

WATERSTONE MORTGAGE

momentum23

IT'S TIME





Chik Quintans

Director of Digital Marketing

WATERSTONE MORTGAGE
momentum23
IT'S TIME

Managing & Marketing Your Reputation with Birdeye

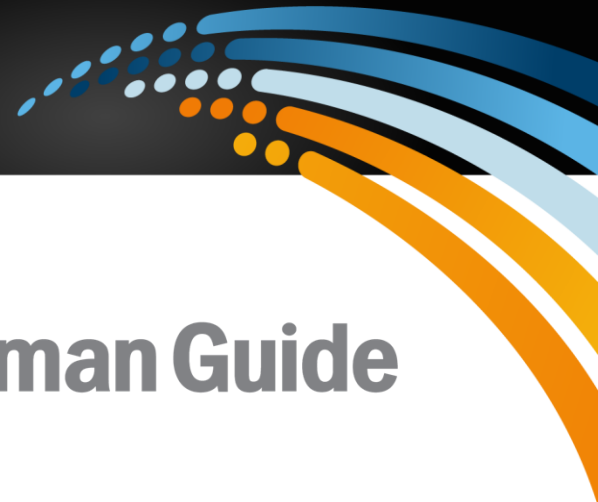


Storytime

- How one negative review exploded my online reputation into hundreds of 5-star reviews



Background Information



MarketWatch

The Seattle Times



WSJ





Autumn Stack
Digital Marketing Intern



James Neuson
Digital Marketing Assistant





Learn how to leverage Birdeye's full feature suite to uncover **new opportunities & win more business!**

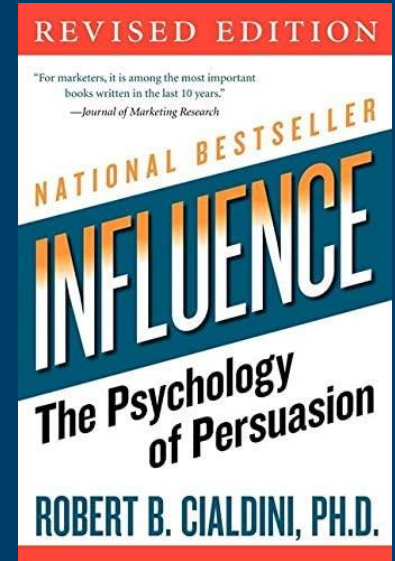




What Are You
Going to Learn?

Social Proof

Influence by Robert Cialdini



What is Reputation Management?



Monitoring
Listening
Response

What is Reputation Marketing?

Repurpose
Syndication
Advertising



How **important** are reviews and how do they **influence** your buying decisions?



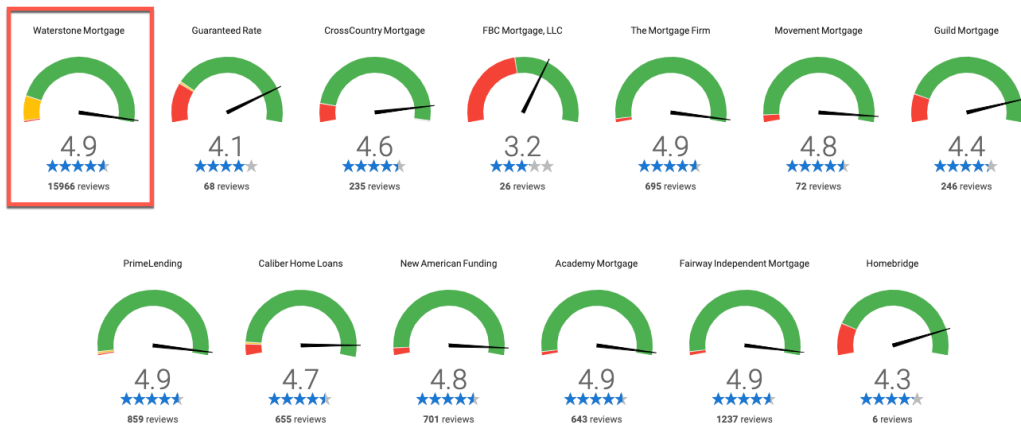
What is **one of the first things** you do when you are researching a potential service?

Stats

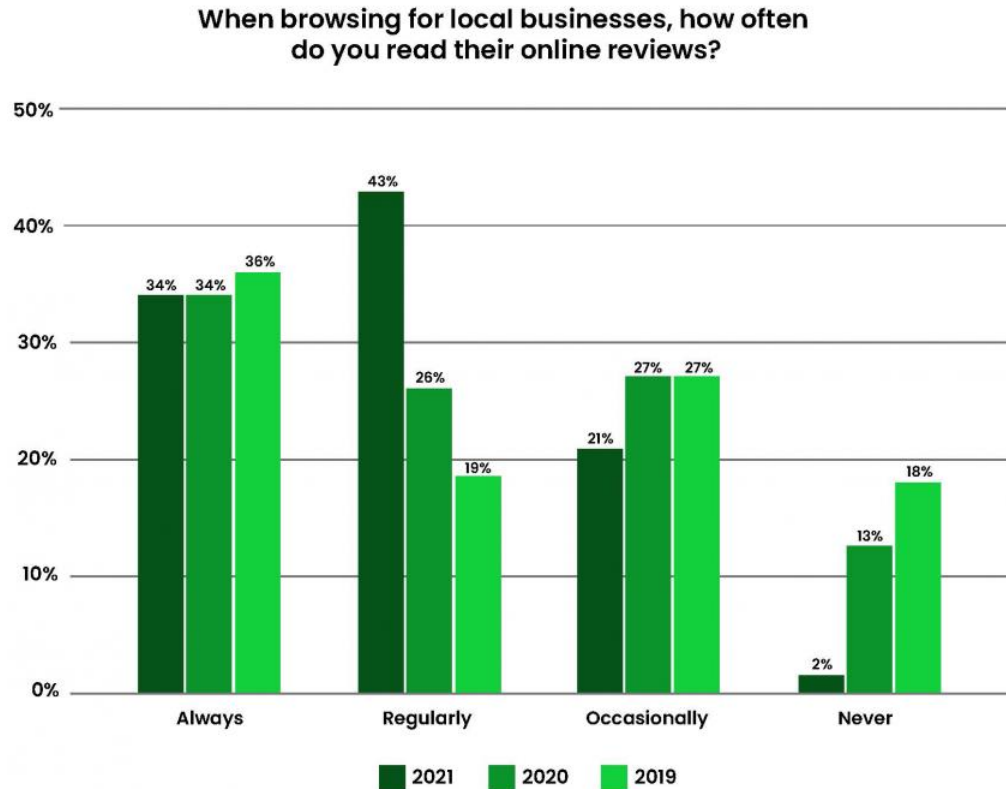
- More consumers are reading online reviews than ever before.
- In 2021, 77% 'always' or 'regularly' read them when browsing for local businesses (up from 60% in 2020) - *Brightlocal*
- Nearly nine out of ten (88%) consumers worldwide make the effort to consult reviews when discovering a local business (2021) - Podium
- 53.3% of customers expect businesses to respond to their negative reviews within a week (ReviewTrackers, 2018)
- 63.3% of them say they've never heard back from a business about their review

Stats: Top Considerations

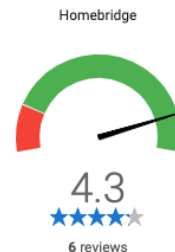
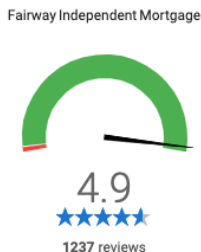
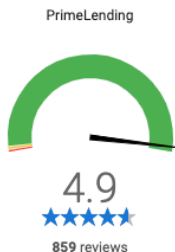
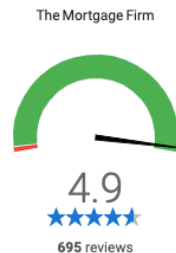
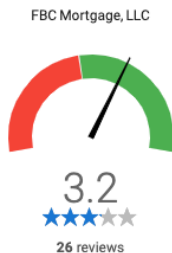
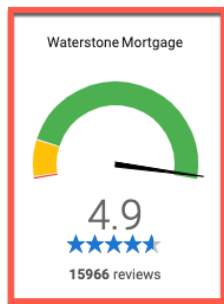
- Star rating
- Recency
- Volume
- Multiple platforms



Stats: How often do consumers read online reviews for local businesses?



Birdeye Stats: How We Compare





Reputation Management: Feature Two

Waterstone Mortgage D4U Services

- Keeping all information up to date (NAP, headshots, etc.)
- Connecting review sites + applicable social media to BirdEye
- Sending out survey + review requests
- Setting up notifications for LOs and managers of LOs
- Automated responses to reviews
- Automated review sharing/posting
- Hiding spam reviews
- Sending reviews to LO's Waterstone Mortgage website "Reviews" tab

Net Promoter Score (NPS) Survey



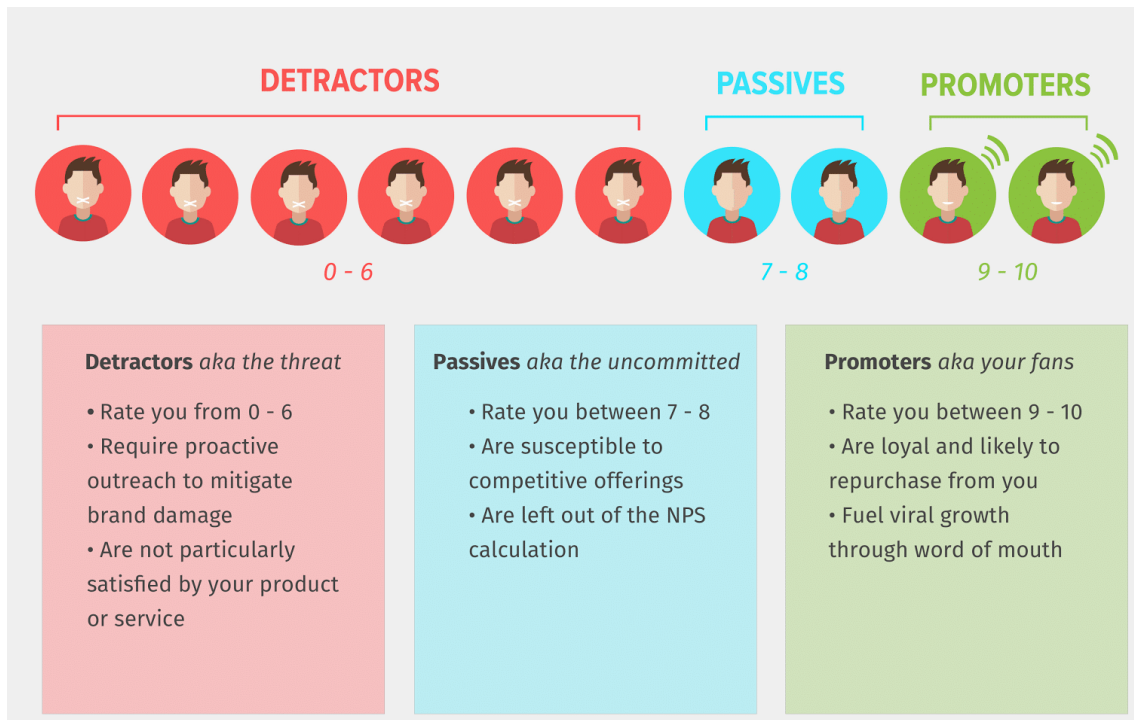
95.7

Waterstone Mortgage

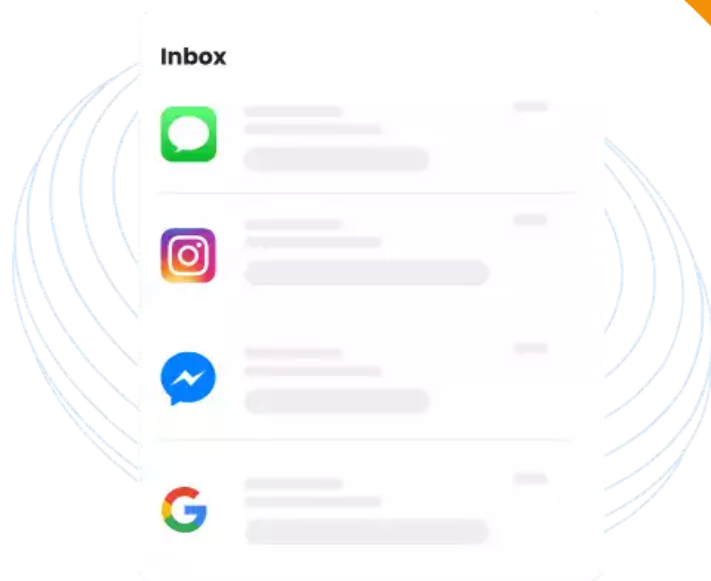
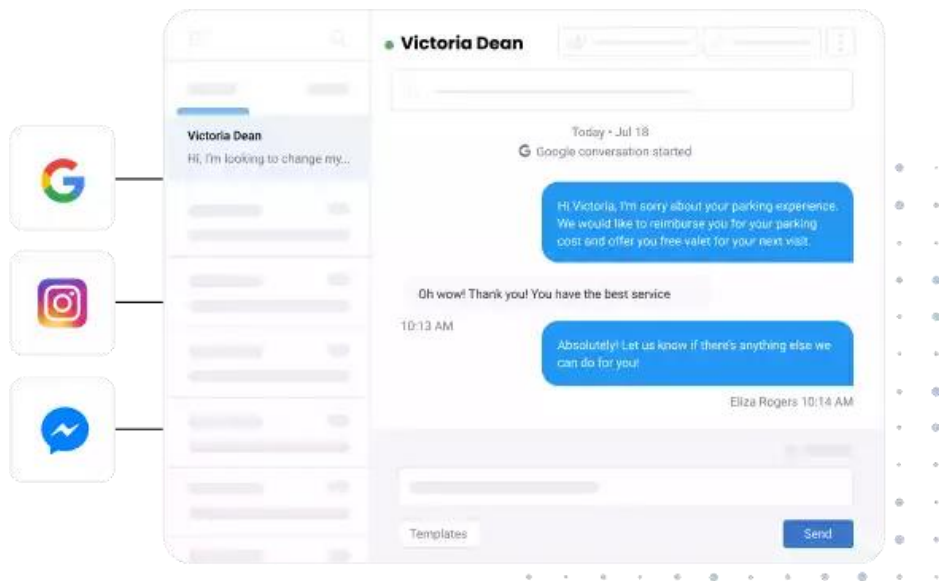
77.62

Competitor's Average

NPS Survey



Inbox



Social Media Syndication

Danielle Anderson at Waterstone Mortgage NMLS #1842677
5d · 🌐

"Danielle was exceptional in guiding my wife and I through the entire investment loan process. Her in depth knowledge and commitment to to be able to close in 14 days proved to be the deciding factor in sellers accepting our offer. Cannot thank her enough for all that she has done for our family." says Chuck on Zillow



BIRDEYE.COM

Danielle Anderson at Waterstone Mortgage NMLS #1842677 | Salida, CO
★★★★★ Danielle was exceptional in guiding my wife and I through the entire investment ...

Jason Pike at Waterstone Mortgage NMLS #471725
May 9, 2022 · 🌐

"Jason worked diligently for us from pre-qualification to closing. He communicated with us frequently throughout our challenging home search, always with an upbeat and enthusiastic attitude. Jason worked closely with our agent as well. His advice was excellent." says Mike on Zillow



BIRDEYE.COM

Jason Pike at Waterstone Mortgage NMLS #471725 | Albuquerque, NM
★★★★★ Jason worked diligently for us from pre-qualification to closing. He communicat...

BernaDette Sanchez-Wiegel at Waterstone Mortgage NMLS #1194059
December 27, 2022 at 10:35 PM · 🌐

"BernaDette was incredibly helpful and kind throughout my home buying process. I had no idea what I was walking into, but she patiently guided me through every step. Bernadette and her team are very knowledgeable and great to work with!" says Jordan on Google



BIRDEYE.COM

BernaDette Sanchez at Waterstone Mortgage NMLS #1194059 | Santa Fe, NM
★★★★★ BernaDette was incredibly helpful and kind throughout my home buying proces...

Facebook SPAM & Solution

**Gbemisola Pretty Rossy** recommends **Waterstone Mortgage NMLS** ...
January 3 at 11:00 PM · 🌐

Brenda William God I'll keep blessing you , I got my withdrawal yesterday. binary trader is still the very best platform I have experience myself, because they are very reliable and legit too, I invested \$1,000 to earn \$13,000.....everything was so easy than I thought, I kindly recommend miss Brenda William
Her Email: brendawilliam784@gmail.com
WhatsApp: +1 (530) 481-6660

 Like  Comment  Share

**Jeromy Ebom** recommends **Waterstone Mortgage NMLS** ...
October 24, 2022 · 🌐

It will be bad to keep this alone to myself I came across the best forex & Bitcoin expert ever, Mrs.Eliana russel who really helped me to trade and manage my account, She is very honest and diligent in her work. All I did was invest \$1,000 and within 7 days she made \$10,200 profit for me, She is the only trusted trader online so far. I've fallen into the hands of scams before but since I met her I've been trading smoothly.
you can kindly contact her directly on her email:eli... [See more](#)

 Like  Comment  Share

**Okonkwo Adaobi** recommends **Waterstone Mortgage NMLS** ...
November 7, 2022 · 🌐

I feel very safe again to invest my Bitcoin because I've found a Platform that I can trust for the first time in a while. Severally lost my funds on fake trading platforms, I must recommend Mrs. Amanda Kelly the best Account manager. Mrs. Amanda Kelly is truly one of a kind and will go above and beyond for her clients.. I made a profit of \$9,500 with an investment of \$2,500. She was also extremely helpful in coordinating the withdrawal process. You can reach her
Email... [See more](#)

 Like  Comment  Share

 Write a comment...    



Setting Customer Expectations

Pull Through



23,700

Requests

16,000

Received

7,400

No Reviews (31%)



RESPA: Incentives are a No-No



Opportunities: How to Recognize Them

Moments

- “Feedback” vs, reviews
- “Introductions” vs. referrals

The screenshot shows a Google search for "nathan jensen waterstone mortgage reviews". The search results list several entries, including "Nathan Jensen - Waterstone Mortgage" and "Nathan Jensen Reviews - Waterstone Mortgage". The right-hand side of the screen displays a detailed business profile for "Nathan Jensen at Waterstone Mortgage NMLS #332253".

Business Profile Details:

- Name:** Nathan Jensen at Waterstone Mortgage NMLS #332253
- Rating:** 5.0 (183 Google reviews)
- Address:** 971 N Gilbert Rd Suite 216, Gilbert, AZ 85234
- Hours:** Open - Closes 8 PM
- Phone:** (480) 229-9717
- Website:** [Website](#), [Directions](#), [Save](#), [Call](#)

Reviews from the web:

Source	Rating	Number of Reviews/Votes
Birdeye	5/5	275 reviews
Facebook	5/5	22 votes

Buttons for "Write a review" and "Add a photo" are visible at the bottom of the reviews section.

Moments

- Loan approval
- Loan commitment
- CTC
- Funding
- Other post-closing milestones:
anniversary, birthdays, etc.



Break it Down: Your Personal Birdeye Landing Page

Landing Page



what *people* are saying about me

Michael Smalley at Waterstone Mortgage NMLS #289846

5.0 ★★★★★ [121 reviews](#) | Mortgage Lenders | Winter Park, FL 32789 United States

5.0

★★★★★

[121 reviews](#)

5 ★ 96

4 ★ 1

3 ★ 0

2 ★ 0

1 ★ 0

24 reviews have no rating

WRITE A REVIEW

Reviews (38)

Google Reviews (83)

Sort By: Featured



Gbemisola Pretty Rossy on Facebook

8 days ago

Brenda William God I'll keep blessing you , I got my withdrawal yesterday, binary trader is still the very best platform I have experience myself, because they are very reliable and legit too, I invested \$1,000 to earn \$13,000.....everything was so easy than I thought, I kindly recommend miss Brenda William Her Email: brendawilliam784@gmail.com WhatsApp: +1 (530) 481-6660



Aimee KavughoMahamba on Facebook

20 days ago

I was fortunate to have met Mrs. Emilia William during my trading career in the Forex market. My trade has grown significantly since then. What can I say... Mrs. Emilia William has provided special earnings from trading she is

View larger map

Lockhart

Michael Smalley at Waterstone Mortgage

Fairview SC 29635

Winter Park

Orlando Science Center

Map Data Terms of Use Report a map error

2699 Lee Road, Suite 600, Winter Park, FL 32789 United States

Call business

[https://www.waterstonemortgage.com/...](https://www.waterstonemortgage.com/)

Finance

Open now: 9:00 am - 6:00 pm

Google

Facebook

LinkedIn

Request appointment

We will text you!

Hello! Our team is here to help. Enter your message below and one of our reps will text you shortly.

Name

US +1 Mobile Phone

Message

Send

By sending this message, you expressly consent to receive communications from us. You may opt out at any time.

Powered by [BirdEye](#) • Terms and Conditions

REVIEWS

GET PRE-APPROVED

what are people saying about jordan leonhard?



You did a great job, considering I am not computer savvy. You were very patient and did what you could do to help me! Thank you very much!

- terry lukes

December 10, 2022



It will be so self-centered and an abominable act to keep this alone to myself, I came across with a competent, qualified and satisfactory Forex Trader MR KEVIN MCCARTHYCRYPTO by name who really assisted me on my Trade, KEVIN is indeed a straightforward, open and also very diligent with his work. All I did was to Trade on the minimum plan with his platform for a start which was \$500 and within 7 days of trading i earned \$6,900 profit which I happily withdrew to my account "Do not be embarrassed by your Failures, learn from them and start again". Contact MR KEVIN MCCARTHYCRYPTO as soon as possible now and start trading Email: kevinmccarthycrypto109@gmail.com OR Whatsapp:+1 726 268 3019

- yemi odunsanya-oladele

December 05, 2022



Very detailed on everything Jordan and his team was extremely helpful anytime I had called and when I had a question it wasn't to long and I had the answer I was looking for I would definitely recommend anyone looking for a mortgage

- rollin mashin

October 16, 2022

Customer Reviews Everywhere

Reputation Marketing: **Tactic One**

Customer Reviews Everywhere

- Email signatures
- Pre-approval letters
- Landing pages
- Flyers
- Ads



Customer Reviews Everywhere





Reputation Marketing:

Tactic Two





Reputation Marketing:

Tactic Three

Law of Reciprocity

Ideal Search Results

Google

nathan jensen waterstone mortgage reviews

All

News

Images

Shopping

Videos

More

Tools

About 482,000 results (0.71 seconds)

https://www.waterstonemortgage.com › originators › na...

Nathan Jensen - Waterstone Mortgage

With over 15 years of experience in the mortgage industry, I understand that every homebuying situation is different. As an experienced, bilingual mortgage ...

https://www.waterstonemortgage.com › originators › re...

Nathan Jensen Reviews - Waterstone Mortgage

Nathan is very professional and puts one in the comfort zone whether on phone or in person. Nathan is very professional and took all the time needed to answer ...

https://birdeye.com › nathan-jensen-at-waterstone-mort...

Nathan Jensen at Waterstone Mortgage NMLS #332253

275 customer reviews of Nathan Jensen at Waterstone Mortgage NMLS #332253. One of the best Mortgage Lenders, Finance business at 971 North Gilbert Road, ...
★★★★★ Rating: 5 - 275 reviews - Price range: \$\$

https://www.facebook.com › ... › Loan Service

Jensen Lending Group at Waterstone Mortgage NMLS #332253

Nathan Jensen at Waterstone Mortgage NMLS #332253 | Gilbert, AZ ... Nathan is very professional and puts one in the comfort zone whether on phone or in person.
★★★★★ Rating: 5 - 22 votes

https://www.facebook.com › reviews

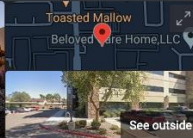
Jensen Lending Group at Waterstone Mortgage NMLS #332253

Nathan and his team did a great job handling my home loan. The process was streamlined, simple, and they got me a great loan. I've already recommended their ...
★★★★★ Rating: 5 - 22 votes

https://www.redfin.com › openbook › home-loans › ph...

Nathan Jensen: Reviews and more - Lending - Redfin

Nathan's Reviews. We survey everyone who has submitted a loan application with this lender, whether the loan closed or not. Waterstone was great to work ...
★★★★★ Rating: 5 - 3 reviews



See photos

See outside

Nathan Jensen at Waterstone Mortgage NMLS #332253

Website

Directions

Save

Call

5.0 ★★★★★ 183 Google reviews

Mortgage lender in Gilbert, Arizona

Address: 971 N Gilbert Rd Suite 216, Gilbert, AZ 85234

Hours: Open - Closes 8PM

Phone: (480) 229-9717

[Suggest an edit](#) · [Own this business?](#)

Questions & answers
Be the first to ask a question [Ask a question](#)

[Send to your phone](#) [Send](#)

Reviews from the web

Birdeye 5/5 275 reviews	Facebook 5/5 22 votes
--------------------------------------	------------------------------------

Reviews [ⓘ](#) [Write a review](#) [Add a photo](#)

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Ideal Search Results

Google

jason pike waterstone mortgage reviews

All

News

Shopping

Maps

Images

More

Tools

About 525,000 results (0.92 seconds)

https://www.waterstonemortgage.com › originators › jas...

Jason Pike - Waterstone Mortgage

As a **mortgage** professional with more than 35 years of experience, **Jason** strives to find the best home loan solutions for each client he serves.

https://www.waterstonemortgage.com › originators › re...

Jason Pike Reviews - Waterstone Mortgage

Jason and team were wonderful!! They were extremely helpful and knowledgeable. We had a unique situation and they were able to walk us through every step of the ...

https://www.zillow.com › ... › Albuquerque

Jason Pike - Mortgages - Zillow

Jason is incredibly knowledgeable and creative when it comes to arranging mortgage loans. Always there when needed; always has good answers. Highly recommended!
★★★★★ Rating: 5 · 35 votes

https://m.facebook.com › ...

Jason Pike at Waterstone Mortgage NMLS #471725 | Facebook

Jason worked diligently for us from pre-qualification to closing. He communicated with us frequently throughout our challenging home search, always with an ...
★★★★★ Rating: 5 · 16 votes

https://www.facebook.com › reviews

Jason Pike at Waterstone Mortgage NMLS #471725 - Reviews

Jason and his team were terrific—prompt, attentive and very professional. The process of securing a mortgage went very smoothly. We had a small hiccup with ...
★★★★★ Rating: 5 · 16 votes

https://birdeye.com › jason-pike-at-waterstone-mortgag...

Jason Pike at Waterstone Mortgage NMLS #471725 - Birdeye

Jason was very helpful, thorough, and timely. Definitely would recommend to friends. He sent us all the paperwork we needed to review and sign, and always ...
★★★★★ Rating: 5 · 159 reviews · Price range: \$\$



See photos



Albuquerque

Waterstone Mortgage Corporation - Jason Pike

Website

Save

Call

5.0 ★★★★★ 110 Google reviews

Hours: Open · Closes 5PM

Phone: (505) 389-1867

Suggest an edit

Questions & answers

Be the first to ask a question

Ask a question

Send to your phone

Send

Reviews from the web

5/5 Zillow · 35 votes

Reviews

Write a review

Add a photo

110 Google reviews

From Waterstone Mortgage Corporation - Jas...

"As a mortgage professional with more than 35 years of experience,

Ideal Search Results

Google

gwen swain waterstone mortgage reviews

All

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More

Tools

About 75,100 results (0.74 seconds)

https://www.waterstonemortgage.com › originators › g...

Gwen Swain - Waterstone Mortgage

As a top producing mortgage professional, in 2018, she was awarded the title of "Boise's Best Lender" through the "Best of The Treasure Valley" poll. She was ...

You visited this page on 12/16/22.

https://www.waterstonemortgage.com › originators › re...

Gwen Swain Reviews - Waterstone Mortgage

Gwen Swain at Waterstone Mortgage is amazing! She is a problem solver, homerun hitter, and master communicator with her customers.

https://www.waterstonemortgage.com › originators › te...

Gwen Swain Waterstone Mortgage Team

Gwen and her team of professionals are responsive, quick, and willing to entertain and respond to all sorts of questions. Gwen really knows the mortgage ...

https://www.zillow.com › ... › Idaho › Eagle

Gwen Swain - Zillow

Gwen Swain is your Financial Fitness Advisor. She has been with Waterstone Mortgage since April 2017 and works mostly with first-time homebuyers and ...

★★★★★ Rating: 5 · 118 votes

https://www.facebook.com › gwen-swain-WMC

Gwen Swain at Waterstone Mortgage NMLS #1619853

"Great team! Great service! Overall great experience." says mar on Google · BIRDEYE.COM.

★★★★★ Rating: 5 · 26 votes

https://birdeye.com › gwen-swain-at-waterstone-mortga...

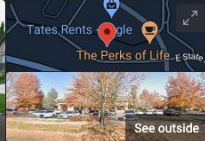
Gwen Swain at Waterstone Mortgage NMLS #1619853 - Birdeye

Gwen and her team literally saved the day! They provided us with various strategies and options to get us into a home at a price we could afford. They are ...

★★★★★ Rating: 5 · 299 reviews · Price range: \$\$



See photos



See outside

Waterstone Mortgage Corporation

- Gwen Swain

Website

Directions

Save

Call

5.0 ★★★★★ 131 Google reviews

Mortgage lender in Eagle, Idaho

Address: 1396 E Iron Eagle Dr, Eagle, ID 83616

Hours: Open · Closes 5PM

Phone: (208) 297-3604

Suggest an edit · Own this business?

Questions & answers

Be the first to ask a question

Ask a question

Send to your phone

Send

Reviews from the web

Zillow

5/5

118 votes

Facebook

5/5

26 votes

Birdeye

5/5

299 reviews

Reviews

Write a review

Add a photo

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Recap



What's Next?

Q & A

