



The Don Pelletier Group, Inc., Improves its Online Presence with Reputation.com



Online Review Management for Realtors

A good realtor can make or break a real estate transaction. That's why consumers increasingly turn to social media and review sites before choosing a realtor: they want confirmation that the realtor they choose has their best interests in mind and knows how to deliver the right property for the right price.



Research shows that online opinion impacts home buyer decision-making.

35%

of first-time buyers and 27% of first-time sellers **choose a real estate company based on reputation.** That's about a third of first-time clients.¹

62%

of potential home-buyers choose to contact a real estate agent based on the positive reviews posted by previous customers.²

¹ J.D Power's 2013 Home Buyer/Seller Satisfaction Study

² Survey By Ziprealty.com

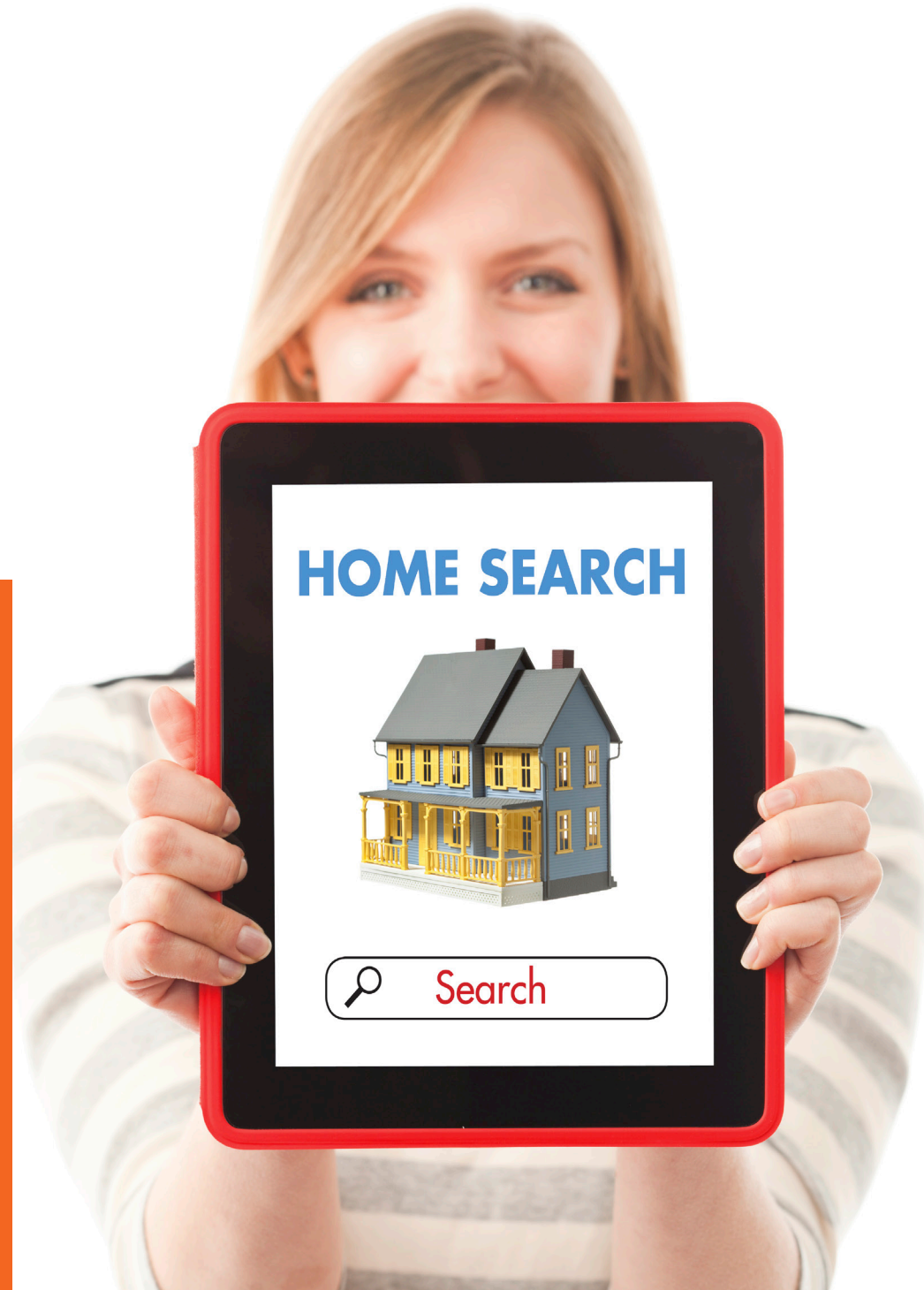
The Issue

“We had limited online presence”

The Don Pelletier Group, Inc., a 30-year veteran of the San Diego real estate industry, had over 220 handwritten customer reviews but none online. With home buyers increasingly searching online for realtors, this posed a major problem for the company. A more proactive approach was necessary to improve their online presence and further increase the number of positive customer reviews.

When the company consulted Reputation.com, it faced:

- Limited online presence
- Only 2 positive online reviews, which didn't do much for the company to rank high in search engine results

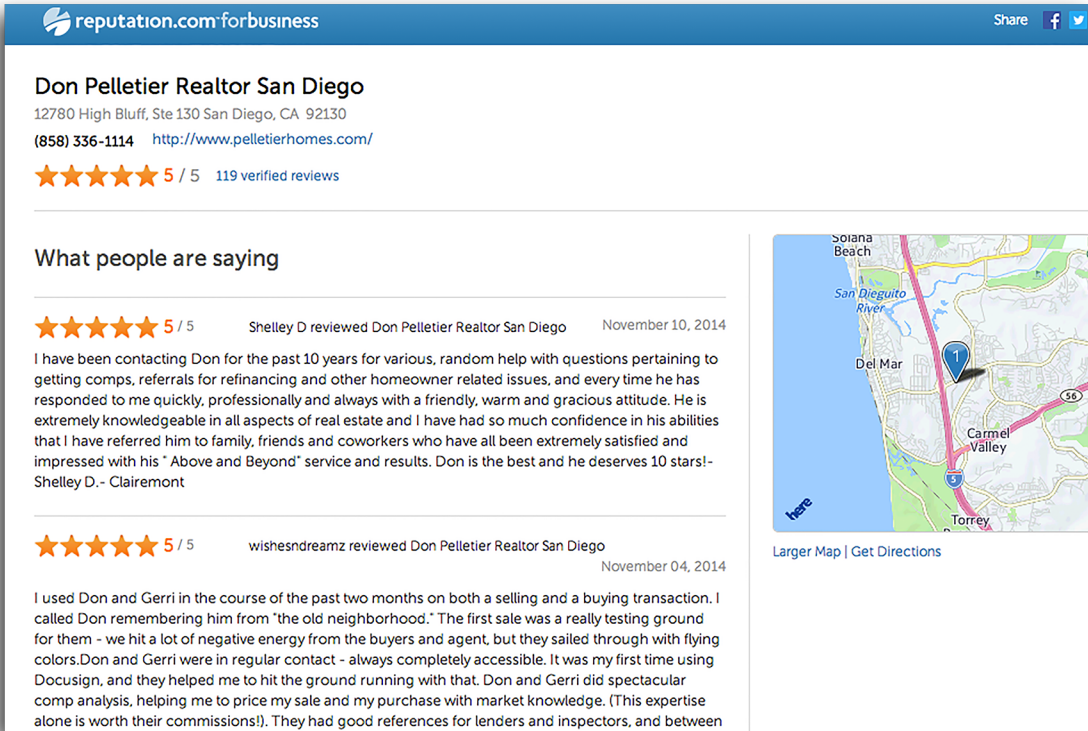


The Solution

Part 1: Establish an online presence

Reputation.com started working with The Don Pelletier Group, Inc., in 2013, enrolling the firm in our Reputation.com for Business reputation management program.

- We established an initial online presence for The Don Pelletier Group, Inc., by populating its business name, address, phone number on a wide range of business listing sites, including Yellow Pages, Bing Local, Yahoo Local, Google+ Local and more.
- We also built a custom landing page, with genuine feedback from customers auto-published. This helped the firm gain control over its online presence.



The screenshot shows the Reputation.com for Business profile for Don Pelletier Realtor San Diego. The profile includes the business name, address (12780 High Bluff, Ste 130 San Diego, CA 92130), phone number ((858) 336-1114), and website (http://www.pelletierhomes.com/). It displays a 5-star rating with 119 verified reviews. The 'What people are saying' section features two reviews: one from Shelley D. dated November 10, 2014, and another from wishesndreamz dated November 04, 2014. Both reviews are 5-star ratings. To the right of the reviews is a map showing the location of the business in San Diego, near Soiana Beach and Del Mar. The map includes a 'here' button and a link to 'Larger Map | Get Directions'.

reputation.com for business

Share f t

Don Pelletier Realtor San Diego
12780 High Bluff, Ste 130 San Diego, CA 92130
(858) 336-1114 <http://www.pelletierhomes.com/>
★★★★★ 5 / 5 119 verified reviews

What people are saying

★★★★★ 5 / 5 Shelley D reviewed Don Pelletier Realtor San Diego November 10, 2014

I have been contacting Don for the past 10 years for various, random help with questions pertaining to getting comps, referrals for refinancing and other homeowner related issues, and every time he has responded to me quickly, professionally and always with a friendly, warm and gracious attitude. He is extremely knowledgeable in all aspects of real estate and I have had so much confidence in his abilities that I have referred him to family, friends and coworkers who have all been extremely satisfied and impressed with his "Above and Beyond" service and results. Don is the best and he deserves 10 stars!- Shelley D.- Clairemont

★★★★★ 5 / 5 wishesndreamz reviewed Don Pelletier Realtor San Diego November 04, 2014

I used Don and Gerri in the course of the past two months on both a selling and a buying transaction. I called Don remembering him from "the old neighborhood." The first sale was a really testing ground for them - we hit a lot of negative energy from the buyers and agent, but they sailed through with flying colors. Don and Gerri were in regular contact - always completely accessible. It was my first time using Docusign, and they helped me to hit the ground running with that. Don and Gerri did spectacular comp analysis, helping me to price my sale and my purchase with market knowledge. (This expertise alone is worth their commissions!). They had good references for lenders and inspectors, and between

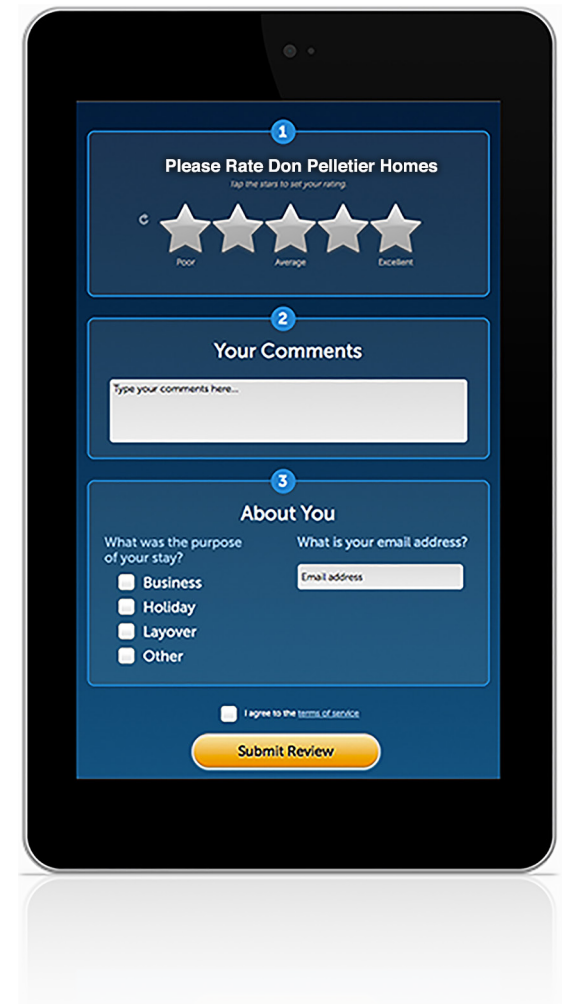
Soiana Beach
San Dieguito River
Del Mar
Carmel Valley
Torrey
here
Larger Map | Get Directions

Part 2: “They made it easy for my customers to leave reviews”

Review Requests: We sent out “please review us” emails to The Don Pelletier Group, Inc.’s, most loyal customers, with links to the company’s review profiles on the sites that would make the greatest impact on its online reputation. This led to a significant boost in positive customer reviews.

On-site Kiosk: We provided the company with a tablet-based kiosk, for use in their office. It allows customers to quickly provide feedback, before the end of their visit. Positive feedback was sent to Don Pelletier Homes’ landing page. Negative feedback was sent to the company so it could resolve the situation.

Review Monitoring: We monitored reviews for The Don Pelletier Group, Inc., flagging any issues as they arose and helping them to respond to customers.



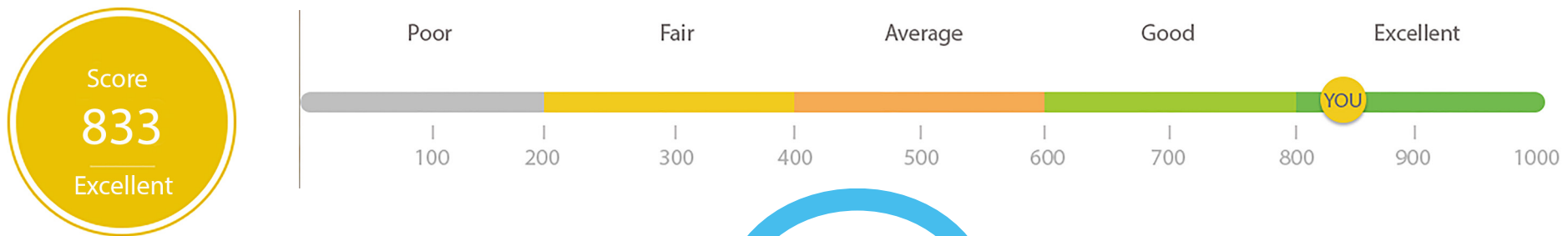
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mc
merchantcircle.com

The Results

With Reputation.com's patented technology in place, The Don Pelletier Group, Inc., saw its online reputation grow markedly more positive - on all major review sites. They also saw an improvement in their overall Reputation Score, from zero to 833.



Review volume has increased by nearly **1950%**

Average Star rating is at **4.9 stars**

Positive reviews from actual clients and their families increased by **1800%**

Contact Us

With over 100,000 customers, Reputation.com can help your real estate business leverage the power of online reviews to increase sales, acquire new customers and make a measurable impact on your bottomline. Our platform is convenient to use and manage yourself – or our team of experts can manage your online presence for you.

You can learn more today by contacting us at 877.910.3725.

“I am very happy with the service that Reputation.com provides. Their platform is a one-stop-shop for all the things you need to build your online reputation. And they made it really easy for my customers to leave reviews”

- Don Pelletier, Realtor, The Don Pelletier Group, Inc.



