amenities are great, from the large and well-maintained fitness center to the relaxing pool area. The leasing staff has always been friendly and responsive, making the leasing and move out process smooth and stress-free. Maintenance requests were handled quickly and efficiently with any issue being resolved promptly.

Despite being located off a busy street, the apartment complex is quiet and provided a peaceful retreat after a long day. The only reason for moving is that I recently purchased a home but will genuinely miss the comfort and convenience this place offered. If you're looking for a well-maintained, quiet, and accommodating living space, this is definitely the place to be!

 **Pablo Luzardo**
Local Guide · 12 reviews

★★★★☆ a month ago

I just moved in four days ago, and unfortunately, it's already clear this is going to be a long 12 months.

There were so many red flags that I didn't catch before signing the lease—something I now deeply regret, especially since there's no option to cancel or break the lease despite how recent the move-in was.

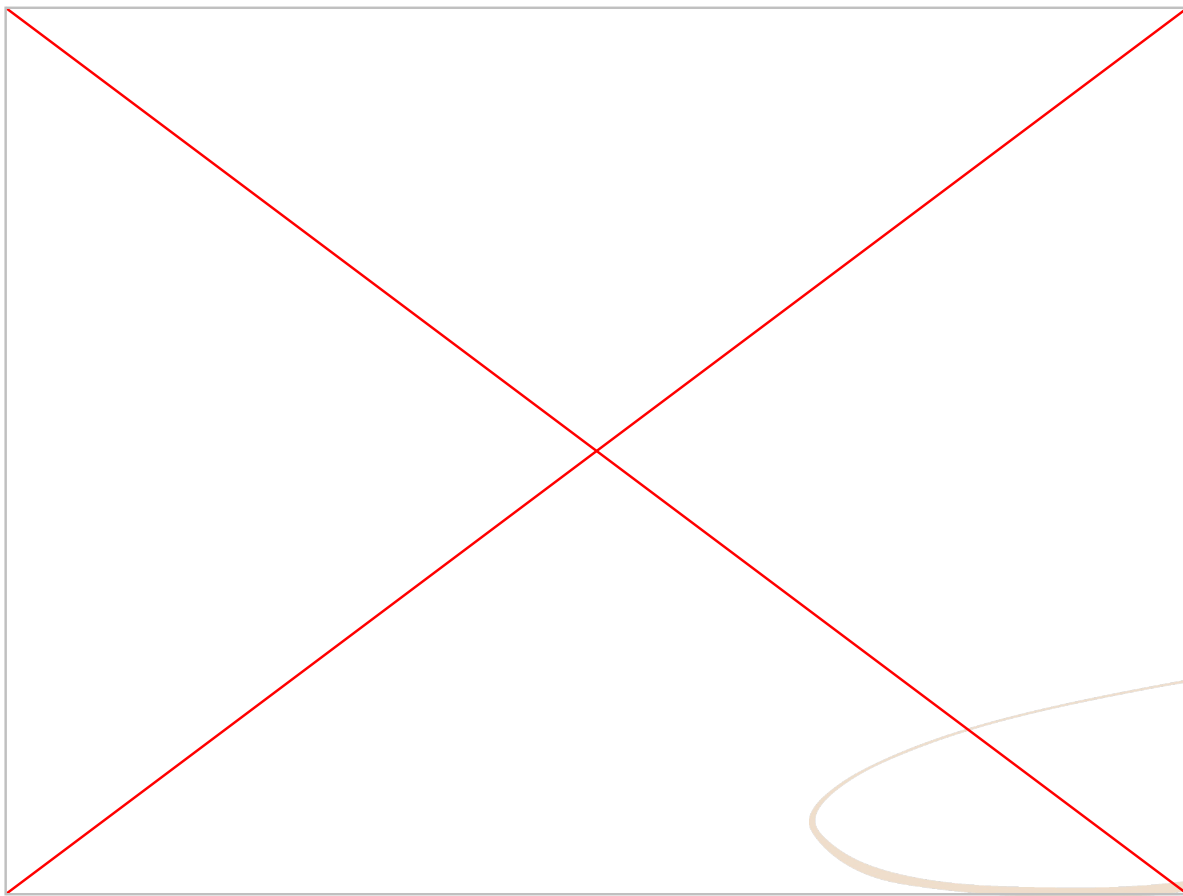
Yes, the lobby is gorgeous—clean, modern, and it smells amazing. But once you walk through the resident entrance, it's a totally different story. The stairwells reek of urine, and the hallways smell like a mix of food and body odor. Not exactly the “luxury living” I thought I was getting.

To make things worse, the in-unit washer already has mildew, which makes me question how well anything was maintained or cleaned before move-in.

On a more positive note, Taylor has been great to work with—friendly, responsive, and helpful. Unfortunately, I can't say the same about Ashley. Her customer service skills are seriously lacking; she's been rude, dismissive, and completely unprofessional in every interaction.

I wish I had seen past the polished front entrance. If you're considering this place, do yourself a favor and walk through the resident areas before you sign anything. I truly hope management addresses these issues for future tenants, but as of now, I can't recommend this property.





Are You Risking Customer Loyalty With Poor Responses?

"56% of consumers change their opinion of a business based on how they respond to reviews."



8 months ago

We're thrilled to hear that you had such a positive experience living here and that you found the amenities, staff, and overall environment to your liking. It's always our goal to provide a comfortable and convenient living space for our residents, and we're so happy to have been able to do that for you.

Congratulations on your new home! We will truly miss having you as part of our community, but we wish you all the best in this exciting new chapter. If you ever need anything in the future, don't hesitate to reach out. Best of luck, and thank you for recommending us Jonathan!



a month ago

we regret to hear you were displeased with your recent experience at [redacted]. Please feel free to get in touch if you'd like to discuss it with us directly so we can make it right. Our stairwells and hallways are cleaned on a rotating schedule. If you ever notice that they need cleaning before please let us know and we will take care of it.



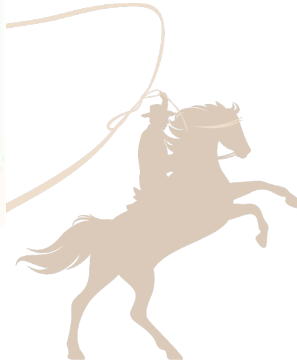
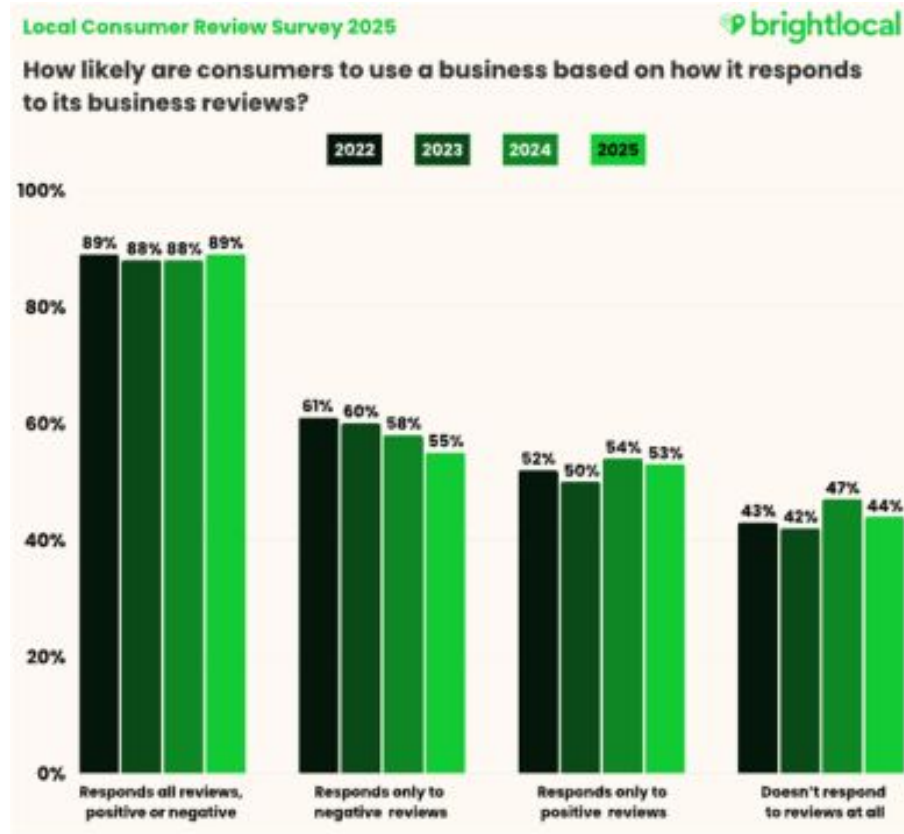
Think One Bad Review Doesn't Matter? Your Customers Disagree.



“87% of consumers bypass generic star ratings and dive into detailed reviews before choosing a local business.”



The Results are In and Every Review Needs a Response



How We Help



Build Trust

Respond efficiently to every interaction, allowing you to convert prospects and improve satisfaction.



Protect Your Brand

Leverage AI to monitor sentiment and flag risks, helping you spot potential concerns and act quickly.



Get Found

Optimize your online listings to rank higher in search and boost traffic to your property.



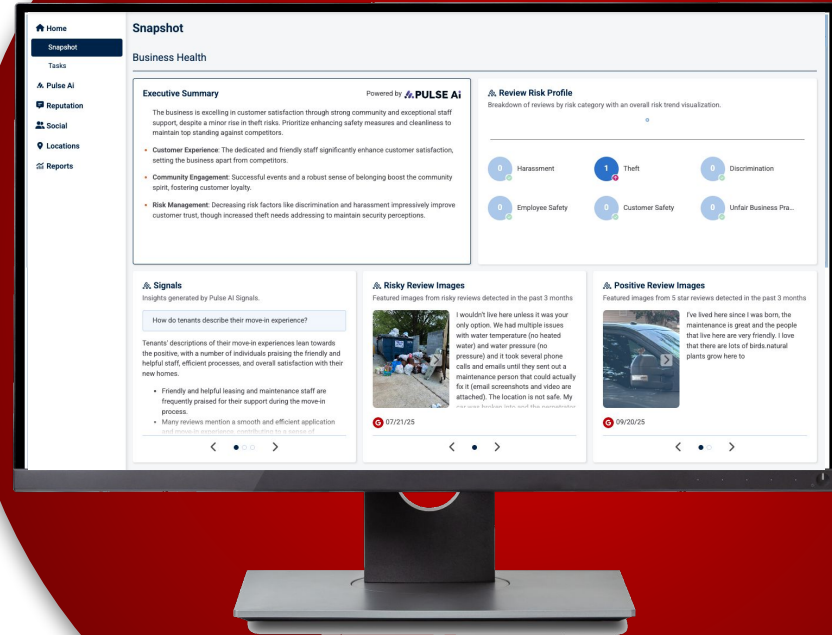
Manage Your Message

Create a consistent online presence with templates, social publishing, and AI-powered analytics.



Quickly Respond From a Unified Dashboard

- Aggregate feedback from Google, Yelp, Facebook, Apartments.com, ApartmentGuide, ApartmentRatings, and Rent.com.
- Actionable insights from alerts and reports help drive immediate results.
- Generate authentic responses at scale with AI.
- Extract meaningful insights across locations, regions, and providers.





Avoid Risky Blind Spots

Leverage AI to quickly react to damaging feedback that puts your brand at risk.

- Instant alerts help address concerns swiftly.
- Pinpoint your locations with the most pressing risks and risk category.
- Filter by location, provider, and time period to address critical issues in real-time.

Your property's reputation is on the line.

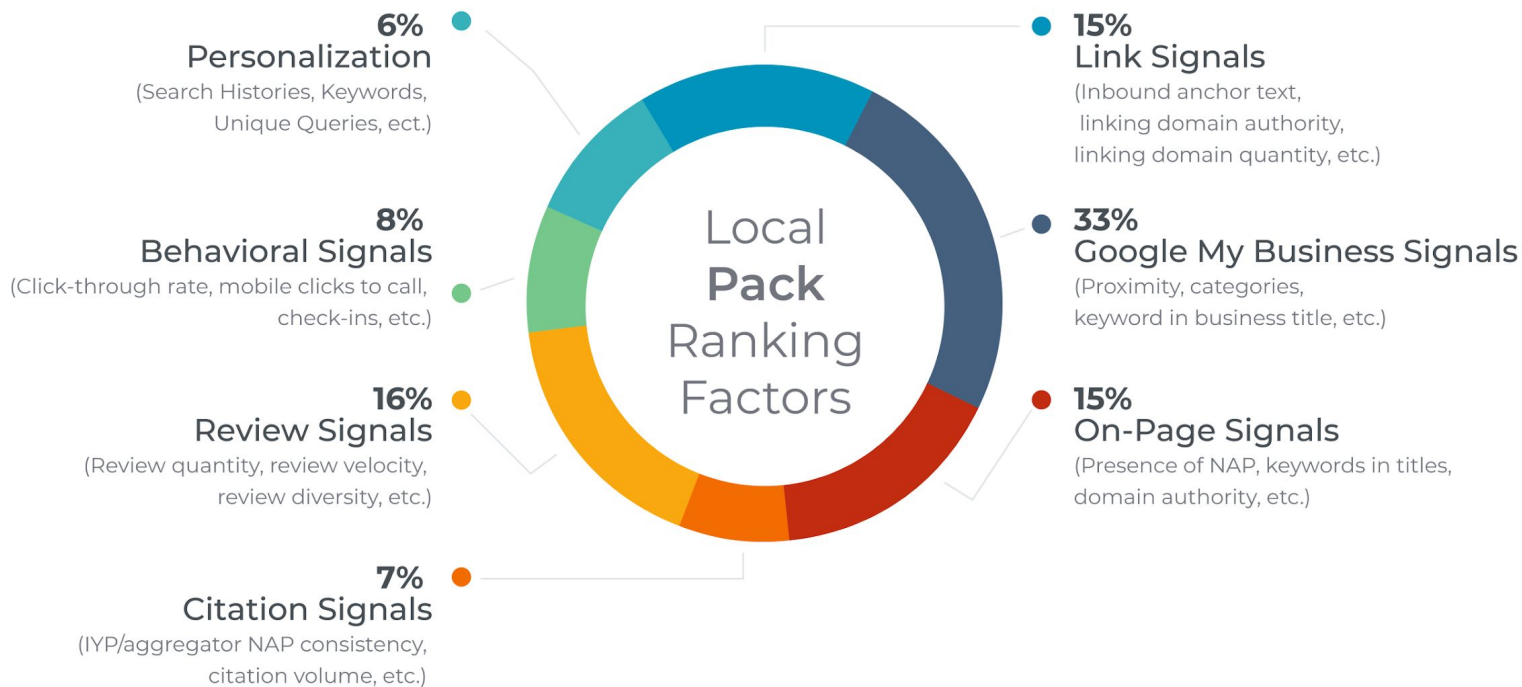
Don't let a negative viral moment catch you off guard.

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Google Maps Ranking Algorithm



Reputation and Listings Influence 71% of Google Maps Rankings!

Columbia Residential Spotlight



Ka'Ren Columbia Success Story

What was Columbia doing for Reputation Management when you arrived?

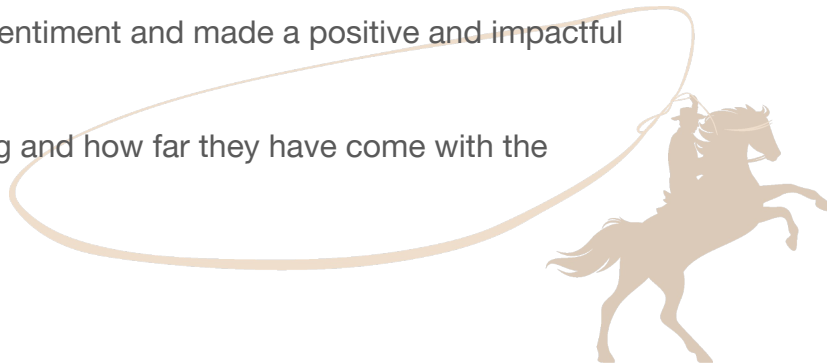
How did you choose Reputation Management? What was your team looking for in your next solution?

Since implementing it, what have you learned about Columbia's reputation?

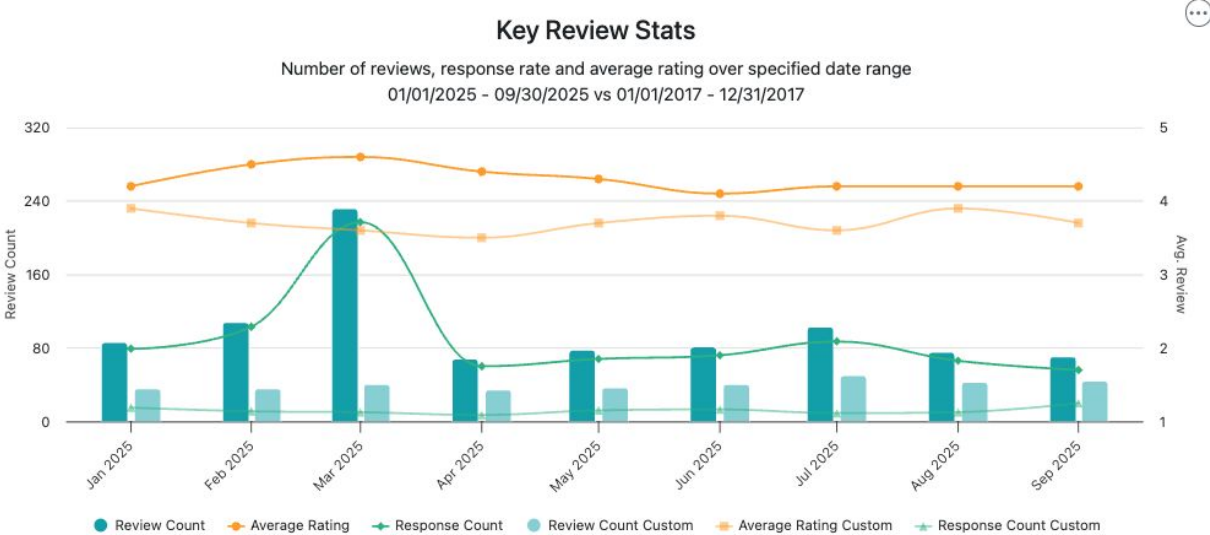
How are you utilizing AI in your reputation management strategy?

Can you provide an example of how Columbia leaned into Customer Sentiment and made a positive and impactful change?

Do we have any stats that showcase what results were in the beginning and how far they have come with the implementation of Reputation Management (Next Slide).



Columbia Residential's Success Rates from 2017 vs. 2025



The Integrative AI Advantage

Tools To Streamline Your Workflow and Optimize Operations

- Leverage our sentiment analysis engine, Pulse, to extract valuable insights across locations, regions, and providers.
- Streamline your content publishing with AI response generation and bulk scheduling.
- Use natural language to “Ask AI Anything,” helping you instantly summarize and act on customer feedback.



0 surveys completed

0 surveys underway



Who today is already utilizing AI to assist with Review Management?

Yes

No



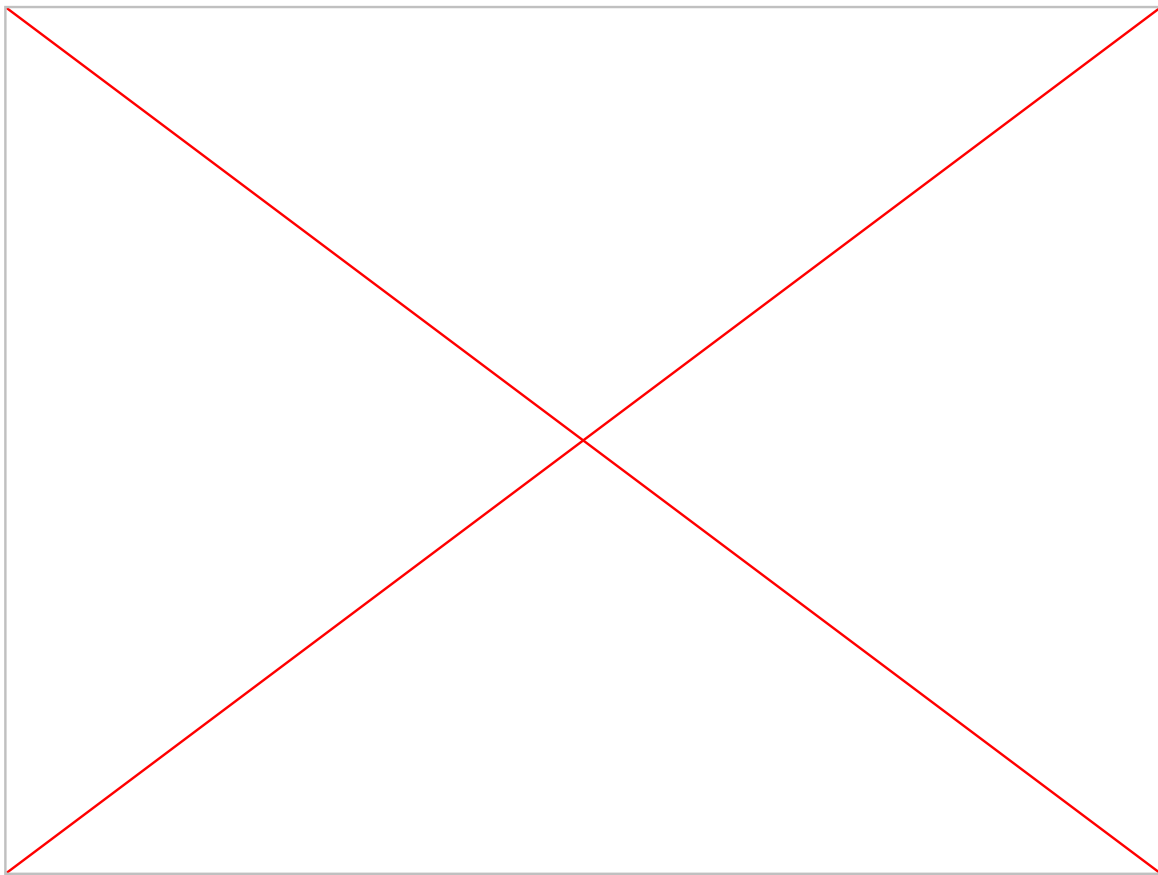
Best Practices for Handling Positive Reviews

- Respond Promptly
- Gratitude for the Customer
- Personalization
- KISS - Keep its Simple & Short

Best Practices for Handling Negative Reviews

- Be Prompt and Personal
- Apologize for the Experience
- Take Responsibility
- Outline Specific Actions to Remedy (if possible)
- Invite the Customer to a Meeting or Phone Call





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Columbia's Best Practices in Reputation Management

- Motivate your team to ask for those reviews
- Take the reputation data and create training to address issues
- Help onsite teams understand the “Why”



Google Review Best Practices - Make it E.A.S.Y!

- **E**xact Steps - give them a roadmap on exactly what they need to do
- **A**sk - take the leap of faith and ask happy prospect/resident(s)
- **S**hare - provide examples of your top reviews so they can get an idea of what others have said about your community.
- **Y**our Gratitude - Thank them sincerely for their time and feedback, and follow up by acknowledging or responding to the review publicly.



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Q & A



LET'S GET SOCIAL

Use Official Hashtags: #GraceHill #PerformanceSummit #GHImpact

FOLLOW



Follow
Grace Hill's
social media
accounts



POST

Post photos,
videos and event
updates daily

TAG

Don't forget to
tag @GraceHill

