
MAY 10, 2012

NEXT WEEK:

The **next meeting** of the Tri-Valley Executives' Association will be held on **May 17th** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Kevin Gundry** of Custom Exteriors and **Thomas Tong** of Thomas Watch Repair.

The SPOTLIGHT on **Amador Valley Optometric** will be given by **Terri Piazza**.

Sheri Facciolla of Patriot Pest Management will be giving her CLASSIFICATION.

SPOTLIGHT:

By Richard Gross

Manny Martin has been doing property management for 24 years now. **Amador Valley Property Management** manages 180 properties from Livermore to Walnut Creek with 2 employees: his daughter and an employee that has been with AVPM for 16 years. The only service they offer is property management. They believe in doing one thing and doing it well. Amador Valley Property Management provides: Property Evaluation, Attracting Qualified Tenants, Careful Tenant Screening and Selection, Comprehensive Legal Forms, Rent Collection, Security Deposit Handling, Rental Accounting, Property Inspections, Arranging for Repairs & Maintenance, Contracting and Supervision.

POT REPORT:

TVEA's 50/50 raffle is at **\$61** with 8 white marbles (\$5), 1 blue (\$10) and 1 red marble (winner takes all).

HAVE YOU INVITED A GUEST THIS WEEK?

DISCUSSION

Continuing the discussion on customer complaints and dealing with bad reviews:

- Review Yelp's guidelines for responding to a bad review.
 - Reply as if you are responding to the public, not necessarily the customer.
 - Don't point fingers and stay positive.
 - After getting a bad review, ask TVEA members to write a positive assessment of your company or character.
 - When asking clients to sign up for Yelp to give you a review, point out that they need to fill in all of their information or their review may get filtered.
 - Use Google Reviews, which doesn't filter reviews.
 - Be selective when working with clients. Their money and your time aren't worth the headache and potential damage to your reputation from someone that you know will be a problem.
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YELP BUSINESS OWNER GUIDELINES:

Business owners should be getting in on the act, too. Some words of wisdom:

- **About Your Business:** You can use the "About This Business" tab to tell people a little something special about your business. Please keep it relevant: don't use this feature to attack your competitors, reviewers, or Yelp, and don't use it to seed keywords or post special offers or promotions — we'll remove them if we see them.
- **Public Comments:** Private messaging is often the best way to resolve a dispute with an unhappy customer, but business owners can also address issues publicly by posting a public comment. As with private messaging, we ask that business owners upload a clear photo of themselves to help personalize their message. Don't use public

comments to launch personal attacks, advertise, or offer an incentive to change a review.

- **Video:** Videos are a great way for advertisers to promote themselves on Yelp. Be as creative as you can, but please keep it clean. We're not big fans of imagery showing violence, drug use, nudity, near nudity, or suggestive acts. Also, please don't use your video to disparage other businesses, users or Yelp; request or solicit reviews from users; or respond to user reviews.
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SOCIAL MEDIA- HELPFUL LINKS:

- <https://biz.yelp.com/> to claim or set-up your business
 - <http://www.yelp.com/> to write a review for any business
 - <http://www.linkedin.com/> to connect with colleagues, associates, potential clients
 - <http://twitter.com/> to send information instantly with your followers or get information tweeted by a those in your industry
 - <http://www.facebook.com/business> to interact with your fans, get to know potential customers
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