

# REEP Residential Opiniion How-To Guide for Onsite Teams

## **What is Opiniion?**

Opiniion is a platform we use to gather real-time feedback from our residents. It helps us understand the resident experience, address concerns quickly, improve service across our communities, and generate positive online reviews.

## **Why It Matters**

Resident feedback directly impacts resident satisfaction, retention, online reputation, and overall property performance. Responding to feedback is part of your role and an expectation at REEP Residential.

## **Getting Started**

### **1. Log In**

You will receive an email invitation to access Opiniion. Follow the instructions to create your login and bookmark the dashboard link.

## **Daily / Weekly Responsibilities**

### **2. Review Resident Feedback**

Log in and check for new feedback, negative comments, and resident concerns. Review feedback at least 3 times per week (daily is recommended).

### **3. Respond to Feedback**

Acknowledge concerns, remain professional and neutral, avoid assigning blame, and do not make promises you cannot guarantee.

### **4. Escalate When Needed**

Notify your Regional Manager or Corporate Team for serious issues, escalated residents, or if you are unsure how to respond.

### **5. Monitor Reviews**

Be aware of new reviews and ensure responses are timely and professional.

## **Best Practices**

Be timely, stay professional, focus on solutions, and treat feedback as an opportunity to improve.

## **What to Avoid**

Do not ignore negative feedback, argue with residents, share confidential information, or make guarantees.

## **Support**

Contact your Regional Manager or HR for assistance.

## **Final Reminder**

Opiniion is a tool to help us deliver a better resident experience. Consistent use and thoughtful responses are key to maintaining REEP Residential's standards.