



XPS Solutions Announces the Release of its Reputation Management Solution

Richardson, TX – May 24, 2018

XPS Solutions, the self-storage industry's call center of choice, announced the release of two reputation management products, Reputation Optimizer™ and Reputation Surveyor™. Both reputation products are geared towards review generation, their key difference is their focus and origination of the reputation opportunity. These reputation products aim to bolster customer reviews for independent self-storage facilities, which, compared to REITS, are usually far lower in volume of reviews.

The solutions both focus on increasing the number of reviews received for their facility as well as improving the overall scores they are currently receiving. Regarding the reputation products, Rob Canales, VP of Product Development, said:

“Self-storage facility owners are now hard pressed to pursue and generate reviews as an ante into their local market. Today's tenant is very tech savvy and uses Internet search to its fullest potential, which obviously includes review ratings and strong SEO results. Recent reviews typically spur immediate interest for prospective tenants, provided they see enough reviews and their scores are 4.0 or better. Most knowledgeable facility owners recognize this trend, and want a comprehensive strategy for acquiring reviews and managing them. Our platform makes an immediate and measurable contribution with positive reviews.”

Speaking to the opportunity for reputation management, John Traver, CEO of XPS Solutions, said:

“The two most obvious ways to grow a property is to bring more tenants into the facility and to increase the average stay. Reputation addresses the first opportunity by answering the search engine question of “Who should I use for storage?” We've implemented this reputation tool within our call process and we are generating far more new and faster reviews than for facilities who try to do it themselves. Reputation is a straightforward game: tenants do their homework on the web with the number of reviews and the average score driving the bulk of their decision. This solution addresses both, while channeling out negative reviews.”

The new reputation management offerings are available from XPS Solutions. To learn more, call the XPS sales team at 877-977-8721 or email sales@xpsusa.com.

About XPS Solutions: XPS Solutions is headquartered in Richardson, Texas (www.XPSUSA.com) and is the longest tenured centralized sales and support center in the self-storage industry established in 2000. XPS provides properties with an integrated mobile application for tenants, reputation solution to drive SEO, payment processing and IVR solutions and voice and chat solutions designed to capture more rentals and enhance the stay of tenants. To learn more about XPS Solutions, visit their website: www.xpsusa.com.

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