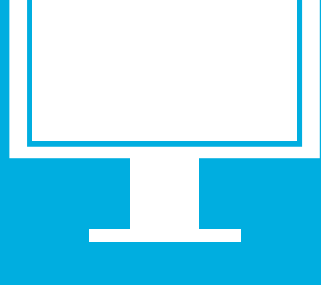


# HOW TO BUILD YOUR REAL ESTATE BUSINESS WITH ONLINE REVIEWS

Online reviews influence consumers in almost every area of their life, and now their real estate decisions too. Online reviews give consumers proof of an agent's customer service record and help agents generate new leads.

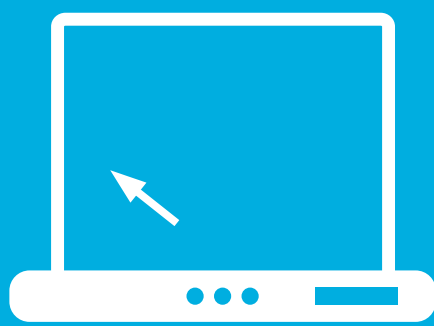
## Word Of Mouth Has Gone Viral



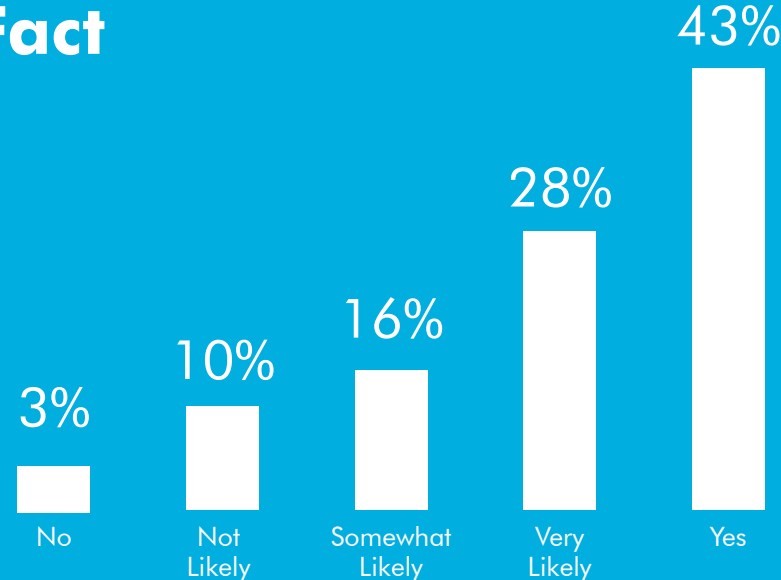
**79%** of Consumers trust online reviews as much as personal recommendations <sup>1</sup>



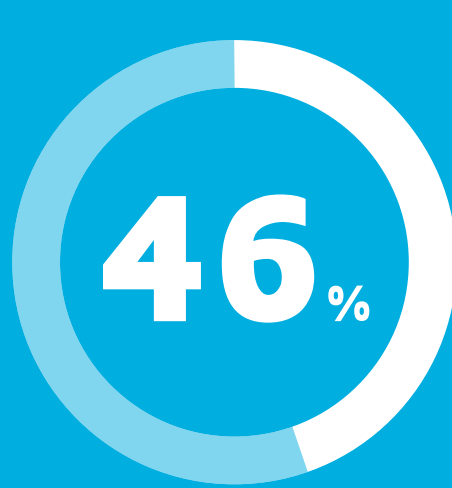
## Even Referrals are Subject to Digital Fact Checking These Days



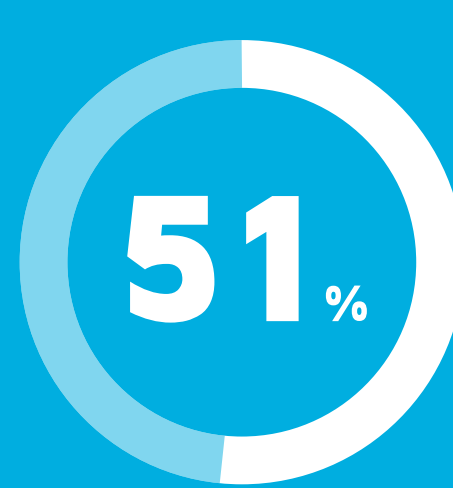
If you got a recommendation for a real estate agent by word of mouth, would you do an internet search on them to learn more about them before you called them? <sup>2</sup>



## Consumers trust reviews that are credible and unbiased. Consumers would be more trusting of reviews knowing:

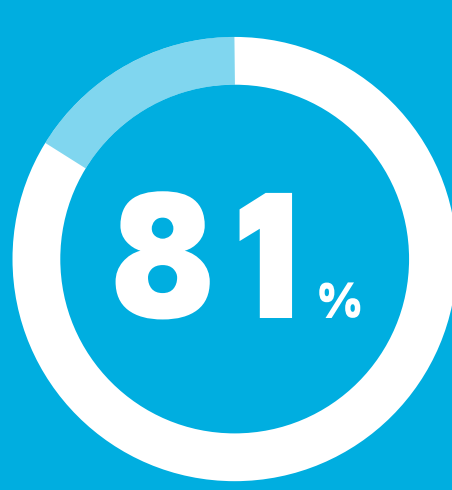


reviews are not filtered, edited or deleted because they are negative or lower rated <sup>3</sup>

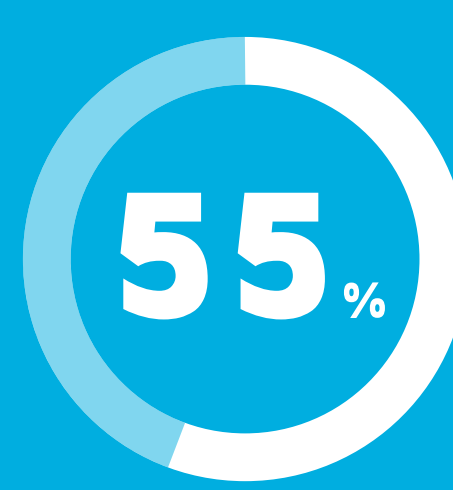


reviews are not altered in any way by anyone other than the original author

## Reducing Consumer Doubts...



of consumers say they would feel more comfortable with online reviews if they are captured, monitored and displayed by a neutral and credible 3rd party <sup>3</sup>



of consumers say they are more trusting of reviews that have passed through a technology filter and human analysis, compared to only 11% who say a technology filter alone is sufficient

## The Business of Reviews Is Booming



Visitors who read reviews are 68% more likely to convert to a sale <sup>4</sup>

## Plus, There's all these other Benefits

Increased visibility



Engage clients



Gain insights that can help you improve your business



Improve Your Reputation



Generate Leads to Drive More Revenue



## It's Not That Difficult To Do

**69%**  of agents said leads from Reviews easy or very easy to convert <sup>4</sup>

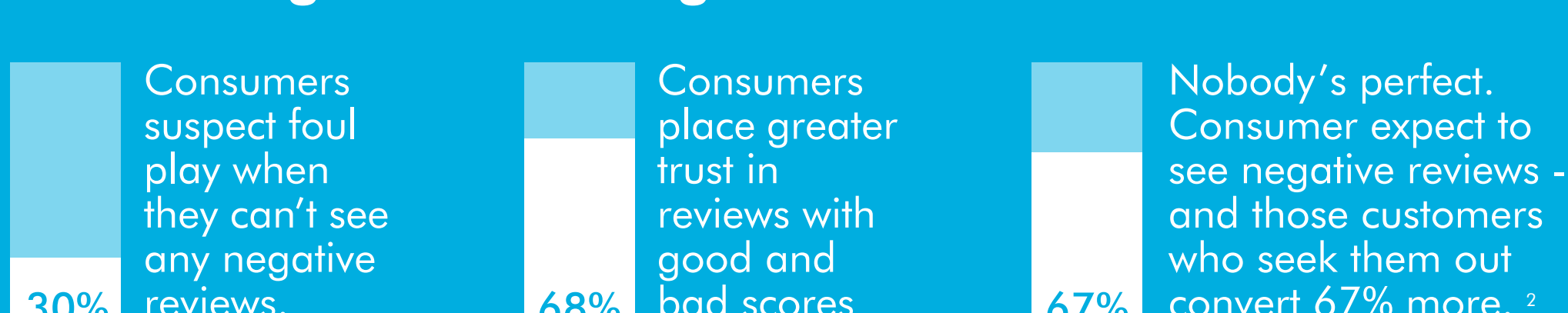
## Don't Worry About Negative Reviews

Negative reviews build trust. Engaging with negative reviews should be part of customer retention strategies. And if you're still not convinced, don't worry:

**75%** of online reviews are positive <sup>6</sup>



## The Unsung Benefit of Negative Feedback



## Negative Reviews Are Really Business Opportunities In Disguise

### 1 Discover

Find out exactly what the issue is. Take the conversation offline if it looks in danger of becoming incendiary

### 2 Engage

Most online review sites give you the right to reply. Use it!



### 3 Remedy

Work towards a solution that is beneficial to both the customer and yourself

### 4 Improve

Take on board all that has transpired, and use it to improve the service you provide

<sup>2</sup>

**So start using the power of reviews to get recognized, generate leads, and build your online reputation. Everyone is already talking about you.**

**It's time to join the conversation.** 

Infographic presented by:



Sources:  
 1. "Reviews Equal Revenue: 4 Times Trust Drives Conversions in the Sales Cycle." The Huffington Post.  
 2. Zip Realty survey, <http://visual.ly/power-online-reviews-real-estate-agents>  
 3. Bazaarvoice <http://www.bazaarvoice.com/authenticity/infographic/>  
 4. "Reviews Equal Revenue: 4 Times Trust Drives Conversions in the Sales Cycle." The Huffington Post.  
 5. T3Experts Summit 2015 - <http://t3experts.com>  
 6. <http://www.socialmediatoday.com/content/why-online-reviews-matter>