

MANAGEMENT TRENDS

I'm Thankful For Internet Reviews... Good or Bad!

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With technology growing at a rapid rate, it's no surprise that internet reviews hold the power to make or break a corporation's reputation. Whether it's a management company's goal to foster positive growth or an association showcasing the benefits of living in their community, reviews are a key benefit to having members give an honest opinion. Let's dive into how you can take reviews, both good and bad, and use them to your benefit!

Is it true that all press is good press? We think so! Let's look at the benefits of why the good and the bad are important to making a positive online presence.

• ASSOCIATIONS

- Positive community reviews can inspire boards to work on what is important within their association. It can also show potential homeowners what makes your community special and why choosing to live there is better than the place down the street.
- Homeowners may be worried about voicing strong opinions in an open setting, leading to honest reviews being posted online. Boards can take these opinions and address them at their executive sessions or open meetings. By bringing the situation to light, it shows transparency between the board and the community members, which is always well received.

• MANAGEMENT COMPANIES

- Positive feedback can motivate employees to do better and create a stronger focus on what really matters to association members. It's an easy morale booster and can lead to powerful initiatives within your team.
- Negative reviews can encourage reflection on protocols and employees to ensure efficiency within their operation. If there is something that homeowners are



"Have a designated person from your team who will get notifications if a new review is posted."

concerned over or confused about, you can address this by clearing up any blurred areas and making members aware of your companies' normal procedures.

Got it, all press is good press, but how do I respond to a negative review?

- Have a designated person from your team receive notifications if a new review is posted. Make sure that it is checked frequently so nothing goes unnoticed and timely responses occur. Ensuring that all reviews get answered quickly shows potential buyers or associations that you take your brand seriously and want to uphold a good rapport with your members.
- Address any grievances in the response and reach out! By creating a connection to address any concerns, it shows that you take your position seriously and are trying to come to a peaceful resolution to satisfy both parties. It's also a great way to convert their views from negative to positive!

- If you're part of a board or committee, use these reviews to strategize how you want your community to see you. Treat these comments as an open forum and offer resolutions for how to improve. Boards could offer to create committees or address concerns at their association's open meetings if it's a topic that is easy to resolve.

Building an online reputation can be difficult and slow to start, but gaining feedback for your work is always rewarding, aiding in growth whether positive or negative. Although reviews may not always be nice, they show that someone cared enough to take the time to leave one. You can always turn the outcome around with the way you respond and how you choose to move forward with the feedback. ■

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