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Case Study: Reputation Management for a Real Estate Investment Firm

Restoring trust and business vitality in a crisis.

The Client: Seattle Real Estate Investment Firm

Type

RealEstate Investment

Location

Seattle, Washington

Size

Medium (8 employees)ResidentialInvestments

Sp ecialization

Fix-and-Flip, Rental Management

A growing firm with 6 years in the market, specializing in profitable real estate ventures.

The Crisis: A Reputational Attack

A former partner published a highly damaging article on Medium:

> "Firm: Predatory Practices and Broken Promises"

- Accusations: Deceiving investors, hiding risks, unethical deals
- Went viral: 100+ LinkedIn likes, Reddit reposts, local blog mentions

Within one week, business inquiries plummeted by 68%.

Initial Reputation Landscape (Week 1)

Google Search Top 10:

1. Company Website 2.Medium

Article (Negative)

3. Google Reviews (3.4')

4. Reddit Discussion (Negative)

5. Company LinkedIn

6. Blog: " scam or legit?"

7. Crunchbase Profile

8. Yelp (2 Negative Reviews)

9. Blog with negativity towards my client

Key Metrics:

5 outof 10results were negative (50%).

Google Rating: 3.4' (12 reviews, 2 new negative reviews post-article).

Business Impact:

Investor inquiries: 25/month (Before Crisis)
Investor inquiries: 8/month (After Article, -68%) 3 current investors requested to withdraw.

The company faced imminent collapse due to severe reputational damage.

Month 1: Crisis Response & Immediate Action

Damage Audit

Identified5top-10 negative mentions, and 8 more on pages 2-3. Classified for removal or suppression.

Crisis Strategy

Planned immediate,mid-term, and long-term actions. Focused on removing negativity and boosting positive content.

Public Statement

Published anofficialresponse on website and LinkedIn, ensuring transparency and addressing accusations directly.

Content Removal

Leveraged legal andplatform ToS violations to remove damaging Reddit posts and blog articles.

Result: 2 of 5 negative top-10 mentions were successfully removed.

Months 2-3: SERM - Suppressing Negativity

Our strategy involved creating and promoting positive content to push negative results down in Google search rankings.
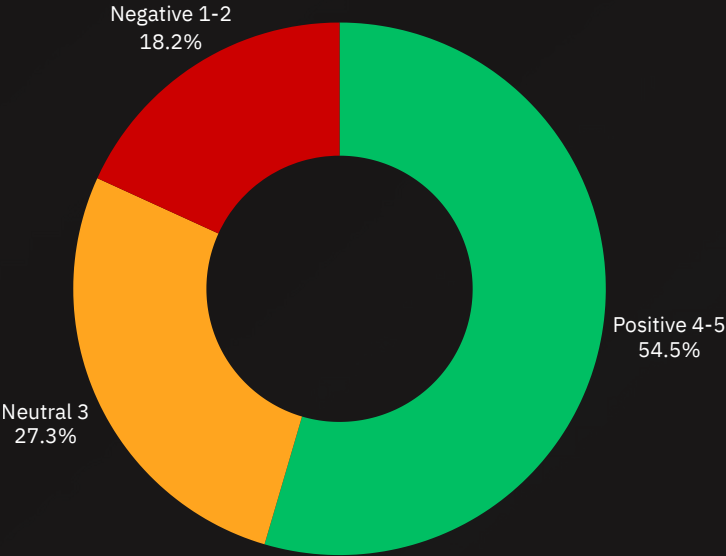
Content Creation:

- 4 Positive Articles: Success stories, ROI reports, industry recognition.
- Keyword Optimization: Targeted "reviews," "legit," "scam."
- Strategic Placement: Distributed via PRWeb, Business Wire, authoritative real estate blogs, and company website.
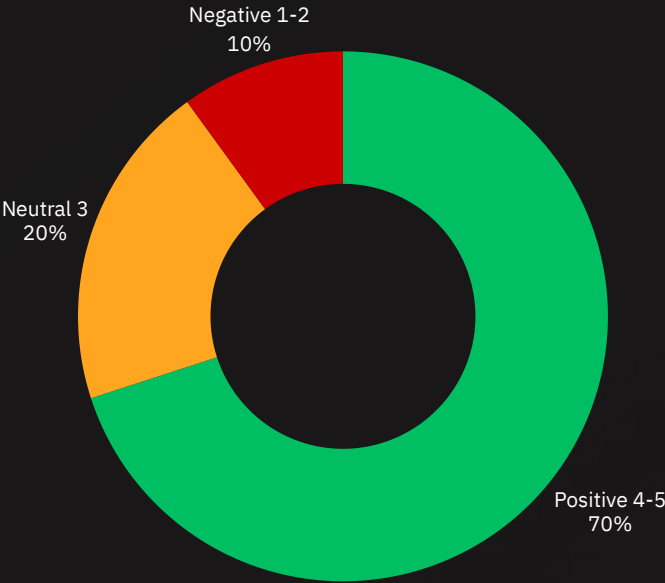
Result: Positive articles entered the top 10. The Medium article dropped from position 2 to 8. The "scam or legit" blog moved to page 2.

Month 2-3: Review Management

Before:

After:

The Challenge:

- Initial Google Rating: 3.4' (12 reviews)
- New negative reviews emerged post-crisis.

Our Actions:

- Proactively requested reviews from 20 satisfied investors.
- Secured 8 new positive reviews.
- Professionally responded to all existing negative feedback.

Result: Google Rating improved from 3.4 to 4.1 with a total of 20 reviews

Month 4: Stabilization & Monitoring

24/7 Monitoring

ImplementedGoogleAlerts for continuous brand mention tracking.

RapidResponse

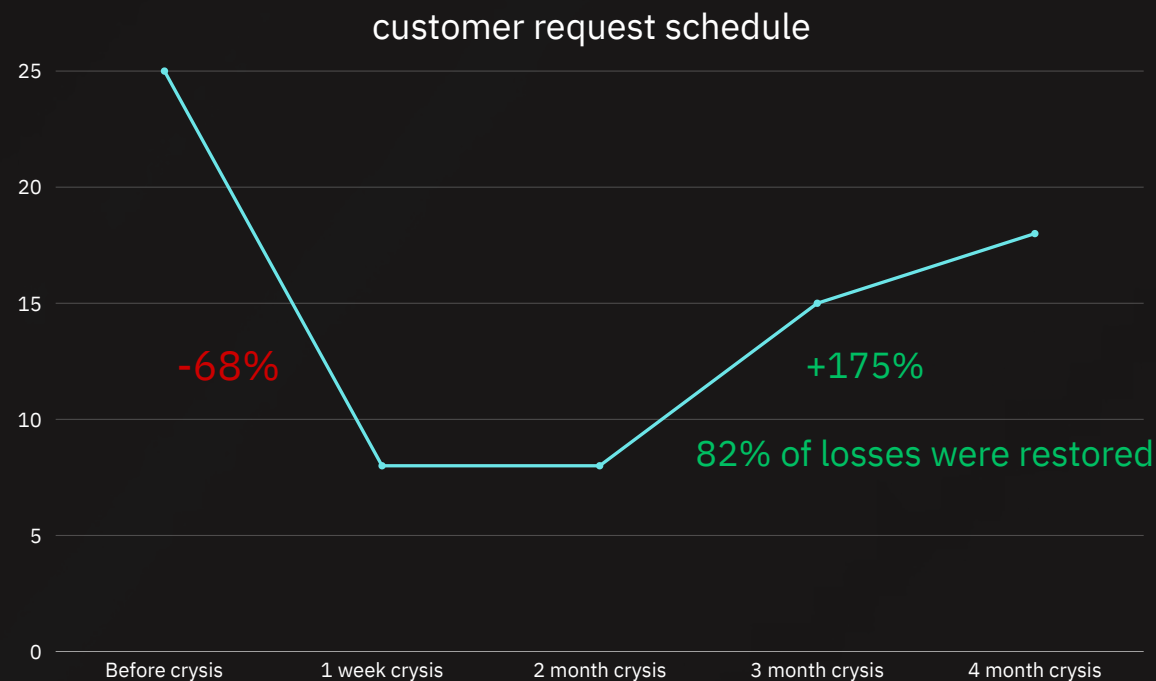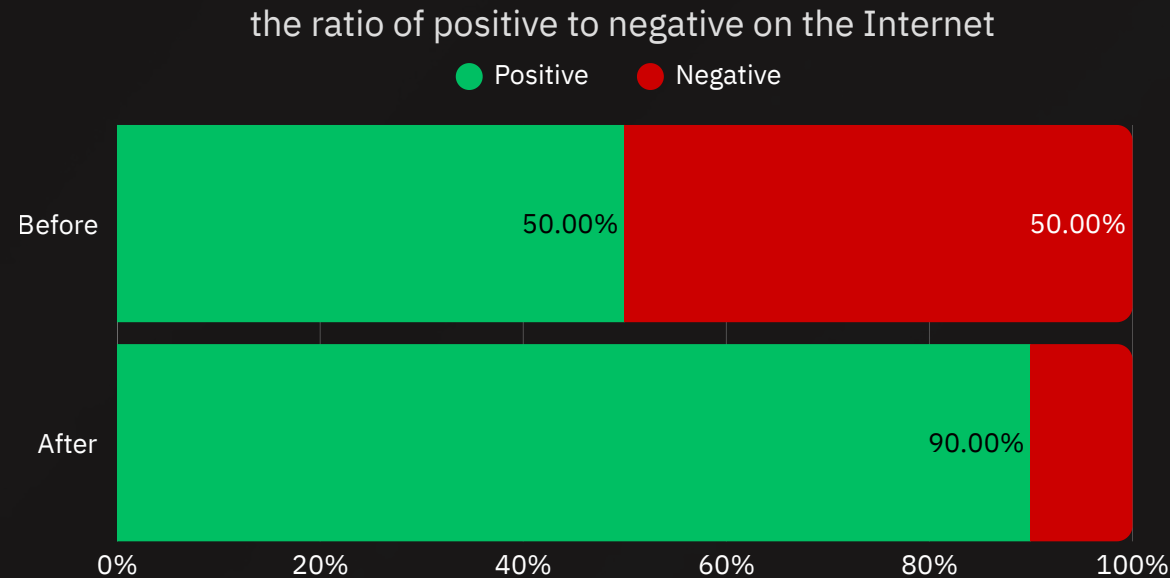Ensuredall new mentions were addressed within 24 hours.

Sustained Content

Continued publishingpositive content (1 article/month) to maintain visibility.

Result: Search Engine Results Page (SERP) stabilized with 70% positive content. No new significant negative mentions appeared.

Achieved Results: A Full Recovery

the ratio of positive to negative on the Internet

● Positive   ● Negative

Before	50.00% / 50.00%
After	90.00%

0%   20%   40%   60%   80%   100%

customer request schedule

25

20

15

10

5

0

-68%

+175%

82% of losses were restored

Before crysis | 1 week crysis | 2 month crysis | 3 month crysis | 4 month crysis

Reputation:

- Google Search Top 10: 50% negative (before) ³ 10% negative (after)
- Medium article: Position 2 ³ Position 8
- Reddit & "Investors beware" blog: Removed
- 7positive/neutral results in Top 10.

Ratings:

- GoogleRating: 3.4 '   (12 reviews)³ 4.1'(20reviews)

Business Impact:

- Investorinquiries:8/month (crisis low) ³ 22/month (post-recovery)
- 88% recovery to pre-crisis inquiry levels.
- 3 investors who wanted to leave remained with the firm.