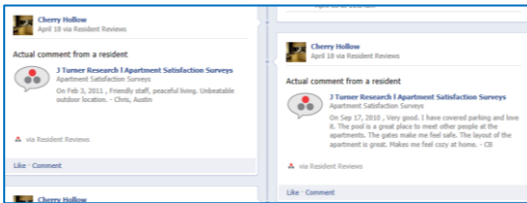
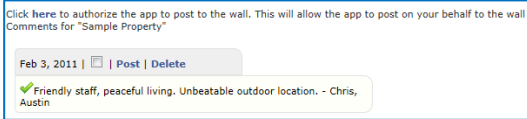


12. Reviews will appear on your wall as below.



13. The application will place a "✔" sign next to the reviews you have posted on your wall. This is for your reference and you can re-post the reviews if you like.



What are you waiting for?

Please note, comment uploads occur once monthly

Get started today!



J Turner Research

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J TURNER RESEARCH 
Marketing Research for the Apartment Industry



Facebook App
Self-Installation
Guide

The short of it...

WHAT?

This is a Facebook application to manage your online reputation. It neutralizes negative reviews by publishing reviews from actual residents.

WHY?

There are many avenues for irate residents to give negative reviews about a property. There is a need to publish true resident reviews online to manage a property's reputation.

WHERE?

You can install this application on a property's website. It will automatically pull resident reviews from a J Turner Research database and display them on your wall.

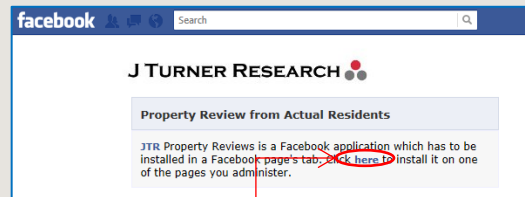
HOW?

J Turner Research surveys your residents on a monthly basis. We randomly ask residents to give a review of the property and ask their permission to share it on a public domain. Such reviews are fed into a database and the application displays them on the corresponding property's Facebook wall.

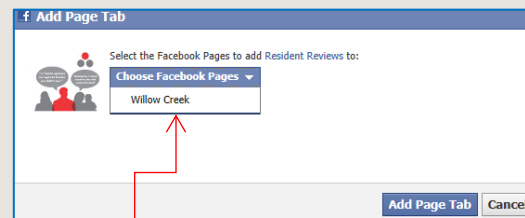
Instructions to install the Facebook app

1. Login to your Facebook account.
2. Go to

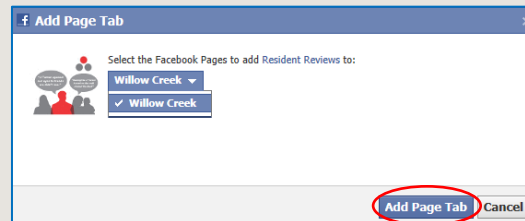
<http://apps.facebook.com/jtrpropertyreviews/>



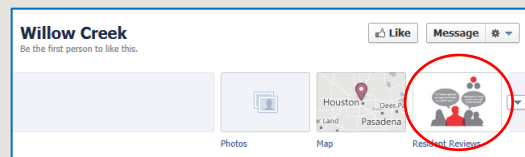
3. Click here:



4. Select page where you want to install the app.



5. The selected page(s) will be check marked. Click on "Add Page Tab"



6. Go to your page and click on the Resident Reviews Tab.

Installation is simple...

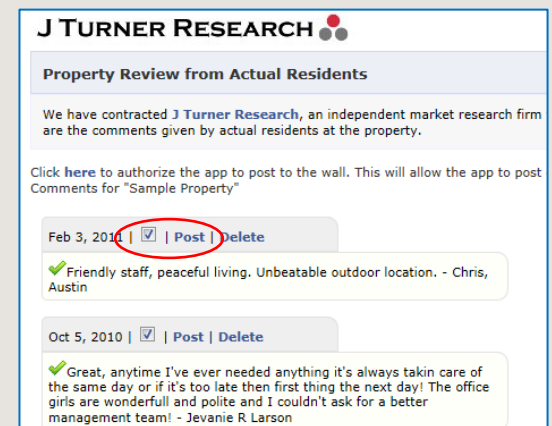


7. Email the reference code to support@jturnerresearch.com along with your property name.

8. Within one business day, J turner Research will activate the database and notify you.



9. Once the app is activated. You can go to the TAB and click here to allow the app to post on your wall. This is required only once per page.



10. You select the comments you want to post to wall and click on post next to the review to post that particular review or you can click on post at the bottom of the page to post all selected reviews to wall.