

Reputation Ranger™

Printable Version of Automotive Sample Report

Second Half of Report



ORM Monthly Report

A report of Social Media activity through October 14, 2010

Reputation Monitoring Client

My Car Dealership
1234 East County Road
Chicago, Illinois 60525
877-123-1212
www.mycardealership.com



Current Web Sentiment & Trend

4.5 star average
Based on 6 new reviews
Public opinion of My Car Dealership is positive, based on data from: [37 review sites](#)

Reviews That May Require Attention

Customer on DealerRater.com on 9/24/10 "In short, my experience with this dealership has cemented my feelings about car sales. Shady. What happened? I saw an ad for a car for 19,950. The salesman wrote and offer sheet for \$2000 higher. I thought he had to have done that on accident. No way that could happen. Well, I spoke with a manger about a week later. He said the first price, which was still on the website included incentives that were explained on the page the car was listed. NOT TRUE. There was no mention of anything affecting the price. The price was listed and that was it. It's kind of peculiar that the first salesman I spoke with never called me back or emailed me when I confronted him with the 'Error'. Unfortunately, we have to deal with dealerships to buy our vehicles. All I can say is stay on there A** and ask questions. They can only get away with what we allow them to."

Customer on Google & Yahoo Local on 9/16/10 "I was shopping for a 2009 or 2010 low mileage Toyota. I found one that I liked at this dealership. Since I'm a trained and experience negotiator, I signal every intent to work together on the price to create a win-win situation. The salesperson was having none of this. First, he tried to tell us that the initial asking price is different than what is published online (used car search through Edmunds.com)."

Reviews Worth Celebrating

"My mother walked in to My Car Dealership without any previous knowledge of its staff or product. This was her first car buying experience, and the gentlemen (Steve) at this dealership were kind and accommodating. We went in informed in regards to pricing and available options. The price that was negotiated was fair in relationship to the information we were able to gather on our own, and the financing rates were very reasonable as well. Steve made sure that my mother was able to work the navigation system before she left. All in all, this was a great place to buy a car. Toyota is a great car maker, but the people are why we decided to purchase from My Car Dealership."

Primary Center of Influence

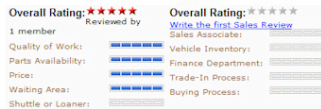
DealerRater



DealerRater's reputation is trending up.
4 reviews this month, 4.5 star average.

Maintaining a good reputation here is your top priority. Log into, or create [your account](#) to respond to reviews and manage your listing, your listing.

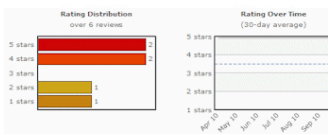
Secondary Center of Influence



Edmunds' reputation is trending even.
No reviews this month.

Maintaining a good reputation here is your top priority. Log into, or create [your account](#) to respond to reviews and manage your listing.

Tertiary Center of Influence



Yahoo Local's reputation is trending even.
1 review, 2 stars.

Maintaining a good reputation here is your top priority. Log into, or create [your account](#) to respond to reviews and manage your listing.

Advice on Responding to Reviews

Before we make suggestions, please let us share some perspective on reviews. First, remember that it is quite natural for reviews of your business to not all be positive. Also to be expected is that many of your reviews you will disagree with. Negative reviews can often be difficult to read, especially if you're the owner. When you receive a negative review, bear in mind the following:

DON'T make a mountain of a mole hill. Poor reviews happen to even the best businesses. In fact, a few negative reviews amongst the positive, tend to enhance the credibility of the reviews in general by demonstrating the integrity of the particular review site's environment. That said, if you see a negative sentiment trend, you may want to take this feedback to heart and consider ways to improve your business.

DON'T lash out at the people who have written poor reviews. This goes along the same lines of the old saying, "The customer is always right". Even though a negative review may be unfounded and you want to state your case, the community of reviewers will not take kindly to a business yelling at one of their peers.

DO reply your customers using the best available forum (e.g. Yelp for Business Owners). Thank your customers for writing about your business but use caution when replying to a customer that gave your business a poor review. It is important to put yourself in the mindset of your customer. Be careful that your tone does not come across as defensive.

DO take the feedback seriously, but remember that each review is just one single opinion, and it's the entire set of reviews together that really matters most.

Responding to positive reviews is also something worth consideration. Establishing a warm human connection with your reviewer can be amazingly positive for your business. It will allow you to learn from, and build goodwill with, your most vocal customers. This may sound easy, so please remember the following:

When contacting a positive reviewer, your intent should only be to deliver a thank you and let them know you care. Don't be tempted to offer gift certificates, mailing lists, special invites, or request them to evangelize on your behalf. While a gift or invitation can be a nice idea, it may also be looked at as a bribe or payment for the review. Remember, this person already likes your business just use the opportunity to thank them and introduce yourself.

Most of these review sites will require you to have an account before replying to a review. All of these accounts are free, allow you to take ownership of your business listing and are well worth the effort. We can easily create these for you (we just need a photo of you and a bit of information) contact me to learn how.

All Review Sites

We're currently monitoring the websites below where people have the potential to post comments about My Car Dealership.

- AOL Local Yellow Pages - No review activity
- AutoDealerBase.com - No review activity
- Bing Local - No review activity
- CarDealersSearch.com - No listing
- City Spur: The Chicago 10 - No listing
- Citysearch - No review activity
- Dealer Rater - 3.6 stars/6 reviews - 4 reviews this month, 4.5 average
- DexKnows.com - Multiple listings - No review activity
- Edmunds.com - 5 stars/1 review - No reviews this month
- ezlocal.com - No listing
- GenieKnows - No review activity
- Google - 11 reviews - Showing syndicated reviews from other sites - 1 review this month, 2 stars
- iKarma - No review activity
- insider pages - No review activity
- Intuit Business Directory - No review activity
- Judy's book - No review activity
- Kudzu.com - No review activity
- Local.com - No review activity
- LocalCarsDealers.com - No review activity
- LocalCarDealers.ws - No listing
- Manta - No review activity
- MechanicRatingz.com - No listing
- MerchantCircle - No review activity
- MLive.com - No listing
- Mojo Pages - No review activity
- MotorAuthority - No review activity
- Pissed Consumer - No review activity
- QuickYellow.com - No review activity
- RateltAll - No review activity
- Ripoff Report - No review activity
- Superpages.com - No review activity
- Switchboard.com - No review activity
- Viewpoints - No listing
- Yahoo! Local - 2 stars/10 reviews - 1 review this month, 2 stars
- Yellowbook - No reviews this month
- YELLOWPAGES.COM - 4 stars/1 review - No reviews this month
- Yelp - 3.5 stars/6 old reviews - No reviews this month

Report History

2010
[September 13](#)

Other Notes

If you have any questions about this report or any other Reputation Ranger services please don't hesitate to contact us.

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Reputation Ranger™ Monthly Report | www.ReputationRanger.com | 303.351.1736

When live, these reports exist as a web page you access online. Reputation Ranger can email the link to current reports to as many email recipients as you choose.

Contact us to start monitoring all of your online reviews today! 303.351.1736