

600+ locations

Lincoln Property Company increased Google reviews by 277%

Few businesses are more important than those with strong connections to your livelihood. For most people, that livelihood is tied to two things: where you live and where you work. As a trusted residential and commercial property management company – Lincoln Property Company has deep ties to both. Founded in 1965, Lincoln Property is an international company with a significant presence in the U.S., Mexico, and Europe focused on development, property management, brokerage, investing, advisory services, construction management, engineering, and real estate consulting.

The challenge

Frustrated by their inability to manage listings and reviews for all of their unique residential and commercial properties at scale, Lincoln Property knew something had to change.

The company needed a solution capable of providing global analytics while still providing detailed analysis for each unique region and property location.

They wanted a true partner with a robust platform backed by top-tier support to work closely with the managers invested in Lincoln Property's long-term success.

"Chatmeter's customer support is very responsive, even with large teams."

– Megan Collins, National Brand Manager

LINCOLN
PROPERTY
COMPANY

Key challenge

Increase visibility to attract more potential residents while boosting overall brand reputation

Chatmeter products used

- Reputation management

Benefits

71%

Increase in overall review quantity

212%

Increase in review response rates

57%

increase in page one search rankings

The solution

Lincoln Property had four key goals as they searched for their ideal reputation management solution:

1. Boost local search rankings to drive more prospective residents to property listings.

Apartments.com reports that listings with at least one review generates 47% more leads than listings with no reviews.

2. Increase overall review quantity and quality.

73% of consumers only pay attention to reviews written in the past month. Research also indicates that increasing your average rating by one star can result in a 5-9% revenue boost.

3. Improve review response rates across all properties.

Lincoln Property wanted to bring all their review-reply efforts into one collaborative space with the ability to assign varying levels of administrative privileges.

4. Effective listings management for all their properties.

Managing profile listings for hundreds of properties is time-consuming. Listings and reputation management accounts for 66% of rental community’s ability to rank high in local search.

After reviewing a range of online reputation management providers, Lincoln Property found their ideal fit with Chatmeter – and the partnership paid off handsomely.

The results

With the help of Chatmeter’s multi-location, all-in-one Reputation Management dashboard, Lincoln Property made significant productivity gains.

In one year with Chatmeter, Lincoln Property achieved:

- 212% increase in review response rate
- 71% increase in overall review quantity
- 57% increase in page 1 search rankings

Chatmeter’s innovative tools and stellar customer support, gave LincolnProperty a huge advantage over their competition in the competitive multifamily industry. The company is now poised to manage its online reputation at scale as they continue its growth trajectory.

“Our online reputation has continued to improve using the Chatmeter platform.”

– Megan Collins, National Brand Manager

Ready to boost your search visibility and connect with more qualified potential renters? Request a free Chatmeter demo today! ›

