



USER REVIEW TOOLKIT



Strategies to generate many high-quality reviews of your community

This toolkit will help you obtain plenty of high-quality reviews from your seniors and their families. These reviews showcase your families’ experiences, create trust in your brand, and convey your community’s unique culture, values, and benefits. They also provide you with content you can use in emails, social media, and your other promotional materials.

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Who to ask for reviews



Asking your community for reviews isn't always easy. But, seniors and families who've had a great experience with you should be more than happy to share their thoughts to help other families decide whether you're the right fit.

Seniors provide authentic, honest, and accurate accounts of their experience at your community that paint a vivid picture in families' minds

Seniors' families provide reviews that are less about the day-to-day experience and more about higher-level issues, like the move-in process, finances, and community leadership.

Those who've taken an active volunteering role or participated in many activities are usually happy to share their experiences and successes.



How to ask for reviews

A tactful and friendly approach is best. Also, leverage your existing networks and connections when looking for reviewers.

Involve your team: Have staff and administrators ask those they think might be interested to write a review. Create a small campaign asking your team to be on the lookout for potential reviewers, and share with them the link to this toolkit.

Use your marketing resources: Email and social media blurbs asking for reviews are a gentle way to let your community know you'd like to be reviewed without directly asking them.

Offer incentives: Families might be more likely to review your community if there's an extra incentive. Hold a contest or offer an honorarium for completing a review. Mention that Comfort Life offers an honorarium to the first five reviewers of your community.



When to ask for reviews

The best time to ask for a review is when families are feeling good and they're in a charitable mood.

Right after a family has settled in: This is typically when families are most excited about their experiences.

During events: Families tend to feel positive and charitable during your community events.

After issue resolution: If a resident or their family member had an issue that was resolved effectively, ask for a review.



Sample user review topics

By having a repository of reviews on a trusted platform like Comfort Life, you'll bolster your credibility and influence. And since our reviews are long and comprehensive, they provide families with an in-depth picture of your community.

Here are some of the questions we'll ask reviewers to answer:

- **Overall experience:** What do you love and what would you change?
- **Building, amenities, suites:** What are the best features and is there anything that could be improved?
- **Staff:** How are they successful at what they do?
- **Residents:** What are the other residents like and what kinds of relationships do you have with them?
- **Community life:** What is the community and culture like?
- **Activities and services:** What do they offer and what would you like to see?
- **Care and medical attention:** What kind of care is provided and does it meet your needs?
- **Food and drink:** What do they offer and does it meet your needs?
- **Community location:** What's it like and is it a good fit?
- **Moving in:** What was the move-in process like and what would you have changed?

10 tips for review success



1. Create opportunities with everyday conversations: if you see a happy senior, ask them to write about why.
2. Don't force it and be genuine.
3. Show appreciation for what they do outside of writing the review.
4. Be honest about the time commitment. Comfort Life reviews are long and detailed and they're a big time investment. Being upfront improves the chances of the review being completed.
5. Share examples of your Comfort Life reviews in your emails and social media to show prospective reviewers that their peers are participating and what their reviews look like.
6. Personalize your ask. For example, if you're asking a senior who participates regularly in a specific activity, ask them specifically if they'd like to recount their experience (rather than asking directly for a review).
7. Let them know the value of the review and how it helps not just your community but potential families who are going through what they did during the decision-making process.
8. Be clear on the directions for reviewers—share the link and show examples.
9. Show your appreciation to them after they've left the review and ask them to share it with their peers.
10. Let them know they can be honest about their experiences.

APPENDIX 1:

Reviews vs. testimonials



Why testimonials on your website aren't enough

Testimonials are a great way to show your prospects how happy families have been with you. Placed on your website, they're almost always glowing accounts of the important features of your community. Reviews, on the other hand, are more objective, often hosted on a third-party platform like Comfort Life, and much more impactful on the reader. When it comes to building trust in your brand, **testimonials just aren't enough.**

A recent [study by Wyzowl.com](#) found that 90% of people say they trust what a customer says about a business more than what a business says about itself. This is especially true when the customer's comments are not on your website. **That's where reviews come in.**

Reviews complement testimonials

Online reviews are [trusted by 90% of people](#), and most people read multiple reviews before making a decision. The more reviews you have, [the more the audience trusts](#) what is being said. So it's best to have as many reviews as possible.

But not all reviews are created equal: content and context are pivotal.

Almost everyone (97%) [seeks out longer and more detailed reviews](#). In-depth reviews explore your school intensively, addressing key questions and providing vital information. That's the content piece.

Building a repository of reviews on a **trusted platform like Comfort Life**, one dedicated to retirement community and care options, bolsters review credibility and influence. This enables families to access important objective information about your community—information they don't want to hear from you. That's the context piece.

APPENDIX 2:

Templates for asking for reviews



Dedicated email to families

Subject: *What's your experience been like with [community name]?*

Your perspective about our community is valuable to families considering moving in. They want to know what you love about our community, and even what you don't.

Could you submit a review for us? The first five reviewers will receive a \$50 honorarium.

Submit your review here: <https://www.comfortlife.ca/user-review.php>

Dedicated social media post

Submit a review of our community and tell other seniors and families what your experience has been like! Your perspective is very valuable.

<https://www.comfortlife.ca/user-review.php>

Newsletter blurb

Tell other seniors and families who are considering moving into [community] what your experience has been like. Your perspective is very valuable. You could earn an honorarium.

Submit a review here: <https://www.comfortlife.ca/user-review.php>

Asking in person

We at [community] appreciate the time you've spent here. I can tell you enjoy [sample activity], and I'm wondering if you could help us. We want to help seniors and families like yours, who are considering our community, to make a good decision. We want to show them what it's like at [community] and how it might be a good fit for their family. Would you be interested in submitting a review for us?