



LIVE TWEET!
#AAMDCONFERENCE

WELCOME TO:
BEFORE YOU HIT “SUBMIT!”

by: Rommel Anacan | President
THE RELATIONSHIP DIFFERENCE

Rommel Anacan

w: RelationshipDifference.com

e: Rommel@RelationshipDifference.com

Twitter: @rommelanacan

FB: facebook.com/relationshipdifference

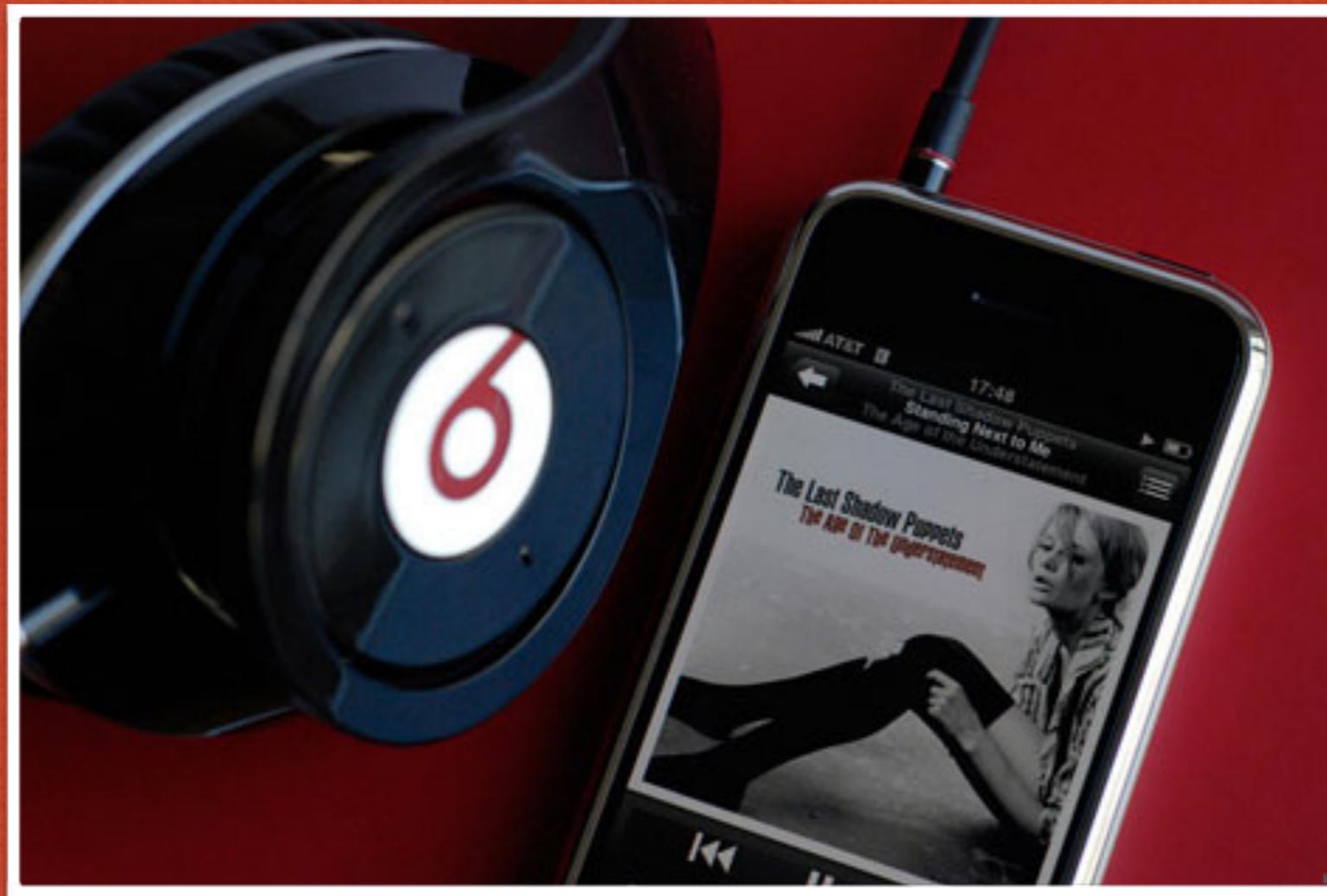
THE RELATIONSHIP DIFFERENCE

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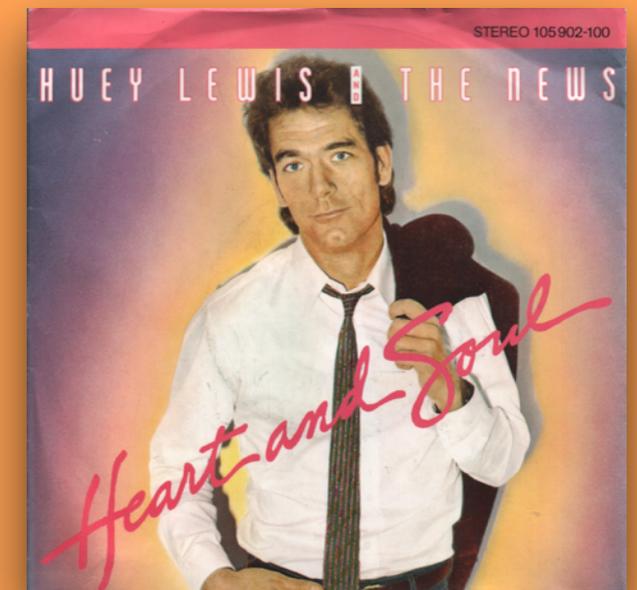
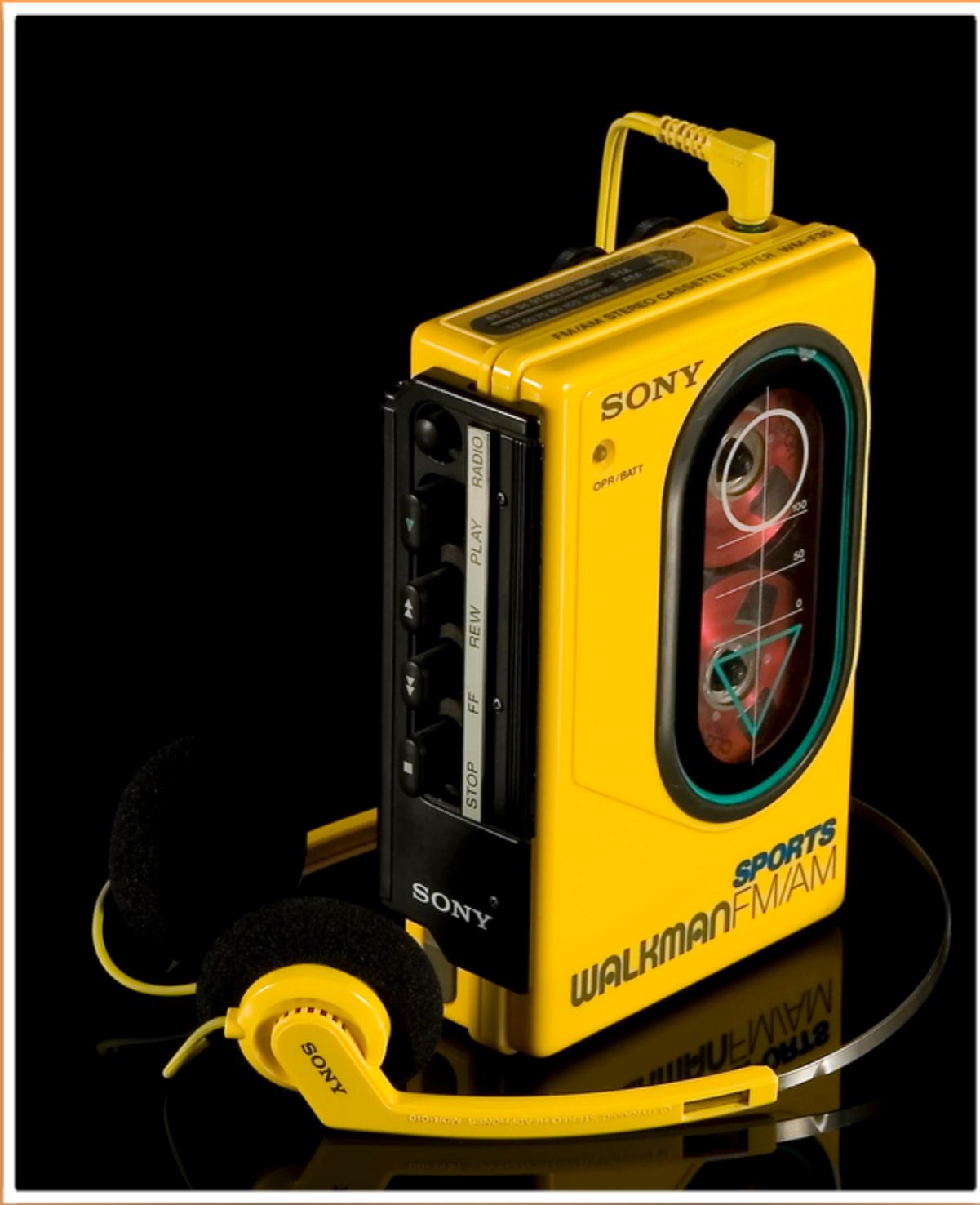
At my first community ...



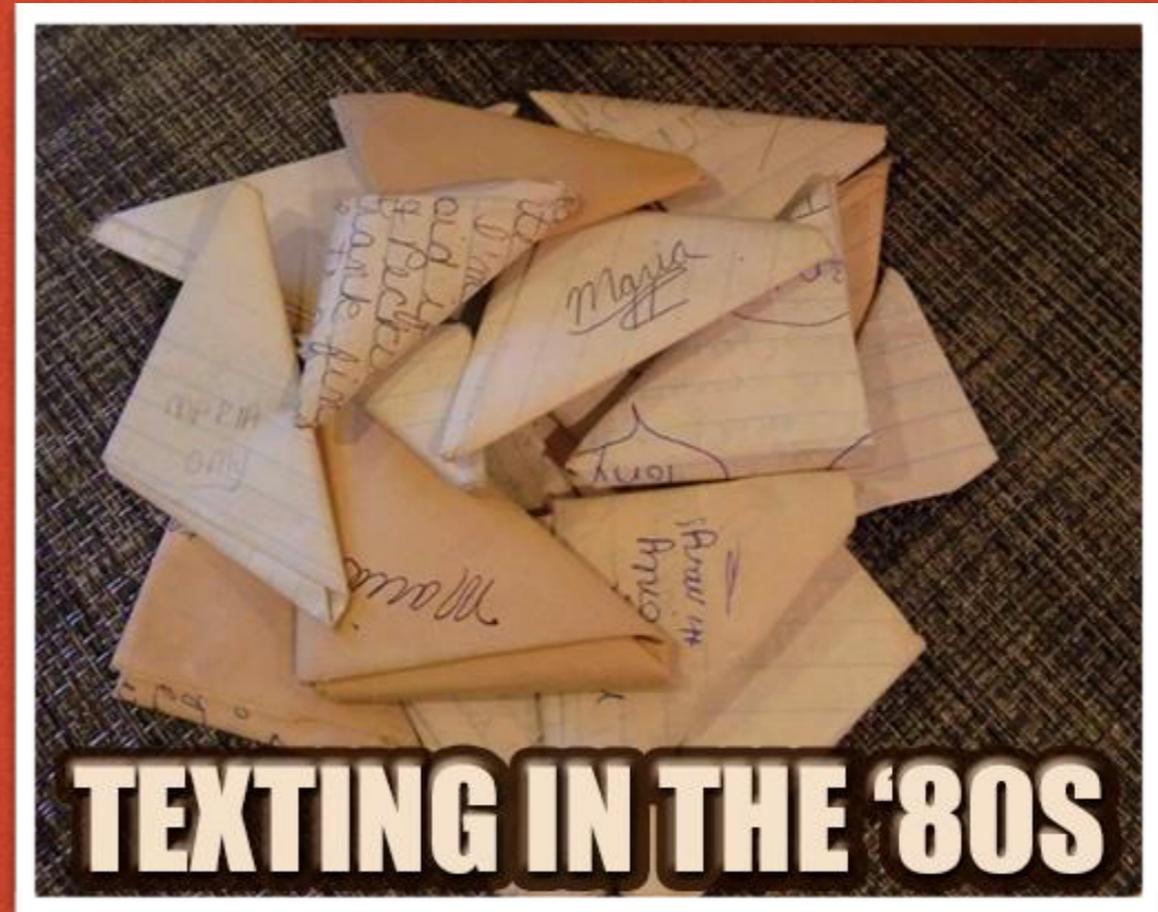
TODAY...



THE **RELATIONSHIP** DIFFERENCE



Back in "my day!"



Dad, can I make a long distance call?

REMEMBER THIS?



THE **RELATIONSHIP** DIFFERENCE

We are more connected than ever!





97% of shoppers use online media to shop locally

Source: BIA Kelsey

A young child with a pacifier is looking at a laptop screen. The laptop is silver and has the Apple logo on the lid. The child is sitting at a table, and the background is a blurred indoor setting.

The typical consumer completes 70% of
the buying journey on their own

Source: Rentping.com and Vidyard



The Charter

Apartment Homes
Located Near Main & Jamboree



FRIENDS MAKE THE BEST NEIGHBORS

REFER A FRIEND & RECEIVE \$500!

When your friend signs a lease with us,
it will be our pleasure to pay you \$500*.

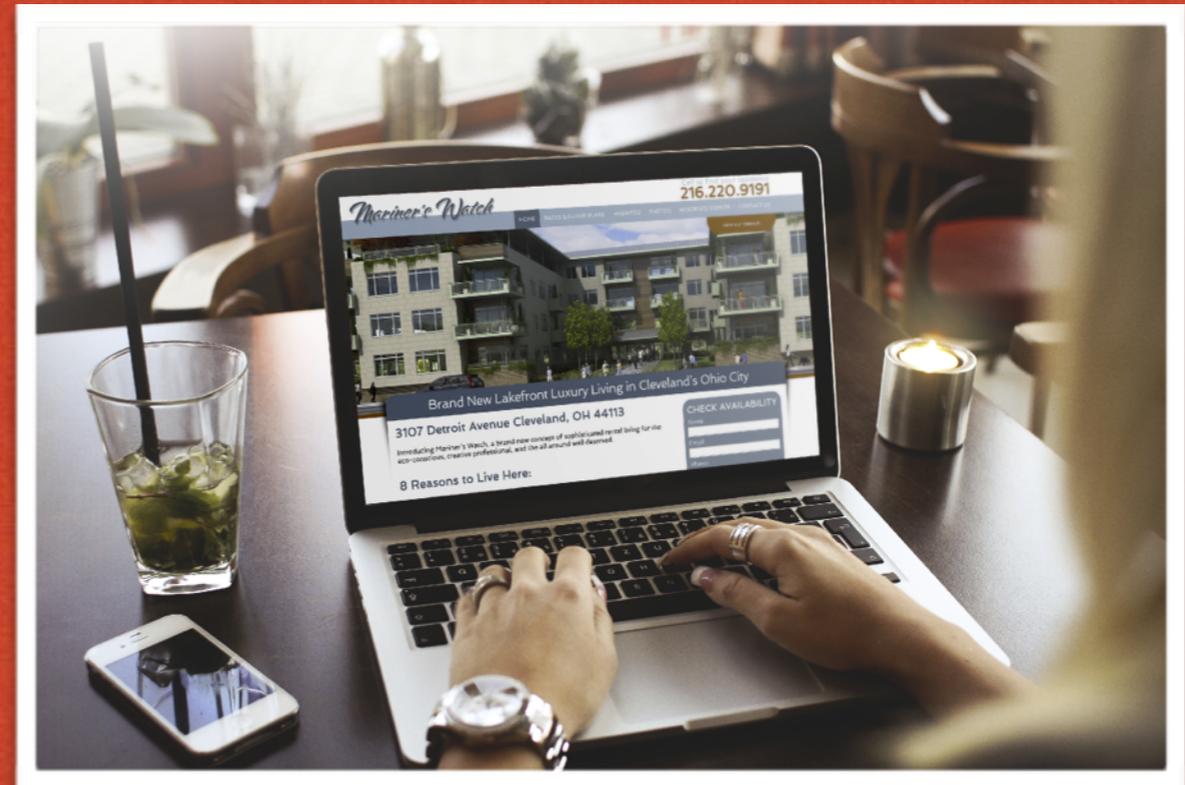
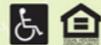
*Lease terms apply. First time residents only. Must move-in by 5/31/08.

CALL OUR LEASING OFFICE FOR DETAILS

949.724.0505

2750 Kelvin Avenue, Irvine, CA 92614
www.TheCharterApts.com


WESTERN NATIONAL PROPERTY MANAGEMENT
A WESTERN NATIONAL GROUP COMPANY



Your official marketing materials are only the beginning!

THE **RELATIONSHIP** DIFFERENCE



Search

Map

Specials

Where do *you* want to live?

Community name, city or zip ?

How many bedrooms do *you* want?

Search All ?

What is *your* budget?

All Prices ? Per month

View Homes for Me



Easily Find
The Perfect Home
for *you* now!



Featured Property

- > Woodsdale Apartments
- > Spacious Floorplans
- > Park Like Setting



Communities for *you*

- > Active Adult
- > Students
- > Pet Friendly

Act NOW to SAVE!

- > Start Application Process
- > View our Specials
- > Apartment Locations Map
- > Contact Us!



@RedCross

American Red Cross

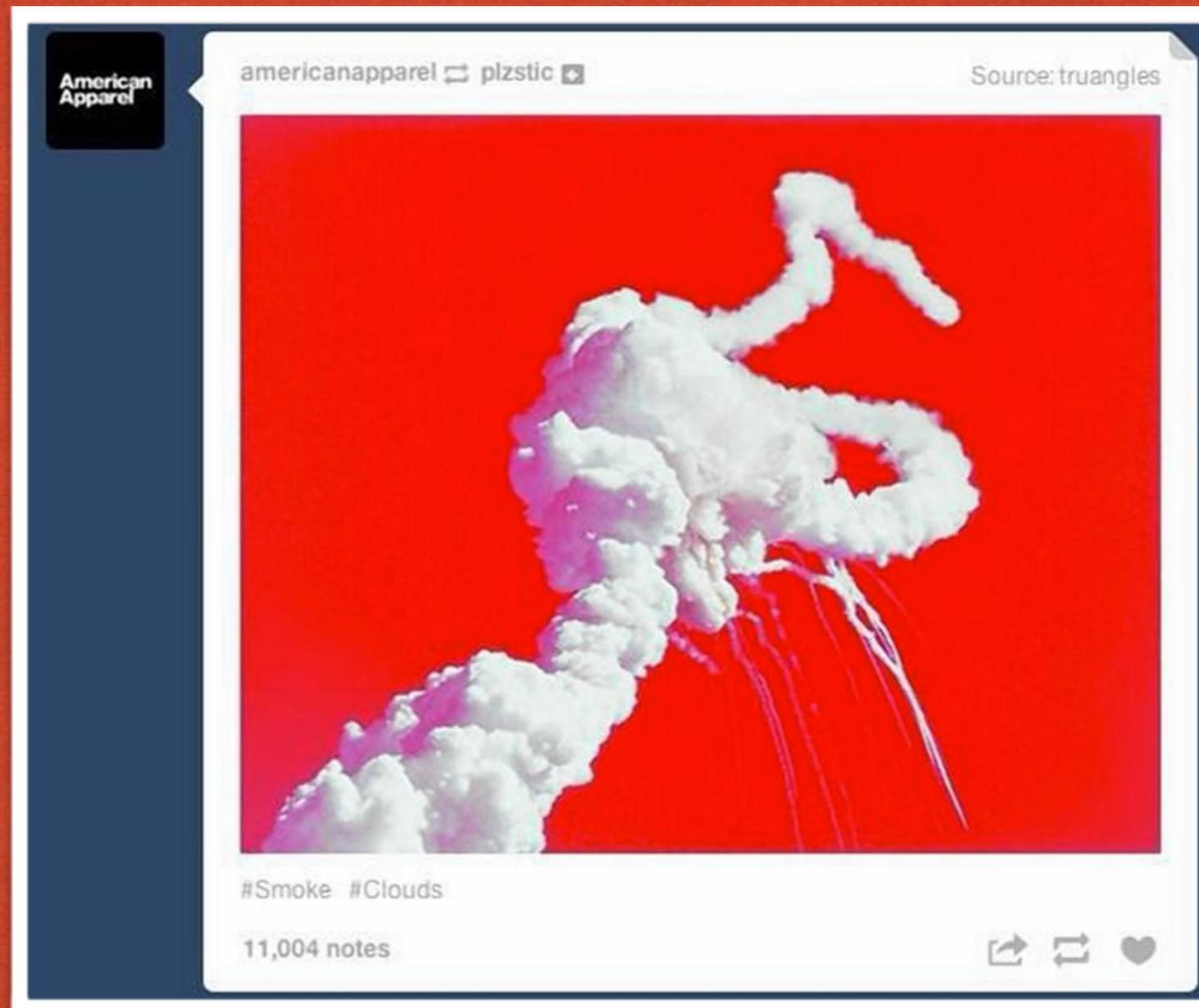
Ryan found two more 4 bottle packs of Dogfish Head's Midas Touch beer.... when we drink we do it right **#gettngslizzerd**

8 minutes ago via HootSuite ☆ Favorite ↺ Undo Retweet ↻ Reply

Retweeted by PaulCostanzo and 11 others



#ForgotToSwitchAccounts!



Social Media person thought this picture of the Space Shuttle Challenger disaster was of “fireworks”



epicurious

32m

In honor of Boston and New England, may we suggest: whole-grain cranberry scones! epi.us/14sahKi

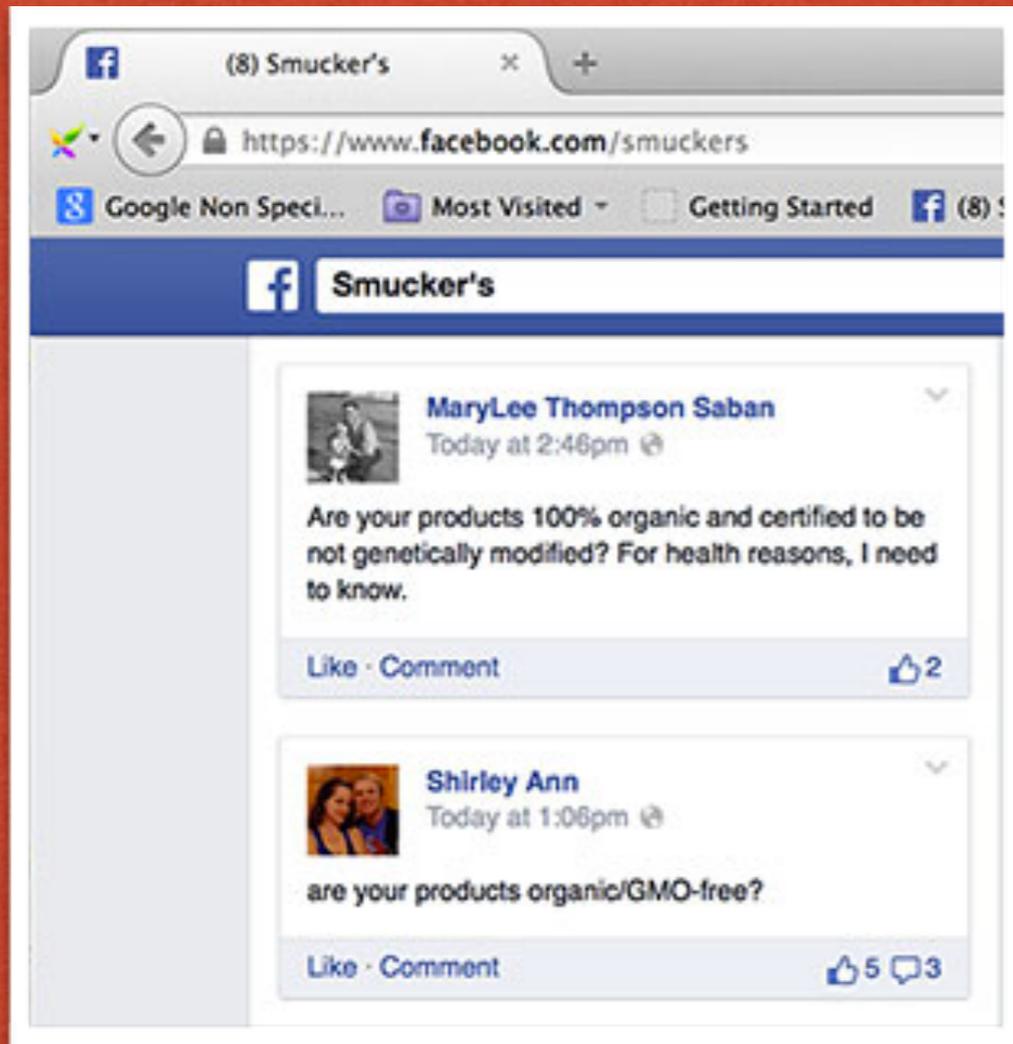


epicurious

1h

Boston, our hearts are with you. Here's a bowl of breakfast energy we could all use to start today: epi.us/LJGHa8

Tweeted after the Boston Marathon bombing



Deleted Negative Comments = More Negative Comments



Gap 
@Gap



All impacted by #Sandy, stay safe! We'll be doing lots of Gap.com shopping today. How about you? 4sq.com/QPVDT9

29/10/2012 14:32

A check-in at Frankenstorm Apocalypse - Hurricane Sandy

Other Great Outdoors in New York, NY



 Foursquare @foursquare

#NotShoppingToday

THE **RELATIONSHIP** DIFFERENCE



Millions are in uproar in #Cairo. Rumor is they heard our new spring collection is now available online at <http://bit.ly/KCairo> -KC

4 hours ago via Twitter for BlackBerry® ☆ Favorite ↻ Retweet ↩ Reply

Retweeted by stevenhoam and 98 others





Sandy Tremblay



Really horrible pumpkin pie on Thanksgiving!! Wow. I don't have a clue as to why you would think that throwing pumpkin chunks into a cold pre baked pie shell and then covering it with a cream sauce that literally tasted like vomit. { I am very serious!} and topping it off with whipped cream that was runny would in any way be something that can be called pumpkin pie? The whole meal was awful and the one thing thought would be a good ending was the worst part of it all. Spent 200.00 and will never be back. Thanks for ruing my Thanksgiving! I would of rather gave the money to the homeless person outside your front door that waste it on that crappy food. Merry Christmas!

]

Like · Comment · 15 hours ago near Nashua, NH



Pigalle Boston hey sandy , go [redacted] our self! if you have any questions on how to proceed

9 hours ago · Like



Pigalle Boston please call me at 617 680 3390

9 hours ago · Like



Pigalle Boston marc

9 hours ago · Like



Pigalle Boston you must enjoy vomit you [redacted] if you know how much it tastes like

9 hours ago · Like



Pigalle Boston secondly, if you had any clue about eating out, or balls, you would of informed your server you were unhappy with some thing, while at the restaurant , not on face book.....again [redacted] you, dont come back

9 hours ago · Like



Pigalle Boston One last thing Sandra Please come back for your two hundred dollars , sorry if you can't afford it , and i don't want your money 😊

© Facebook

#HellsKitchen?

Florida Apartment Complex Threatens Tenants With \$10,000 Fine For Bad Reviews Online

The Huffington Post | By Andy Campbell

Posted: 03/11/2015 1:32 am EDT | Updated: 03/11/2015 1:59 am EDT



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SUGGESTED FOR YOU

They might be the landlords from hell, but you're not allowed to complain about

Waiting for x.bidswitch.net...

15

#ReallyBadIdea #DidntGoWell

WHAT ARE THE MESSAGES
YOU WANT TO SEND?

WHAT ARE THE QUESTIONS
CUSTOMERS ARE ASKING?

QUESTION 1: DO THEY KNOW WHAT THEY'RE DOING?



**Message One:
We can be trusted!**

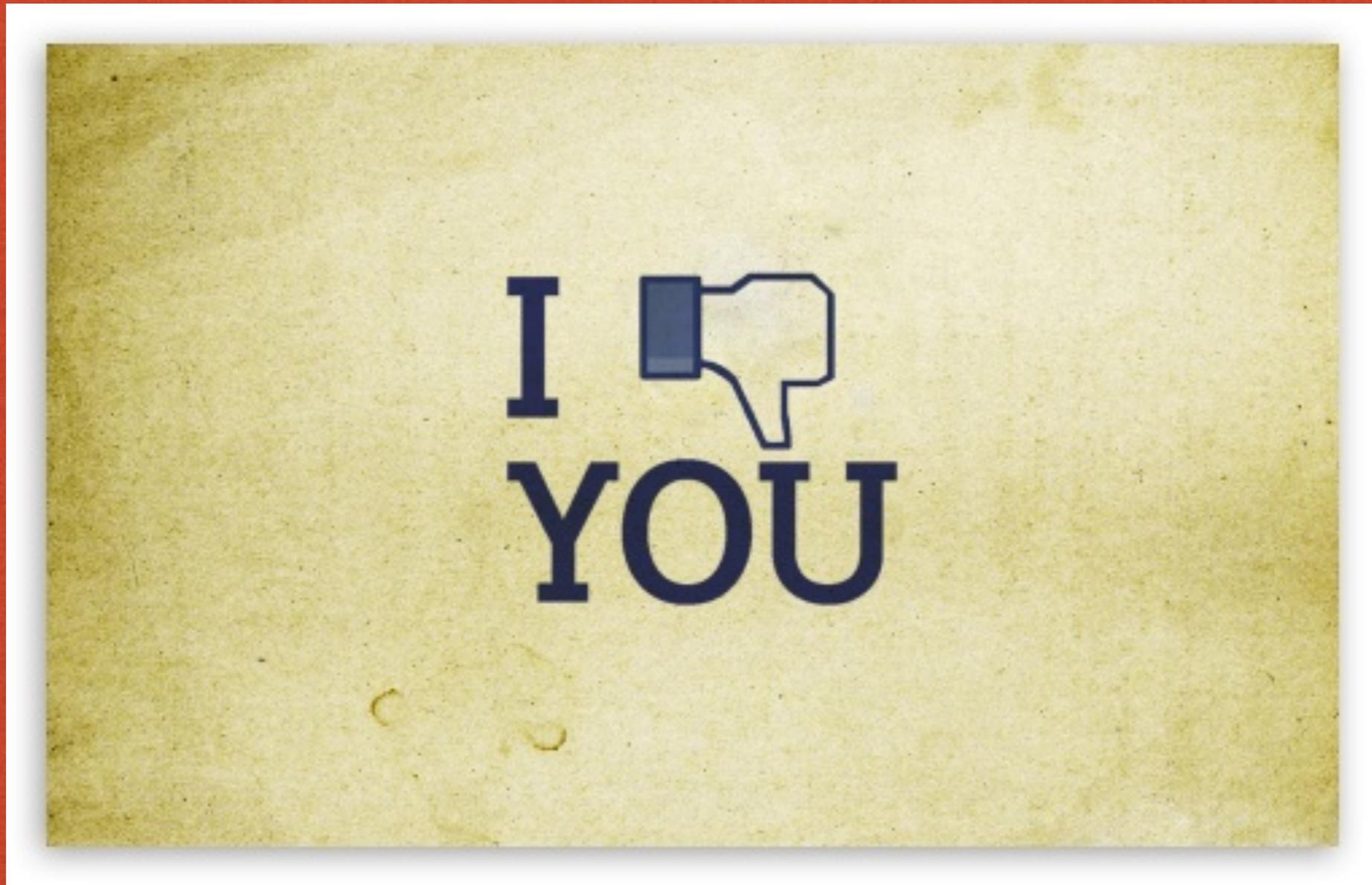
THE RELATIONSHIP DIFFERENCE

QUESTION 2: DO THEY CARE?

You are
special!

**Message Two:
We DO care!**





If what you're about to post, write, send, share doesn't
show that you:
are Trustworthy
& that you Care
Don't post it!

I know I'm Customer Service, but they don't pay me enough to care about you. Let me put you on hold while I make fun of you with my co-workers.



som^{ee}cards
user card

Don't post this on your Facebook page...



**Before you hit “submit” do
you have the right people
behind the keyboard?**



Sandy Tremblay

Really horrible pumpkin pie on Thanksgiving!! Wow have a clue as to why you would think that throwin chunks into a cold pre baked pie shell and then co with a cream sauce that literally tasted like vomit. {serious!} and topping it off with whipped cream that would in any way be something that can be called pie? The whole meal was awful and the one thing that would be a good ending was the worst part of it all 200.00 and will never be back. Thanks for ruing m Thanksgiving! I would of rather gave the money to homeless person outside your front door that wast crappy food. Merry Christmas!

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9 hours ago · Like



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9 hours ago · Like



Pigalle Boston marc
9 hours ago · Like



Pigalle Boston you must enjoy vomit you [redacted] if you know how much it tastes like
9 hours ago · Like



Pigalle Boston secondly, if you had any clue about eating out, or balls, you would of informed your server you were unhappy with some thing [redacted], while at the restaurant , not on fac book.....again [redacted] you, dont come back
9 hours ago · Like



Pigalle Boston One last thing Sandra Please come back for your two hundred dollars , sorry if you can't afford it , and i don't want your money 😊

© Facebook



@KennethCole
Kenneth Cole

Millions are in uproar in #Cairo. Rumor is they heard our new spring collection is now available online at <http://bit.ly/KCairo> -KC

4 hours ago via Twitter for BlackBerry® ☆ Favorite ↻ Retweet ↩ Reply

Retweeted by stevenhoam and 98 others



American Apparel

americanapparel plzstic

Source: truanbles



#Smoke #Clouds

11,004 notes





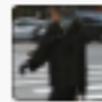
apartmenttherapy

Follow

11 hours ago

Stunning floors in Sarah and David's modern and sophisticated home.

♥ **86cupsofchai, jazzydedayton, le_zuck** and **361** others like this.



tracychambersvintage

Love it! Inspiring a spring remix in my bedroom. Thanks



wayneswang

@alohalias be kind



masalamomma

@alohalias - Be kind. Be joy. You said it yourself! ;) ❤️👍



courtperkins

@alohalias "love everyone always"



lginteriors



Leave a comment...





People can be mean...are you ready?



**There are people who
love to “troll”!**

HERE IS WHO YOU NEED!

Uh, by the way, #Marlins also need a CFer. Would love to trade for #Angels' Bourjos (unlikely), or maybe sign FA like McLouth.

by @ken_rosenthal

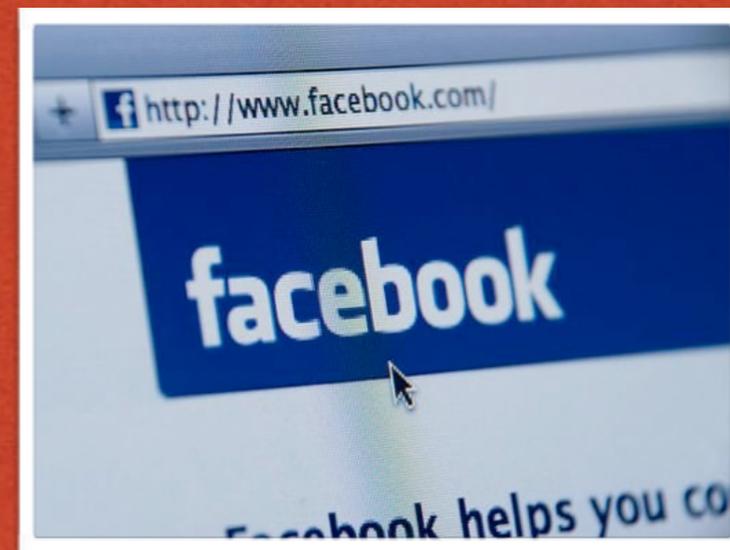
@ken_rosenthal no we don't. I got this.

Response from @JustinRuggiano



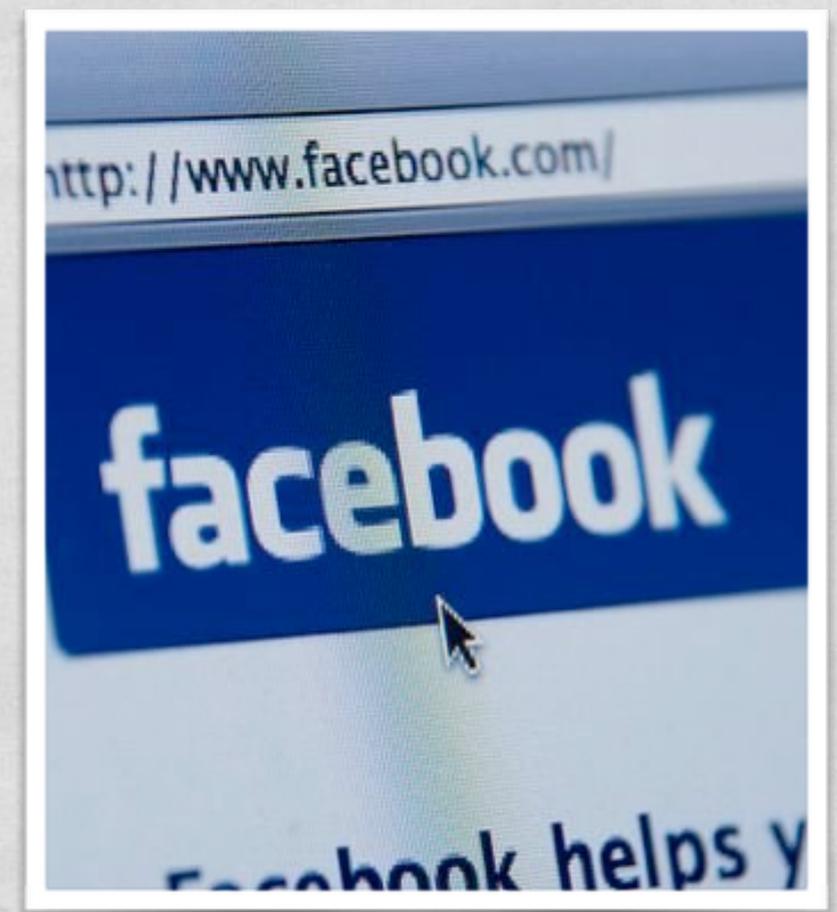
BEFORE YOU HIT SUBMIT...

Engage on the *Owner-Driven* sites that you can do “right!”



WHAT ARE WE DOING THIS FOR?

- Is it to attract new clients?
 - FYI: 5% of prospects used Facebook or Twitter before moving in. (J Turner Research)
- Is it to connect with existing residents?
- Do I post the new move-in specials or the resident event?



BE AWARE OF EXPECTATIONS

- **42%** of people who complain to a company via social media channels expect a response within one hour?*
- **32%** of customers expected a response within 30 minutes!
- **57%** of people who contacted a business expected the same response time even if the company was contacted after business hours or on the weekends.

AVOID THESE MISTAKES

- Using social media **ONLY** to advertise
- Posting content that has no value
- Not posting consistently
- Having unrealistic expectations



Source: RentPing Media

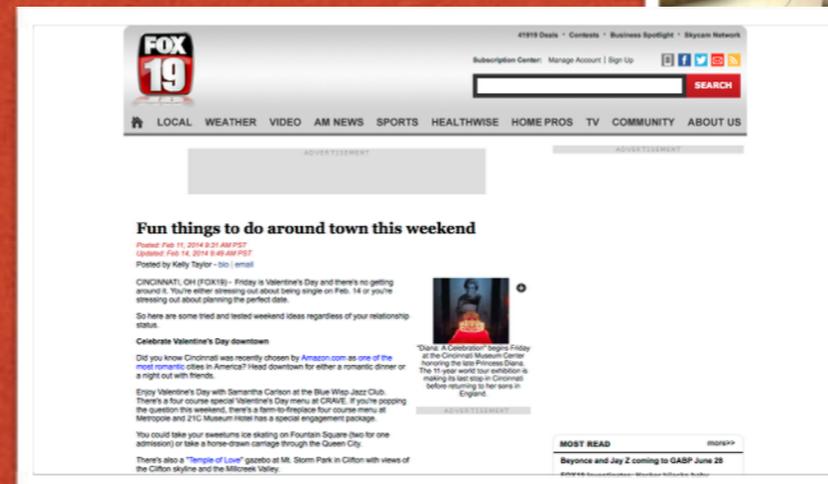
What content adds value to residents and prospects?

Resident Events

WHAT WOULD YOUR RESIDENTS WANT TO KNOW?



Restaurants



Things to Do

www.apartmenttherapy.com/5-inspiring-small-space-entryways-that-take-up-no-space-at-all-202886 — 5 Inspiring Small-Space Entryways that Take Up No Space ... X Reader

apartment therapy

STYLE DIY HOMEKEEPING FAMILY TECH RENOVATING SHOPPING OUTDOOR THE KITCHN

Maker Talks
 Tours
 Rooms
 Projects
 Life at Home
 Decor Styles
 Before & After
 Small Spaces
 Budget Living
 Video
 Classifieds
 All Categories

EMAIL UPDATES

 SIGN UP

TOP POSTS

 Before & After: A Sorry-Looking Ceiling Gets Some Stunning DIY Ingenuity

5 Inspiring Small-Space Entryways that Take Up No Space at All



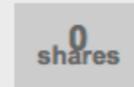
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 more satisfied
 customers.
 Learn more

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 2. Roscoe Dinnerware
 3. Woodsman Axe Table b...
 SEE MORE >>

Helpful Tips for Renters (ApartmentTherapy.com)



What to Look For in a Patio Furniture Set



e.g. Decorating Tips

Search

Connect With Us



Sign Up For Our Newsletter

Find An Apartment

City

State

Share Articles from Internet Listing Services and Other Apartment Centered Sites

USE TOOLS TO HELP YOU!

The screenshot displays the Hootsuite dashboard for the user 'RommelAnacan'. The interface is divided into several sections:

- Home Feed:** A list of tweets from various users, including 'scottmckain', 'Relationology', 'MelissaOnline', 'BruceVH', 'mbrewer', 'HarleyPetersen', and 'MelissaOnline'. Each tweet includes the user's profile picture, name, and the text of the tweet.
- Mentions:** A list of tweets mentioning the user, such as from 'ebongeka', 'landmarkproprsv', 'RommelAnacan', and 'landmarkproprsv'.
- Direct Message (Inbox):** A list of private messages from users like 'josephjett', 'NALS_AptHomes', 'RussWebbGA', and 'tonysousa1'.
- Sent Tweets:** A list of tweets sent by the user, including replies and retweets.

The top of the interface features a search bar, a 'Compose message...' button, and navigation icons. The left sidebar contains icons for home, messages, and settings.

Hootsuite.com

ENGAGE ON RATINGS & REVIEWS SITES!

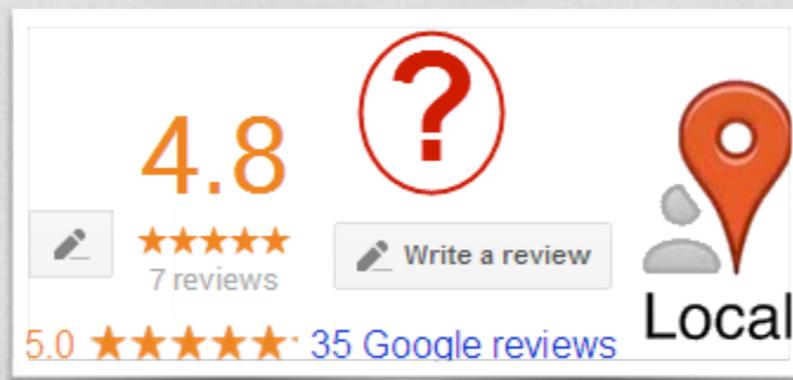
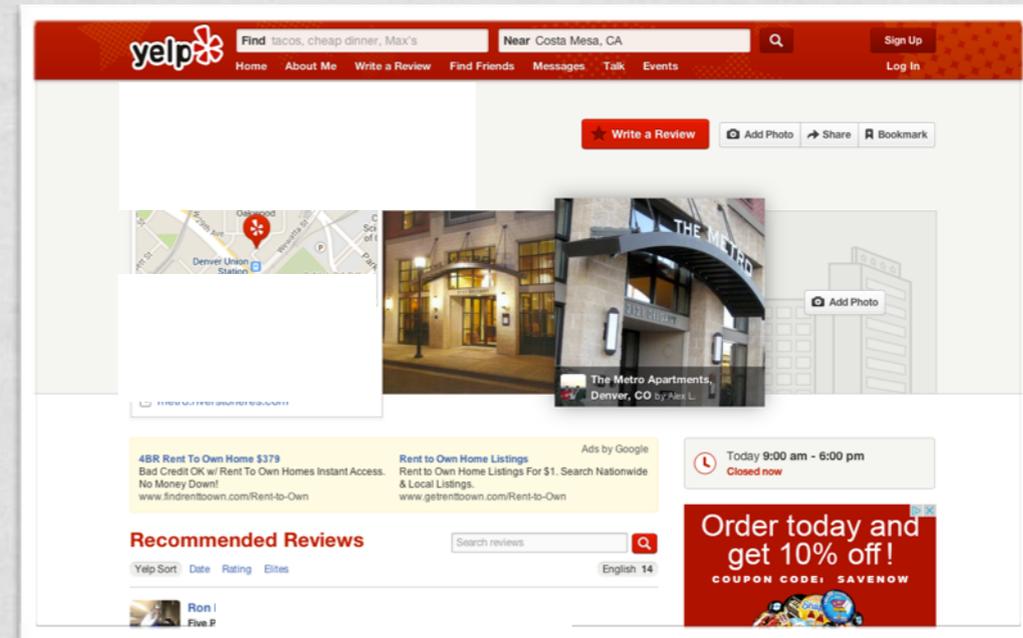
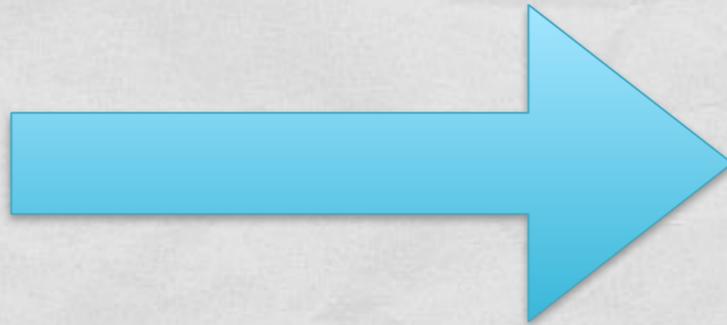


A photograph of a bedroom. In the center is a bed with a dark wood headboard, covered with a light-colored quilted bedspread and a green skirt. To the left is a dark wood dresser with a green plant on top. To the right is a dark wood nightstand with a lamp, a framed picture, and a small plant. A window with white curtains is in the background.

87% of RENTERS felt ratings and reviews were important to the leasing decision process

Source: 2013 NHMC Kingsley Survey

Consumers trust THESE...



MORE than they trust *your* marketing messages!

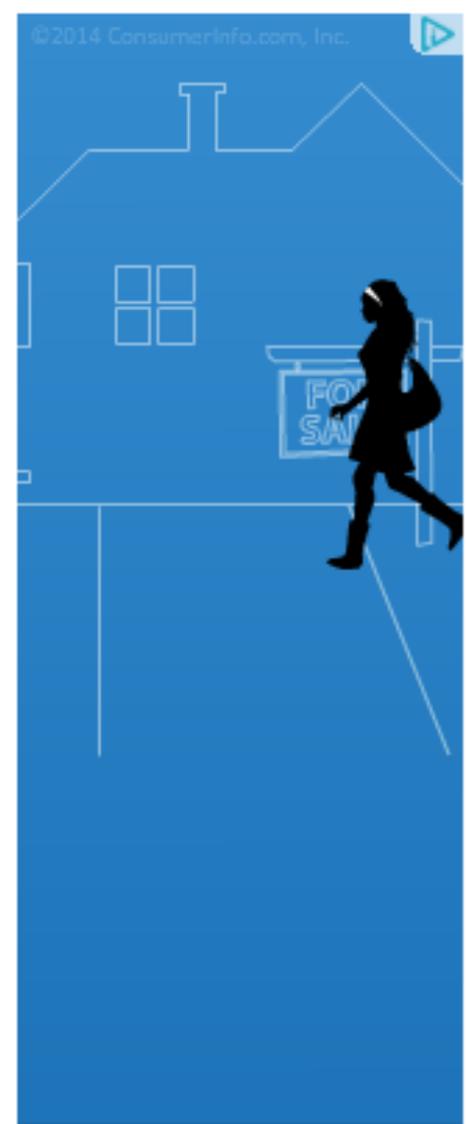


Sponsored Links

[NE. Colorado Springs Apts](#) One, Two, And Three Bedroom Luxury Apts For Rent From \$875 [www.sagebrookbygriffis.com/](#)

[Apartments For Rent](#) Official Colorado Springs Listings! 1 - 3 Bedroom Apartments From \$475 [www.apartments.com/Colorado-Springs](#)

[Newly Remodeled Apt Homes](#) Superb Aurora, CO location Washers and Dryers included [www.westridge-apts.com/](#)



NG ON

Apartment

s, CO 80920

[WEBSITE](#) | [★ SAVE FAVORITE](#)

AVERAGE RATING

RECOMMENDED BY:
84%

OVERALL RATING:
 3.8

- PARKING: 3.2
- MAINTENANCE: 4.0
- CONSTRUCTION: 3.2
- NOISE: 3.4
- GROUNDS: 3.9
- SAFETY: 3.6
- OFFICE STAFF: 3.8



[Write a Review](#)

Rent at and get a **\$200 reward** from ApartmentSearch!

[REVIEWS](#)

[MAP](#)

[FLOORPLANS](#)

[SAFETY](#)

[ASK A RENTER](#)

Opinions 163 of 163

[Write a review](#) [Manager Reply](#)

DATE & OPINION	RECOMMEND	RATING
02/18/2014 Canyon was the easiest decision I could have made for an apartment. The apartments alone are just the right size and location. But, the staff really makes the experience. Whenever it snows, the sidewalks are shoveled	YES	5.0

Quick Tools

- [Find a Roommate](#)
- [Moving Quotes](#)
- [Rate an Apartment](#)
- [Find foreclosures in Colorado Springs, CO](#)
- [Advertise a Unit](#)

Sponsored Ads

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Moving Resources

- [Move Planner](#)
- [Free Locator Help](#)
- [Moving Quotes](#)
- [Finance Organizer](#)
- [Free Credit Score](#)

yelp Find tacos, cheap dinner, Max's Near Brea, CA

Home About Me Write a Review Find Friends Messages Talk Events

The Vineyards

★ ★ ★ ★ ☆ 28 reviews Details

Apartment

Write a Review Add Photo Share Bookmark

Map: 5601 E Orangethorpe Ave, Anaheim, CA 92807

Get Directions (714) 779-2146 Message the business lyoncommunities.com

Resident Lounge

Up to \$200 Off Move-In. O.A.C. With Restrictions* Visit Location

Today 9:00 am - 6:00 pm Closed now

See all 24 photos

Prospects make decisions about your community
 “at a glance!”

DON'T BE AFRAID OF NEGATIVE REVIEWS!

- Negative reviews make you more authentic
- You can showcase your customer service
- Benefit from the free feedback
- More reviews (good or bad) make you more appealing
- Sets realistic expectations for your customers
- *Source: SocialMediaToday.com*

2. Most of the staff is awful. Only 1 is friendly and helpful out of 4.

3. Apartments are old GARBAGE with new paint on top. When we expressed our concern about the draft coming from our window, we were told the "apartment are old and will do that." If you went to a steakhouse and your steak came out cold, tried to send it back, and were told this, would you still eat there? The complex owners spend YOUR money on painting over rotting wood and marketing this place, but they don't want to fix the apartment. The drafts in our apartment are so bad, in the winter we had to keep the heater on 24/7 while wearing coats indoors.

4. Good luck maintaining your thermostat. As I stated, The drafts from your windows and doors will go unfixed. The only comfort in the summer is a swamp cooler in the main living room that only can cool that room. you will sweat uncontrollably in the bedroom during the summer.

5. Walls are thin. The walls are so thin I can hear my neighbors fight on a consistent basis. We lived on and upstairs apartment, and the person below us had a sub woofer, not a problem for a normal apartment, but when his sub was only partially turned up, our furniture would shake. The floor creaks extremely loudly, making tip-toeing to the kitchen impossible without disturbing the downstairs neighbor. Again, nothing will be done to correct this.

6. Balcony's are rotting away. Seriously, the balcony's of the apartment are so rotten and weather damaged, I feel unsafe letting my dog go out there. The owners continue to paint over it, but every summer they have to paint because it comes off revealing the danger.

7. Appliances are old. They replace them only after they break. Even then, they would rather jury-rig a fire hazard out of duct tape than actually replace our water heater that went out 5 times in a single year.

8. Overpriced. They charge WAY too much for what this pile of crap they call a suitable living space is worth.

9. I once caught one of the creepy maintenance staff staring at my wife for some reason. I thought he was going to start licking his lips and drooling. Just plain creepy, he was lucky he seen me notice sooner rather than later.

Over all, you can find a much better, newer, safer, quieter, apartment or house on this side of town, with plenty of parking, for just a little bit more. This complex is a lie and terrible place to live. I hope this

We have been working hard to upgrade our community. As part of the changes to _____, **we are upgrading the interior of the units** with new appliances including self-cleaning ovens, upgraded fixtures, flooring, and doors. **We added free Wi-Fi** throughout the community, which is accessible to all units at no cost to the resident. Our policy is to provide the best possible service to all our residents. Maintenance issues inside a residents apartment **should be reported promptly**; especially issues caused by water intrusion. All maintenance requests are addressed promptly and every possible effort is made to see that all requests are completed to the resident's satisfaction within a 24 hour period of notification of any problem. **We also follow up with our residents on every maintenance request** to confirm that everything was repaired to their satisfaction. Sincerely, Property Manager

STEP 1: APOLOGIZE



Dear Jennifer,
My name is Rommel Anacan and I am the community manager of Acme Apartment Homes. I had a chance to read your comments and I wanted to say that I am truly sorry for your experience.

STEP 2: ACKNOWLEDGE

“EMPATHY IS ABOUT STANDING IN SOMEONE ELSE’S SHOES, FEELING WITH HIS OR HER HEART, SEEING WITH HIS OR HER EYES. NOT ONLY IS EMPATHY HARD TO OUTSOURCE AND AUTOMATE, BUT IT MAKES THE WORLD A BETTER PLACE.”

DANIEL H. PINK

© Lifehack Quotes

“I see that you’re really frustrated with your experience with our leasing team ... and based on what your comments, I can certainly understand why.”

STEP 3: MOVE IT OFFLINE



Please call me at
555-1234 or email me
at ranacan@acme.com
so that we can speak
directly about this.

STEP 4: APOLOGIZE & CLOSE

I want to apologize again for your experience. We really do strive to provide the best service and I'm sorry that in your case we've fallen short.



Rommel Anacan

w: RelationshipDifference.com

e: Rommel@RelationshipDifference.com

Twitter: [@rommelanacan](https://twitter.com/rommelanacan)

FB: facebook.com/relationshipdifference

THE **RELATIONSHIP**DIFFERENCE

If you'd like to bring this program or any other program to your organization, I'd love to partner with you!

Be sure to leave me your contact information and take mine so we can be in touch!

REMEMBER...



Your customers are watching you!

THE **RELATIONSHIP** DIFFERENCE

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e: Rommel@RelationshipDifference.com

Twitter: [@rommelanacan](https://twitter.com/rommelanacan)

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THE **RELATIONSHIP**DIFFERENCE

Thank you to our sponsors and to all of you!