

HOW TO REQUEST PROSPECT REVIEWS

Rationale

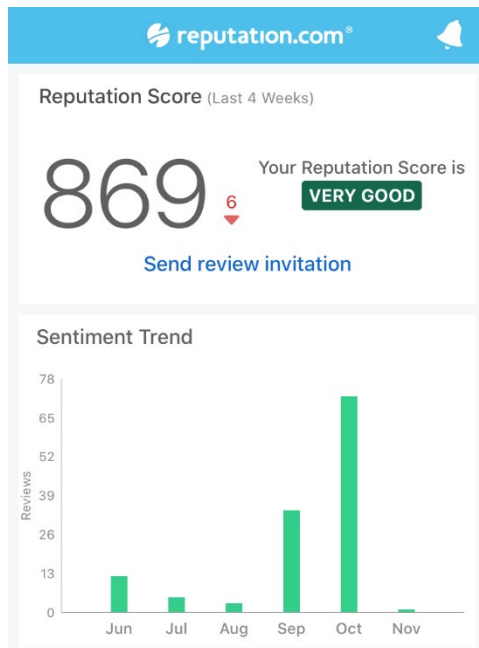
To inspire and ignite action from our prospects to advocate for and choose Bozzuto, request a review after a tour through the Reputation.com review request tool. This can increase your review volume and ultimately improve your ORA scores.

Best Practices

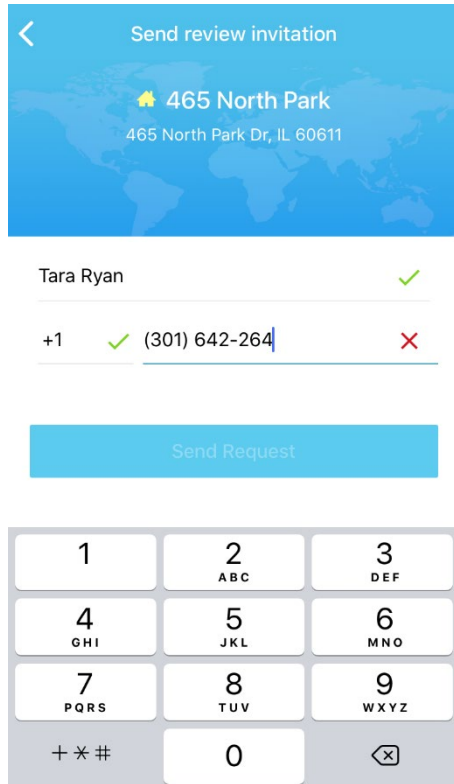
- Be sure that your team has the [app](#) downloaded on their devices.
- Request a review at the end of a tour, rather than sending as a follow-up.
- Please consult your annual ORA campaign guide; consider as a tool within your overall reputation strategy.
- New developments should all be asking for reviews to increase their review volume quickly, and start at a higher base rating.
- If a device with the app loaded is unavailable, use the desktop version of Reputation.com as a backup.

How to Use the Tool (App)

- 1) Open the [Reputation.com app](#)
- 2) Tap “Send Review Invitation”



3) Add prospect phone number and tap "Send Request"



< Send review invitation

📍 465 North Park
465 North Park Dr, IL 60611

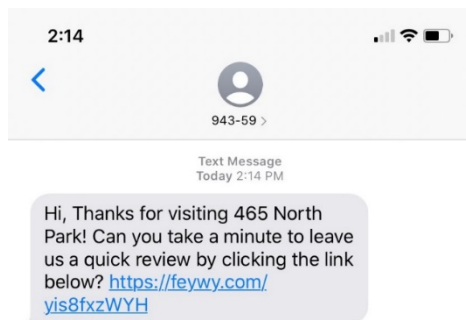
Tara Ryan ✓

+1 ✓ (301) 642-264 ✗

Send Request

1 2 3
ABC DEF
4 5 6
GHI JKL MNO
7 8 9
PQRS TUV WXYZ
+ * # 0 ✕

4) Prospect receives confirmation text requesting review





How to Use the Tool (Desktop)

If you don't have access to the app, you can access the Quick Request tool through a desktop browser.

- 1) Open the Reputation.com dashboard
- 2) Select "Requests" and then "Quick Request"

The screenshot shows the Reputation.com dashboard. The 'Requests' menu is open, highlighting 'Quick Request'. Other options in the menu include 'Bulk Upload', 'Leaderboard', 'Metrics', 'History', and 'Templates'. The dashboard includes various filters for METRO-REGION, MINORITY-OWNER, MARKETING-MANAGER, REGIONAL-MANAGER, PROPERTY-STATUS, MANAGING-DIRECTOR, LOCATION, SOURCE, and DATE RANGE. There are also sections for COLOR BY and BENCHMARK.

- 3) Select "Email" or "SMS"

The screenshot shows the 'Quick Request' form. The 'Email' tab is selected. The 'Location' dropdown is set to 'Select'. The 'To Email' field is empty, and the 'From Name' field is also empty. A large blue box on the right says 'No Preview Available. Please select a location and template.'

- 4) For email: Select your location, enter email and click the plus sign

The screenshot shows the 'Quick Request' form. The 'Email' tab is selected. The 'Location' dropdown is set to '1213 Walnut Street'. The 'To Email' field is filled with 'putty89@gmail.com'. The 'From Name' field is empty. A large blue box on the right says 'No Preview Available. Please select a location and template.'

We highly recommend using one of our OPTIMIZED templates. They are refined on an ongoing basis using split (A/B) testing to ensure maximum conversion rates. Additionally, they are optimized for desktop and mobile viewing.



5) Select template and then click “Send Request” (Prospect Tour, Happy Resident or Vendor/Guest/Retailer)

Template: **Prospect Tour**

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From Name: {{location-from-name}}

From Email: noreply@bozzuto.com

Subject: Have we earned your stars?

Dynamic Fields: Standard Variables

Review Sites: ☐ Reputation.com inserted ☒ Manually inserted [Show advanced](#)

[Send Request](#)

BOZZUTO

It's our goal to provide the best experience so distinctive you'll want to tell the world about it, and we're not afraid to ask for your input and ideas to help take us there.

Please tell us about your experience touring 1213 Walnut Street.

★ ★ ★ ★ ★
Poor Excellent

Sincerely,
The 1213 Walnut Street Team
1213 Walnut Street, 1213 Walnut St Philadelphia, PA 19107 | Unsubscribe

6) For SMS (text message): Select location, enter customer name, their phone number, choose a template, and click “Send Request”

Quick Request

Email SMS

SMS

Location: 1213 Walnut Street

Customer Name: Maria Putty

Phone Number: 5207302023

Template: SMS - Happy Resident

[Show advanced options](#)

[Send SMS](#)

Preview:

Bozzuto Group

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