Better Homes and Gardens REAL ESTATE | BRADFIELD PROPERTIES

# BRADLAB™

WEDNESDAY | **06.17.15**
FRIDAY | **06.19.15**

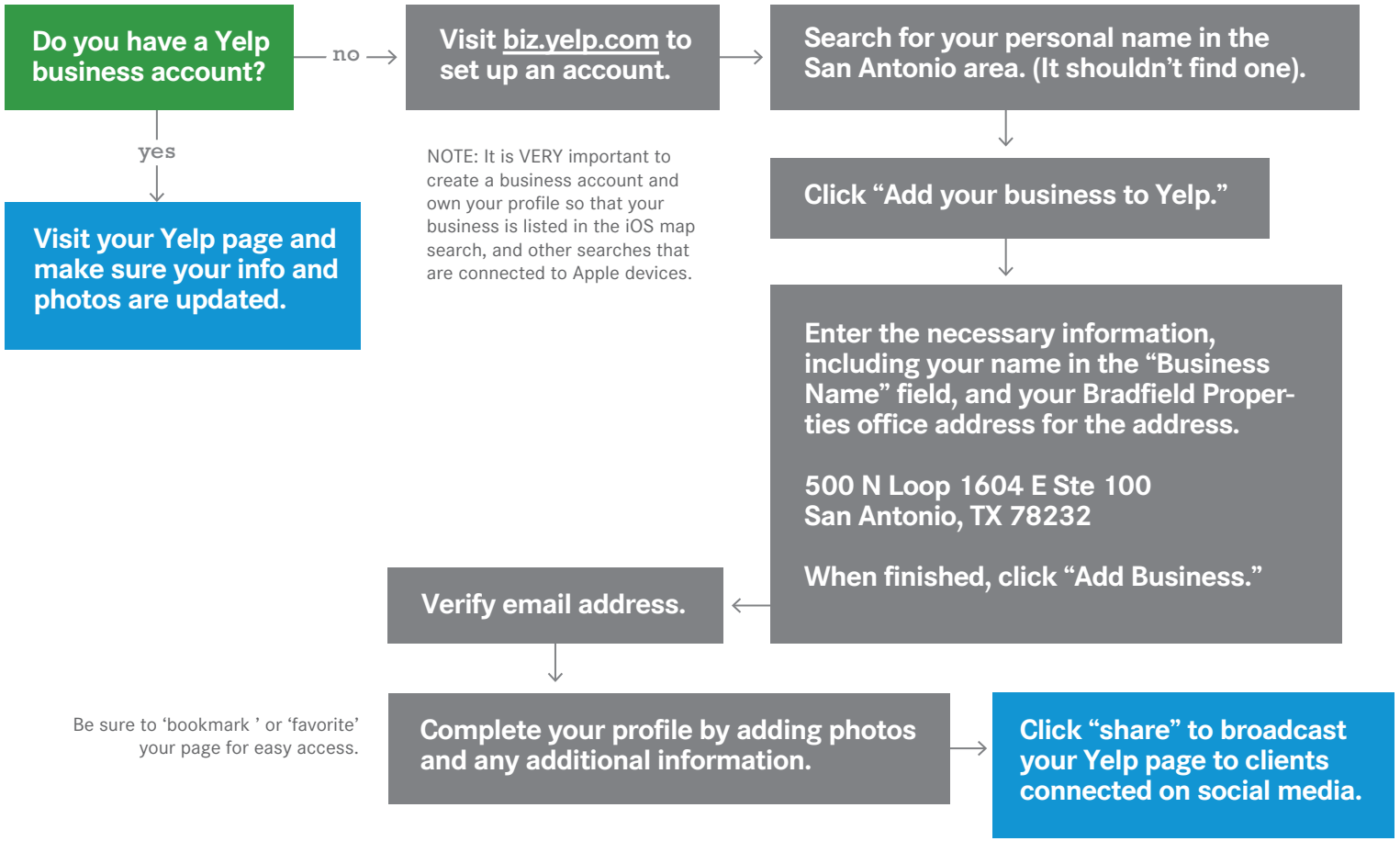
## Overall Objective

- Increase leads and conversions through online reviews

## Today's BradLab™ Takeaways

- A set up and configured Yelp account
- A set up and configured Google+ account
- A set up and configured Zillow account
- A set up and configured Trulia account
- A gameplan and review request templates

# Setting up Yelp

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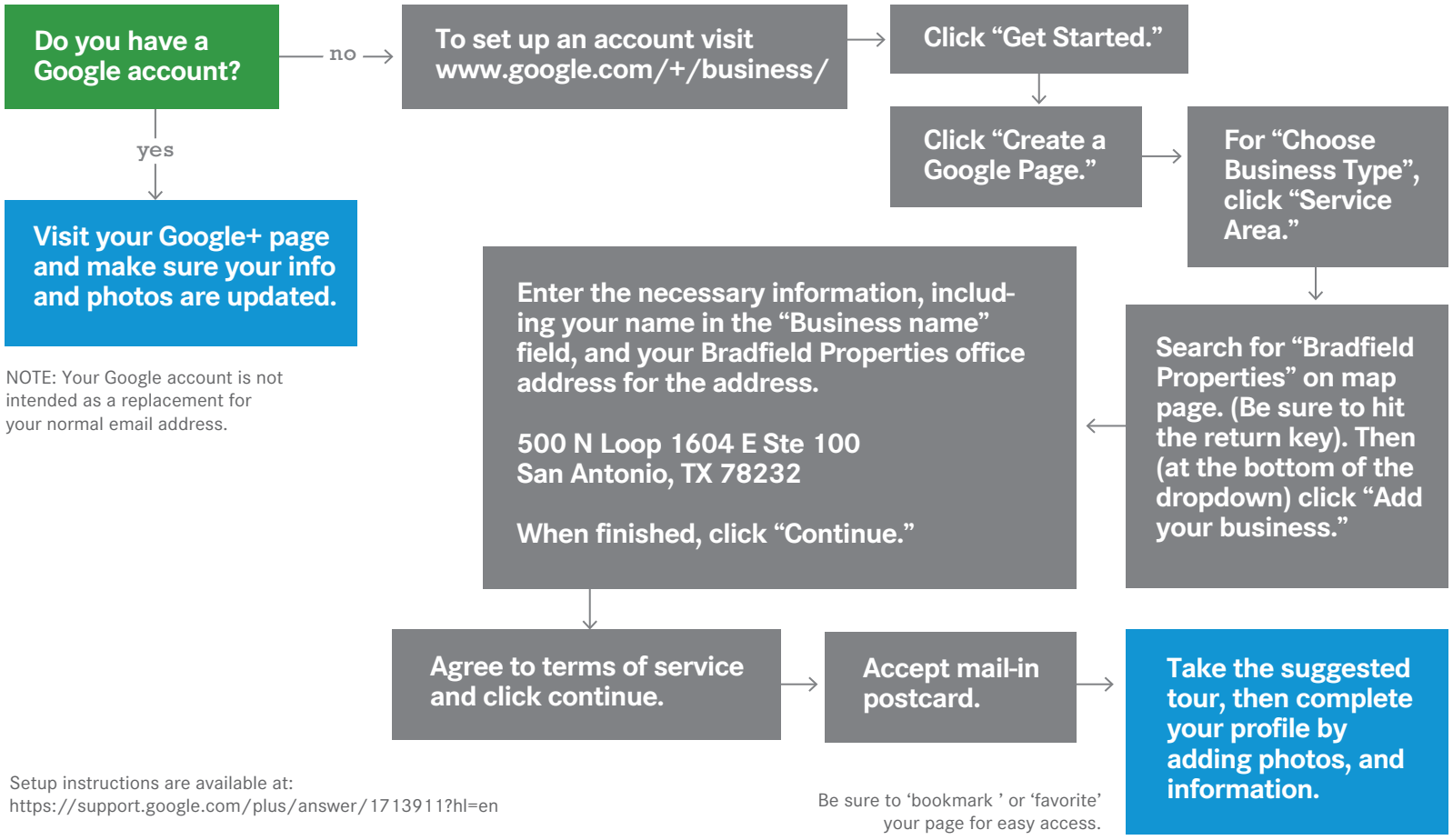
Google+

# Setting up Google+




NOTE: Your Google account is not intended as a replacement for your normal email address.

Setup instructions are available at:
https://support.google.com/plus/answer/1713911?hl=en

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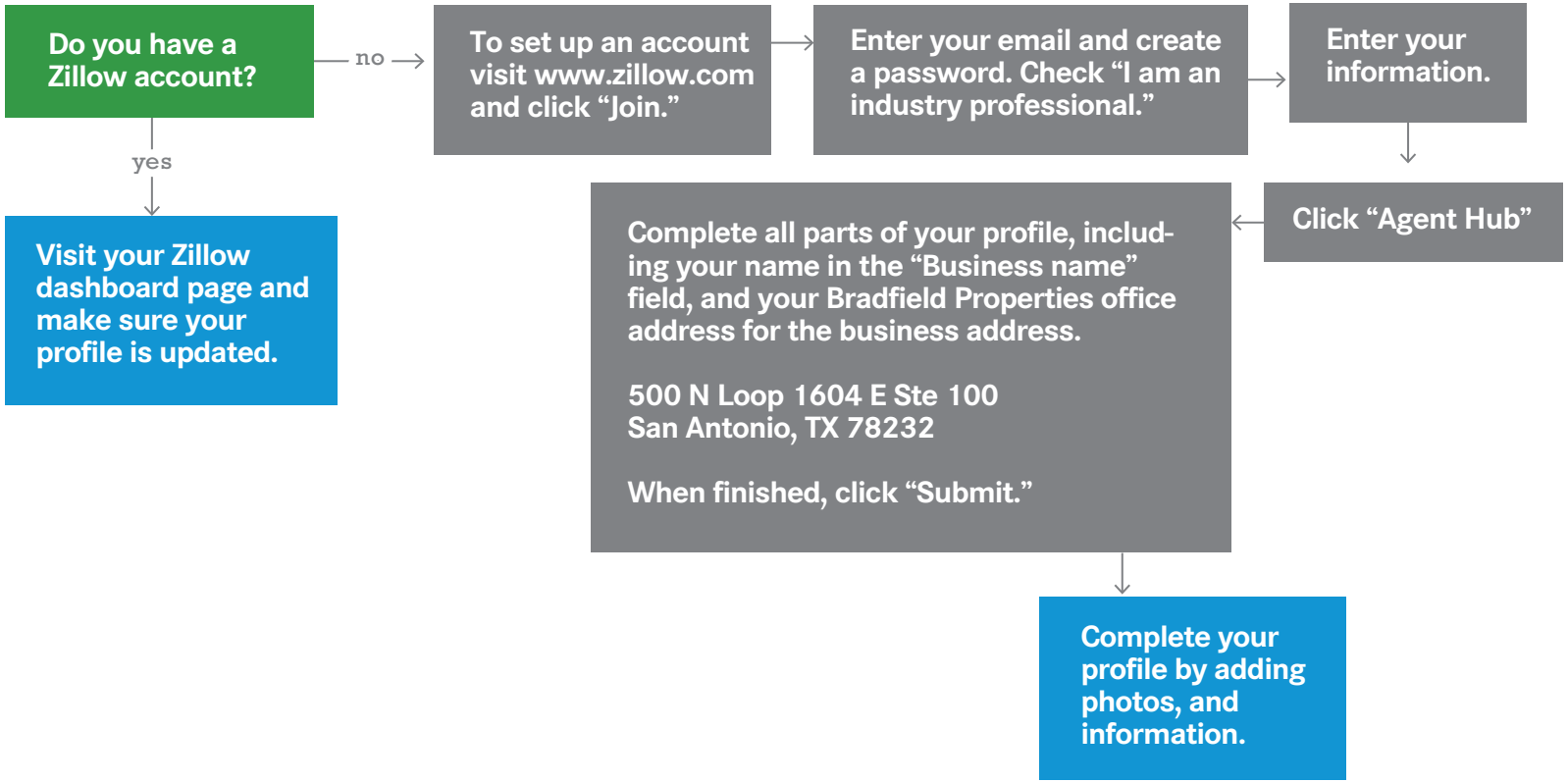
Zillow®

# Setting up Zillow

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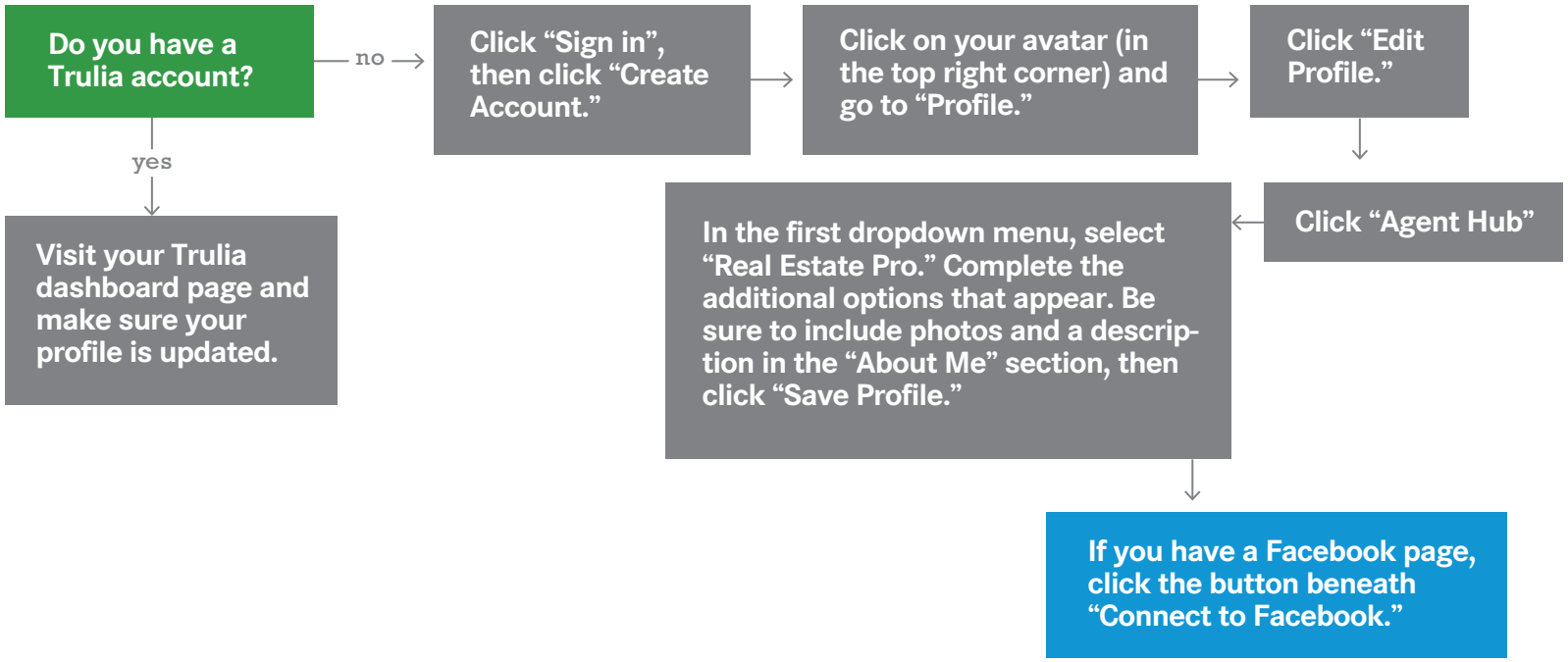
# trulia

## Setting up Trulia

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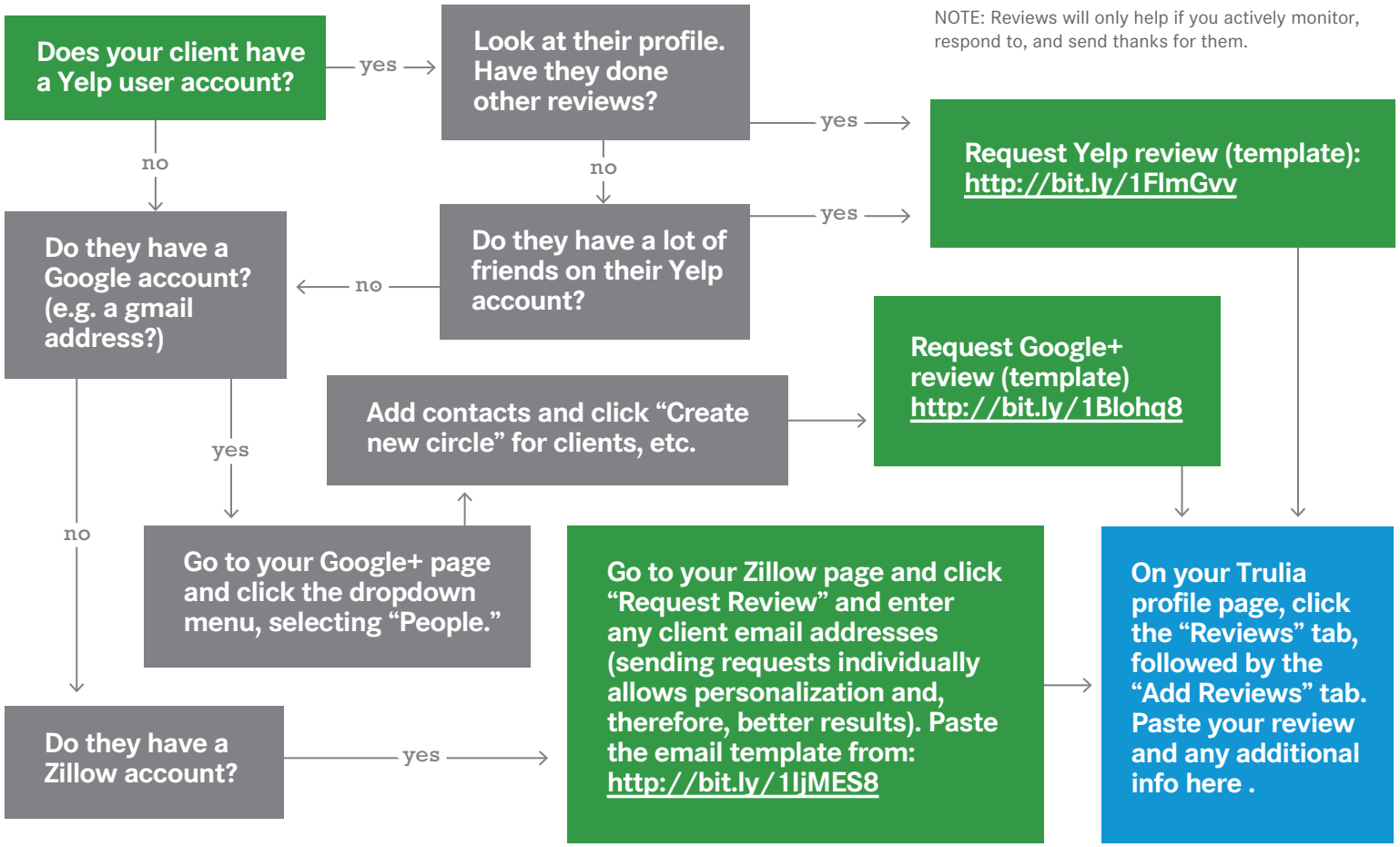
# Review Request Process




NOTE: Reviews will only help if you actively monitor, respond to, and send thanks for them.

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## Important Considerations

- Don’t expect reviews to solve world hunger
- Don’t pursue reviews from clients who didn’t have a positive experience
- Try to remind the client about what they said was positive about the experience
- Don’t expect multiple reviews from the same client
- Request up to 2 – 3 times; After that just let it go and move on
- Actively check your reviews and profiles
- Negative reviews can be turned into something positive if you engage correctly:
  - **Don’t get defensive**
  - **Respond quickly**
  - **Take it offline (phone calls are best)**
  - **People will respect your promptness and levelheadedness**

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