

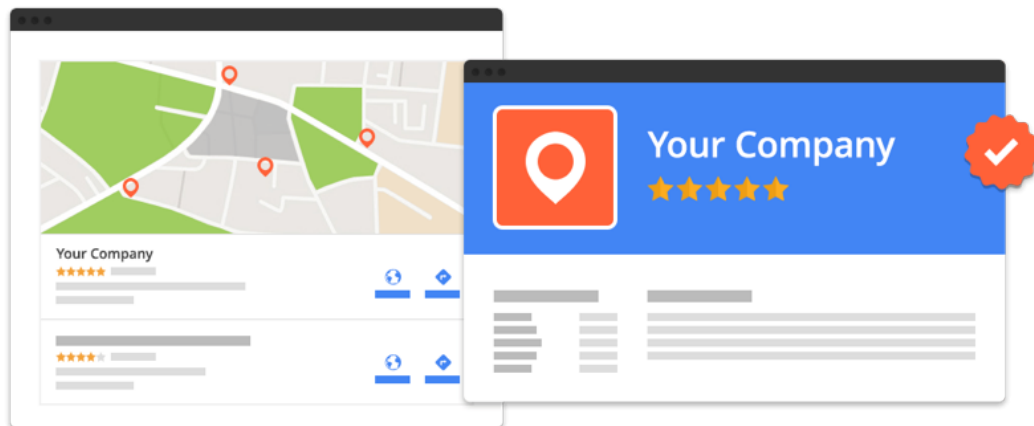
TENANT NEWSLETTER

APRIL '19 EDITION

The April edition of our Tenant Newsletter is a little different. We want to follow up on our email from November 2018 and expand on the topic Search Engine Optimization, focusing specifically on online reviews.

We would like to introduce to you a company called OneLocal, which offers a unique product called ReviewEdge, designed to improve your reputation on review websites. Keep reading for more details!

ReviewEdge by OneLocal



Why are reviews important for your business?

- 92% of prospective customers check online reviews before making buying decisions nowadays.
- 88% of people trust online reviews as if they were coming from a friend or relative.

Customers also tend to distrust businesses that have few or old reviews - which is why getting reviews for your business is so important. A one-star increase on review sites such as Yelp, Google or Homestars could lead to a 5-9% increase in business revenue. Better ratings and reviews push customers to choose your business over competitors.

What is ReviewEdge?

ReviewEdge is an online platform that helps your business get more feedback and win more business. ReviewEdge helps your business generate more online reviews and maintain higher ratings on review sites that matter. Protect your online reputation and deliver better customer experience.



A convenient dashboard lets you view, respond and send reviews. This provides you with the information you need to remove your blind spots. Easily identify trends and know how you are doing with all your reviews and feedback in one place. Understand your customer's feedback and turn negative experiences into positive ones by proactively addressing customer issues.

Tips for building your online business review reputation

- Obtain more reviews from your customers:
 1. Ask your customers to leave a review, best for happy customers and client-facing businesses
 2. Let them know that their opinion matters and it would be greatly appreciated if they took the time to leave feedback

- Always respond to reviews whether positive or negative:
 1. This is an opportunity to make your happiest customers into loyal customers through your interaction with them
 2. Turn around negative reviews by addressing their issue, show potential customers that your business cares about customer satisfaction.

- Ensure the information on your Google listing and social media sites are up to date so customers can easily find your business and what they are looking for.



Well Grounded Real Estate is pleased to have a partnership with OneLocal and would be happy to connect you with the OneLocal team. Send us an email and we'll schedule an introduction!

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