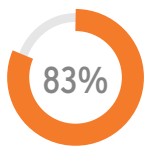


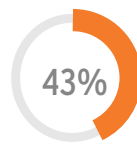
ONLINE REPUTATION DATA SHEET

WHY



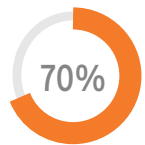
of prospects use ratings and reviews for their apartment search. (JTurner Research)

The days of brushing off unfavorable reviews are long gone, and the multifamily community is well aware of the vital importance of strategically and swiftly responding to reviews. Reviews represent raw material from those who feel strongly enough to volunteer their feedback, and can be an important tool to separate one community from another in the eyes of a prospective renter.



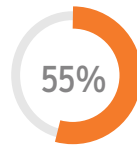
of prospects will no longer consider a community if their recommendation rating is 3 stars or below. (Rainmaker Research)

There are different approaches when it comes to responding to reviews. Responses can be proactive or reactive, and we believe both are incredibly important. Apartment Life brings the ability to tackle both within our current operating model: it's the "neighbor to neighbor" ask. As the cares team does life with residents, they have the opportunity to speak into those experiences and encourage genuine, positive online chatter with their friends, fans, and neighbors of the community.



of consumers are more likely to do business with you if their concerns are addressed. (Lee Resources)

The largest and most dynamic management companies have built robust strategies while using information management platforms to help them read reviews, compose responses, and follow up with the reviewer. There is so much to learn and leverage within the reviews that are posted about the community.



of residents confirmed reading positive online reviews led to contacting a community. (Rainmaker Research)

Apartment Life is here to give our customers the tools to improve their online reputation scores and to enhance strategies that may already be in place.

HOW

Welcome/Renew Visits

As cares teams assess a resident's move-in and overall living experience through welcome and renew visits, they are able to encourage the resident to provide an authentic review of their good-to-great experience. If the experience is scored a 4 or 5, the cares team will encourage the resident to share their experience online by providing the resident with a review card.** Following the visit, the cares team will enter the score into Apartment Life's reporting system, and an automatically generated email will be sent to the resident, reinforcing the visit and encouraging them to share their positive experience online. The link to the site(s) will be provided in the email for the resident to click on with ease.

Connect

While hosting events, cares teams will encourage residents to post an online review of both the events and their overall experience in the community. Cares teams will ensure that review cards** and a framed flyer will be displayed at each event.

Care

Cares teams will actively listen for raving fans and encourage them to share their experience online. This happens in a very organic, relational way as the team lives in the community (e.g. at the mailbox, at the pool, at the fitness center, etc.).

Cares Program Service Selections

Service Option	# Events	Welcome/Renewal Visits	Standard/Enhanced Online Reputation	Restrictions
1A	3	Both	Standard	<500 Units Per Cares Team
1B	2	Both	Pick 1	<500 Units Per Cares Team
2A	2	Pick 1	Pick 1	<750 Units Per Cares Team
2B	3	Pick 1	Standard	<750 Units Per Cares Team
3	4	N/A	Standard	N/A
4	3	Both	Standard	Lease-Up Program*

Standard online reputation includes marketing materials (review cards**, flyers, sharable social media content, reporting, auto email if visits are being conducted) and a proactive review strategy to promote additional positive reviews each month on your focused review sites.

Enhanced online reputation includes marketing materials (review cards**, flyers, sharable social media content, reporting, auto email if visits are being conducted), a quarterly campaign strategy (a surge of additional traffic to the review sites), a proactive (promote additional positive reviews monthly) and reactive review strategy (the cares team will work to bury those negative reviews by getting positive reviews).

Services under the lease-up program (see Appendix B) will be performed for 12 months from first resident occupancy. Upon the expiration of 12 months, services will be converted to option 1 or 2 above.

**The use of a review card is suggested to experience the best online reputation results. If your company does not provide online review cards, Apartment Life can provide 500 personalized cards for \$40 + the cost of shipping.

NEXT STEPS

- 1 Select the best service option that addresses the priorities of your community.
 - Determine if you'd like to be on the standard or enhanced online reputation program (if applicable).
 - Determine if you will need the printed review cards.
 - Determine which 2-3 review sites you will focus on.
- 2 If the cares team or cares program is new, our online reputation services will begin in month two.
- 3 We will train your cares team on how to encourage neighbors, fans, and friends from the community to share online.
- 4 Review your updated cares program summary to see your online reputation scores and comments that were posted on the monitored sites.

