

REPUTATION IS

BIGGER

THAN BRAND



HELLO
my name is
**Michael
Fertik**







social media

reputation

the future



social media

reputation

the future

REPUTATION
IS EVERYTHING

REPUTATION

IS BIGGER THAN BRAND

BYPRODUCT OF INTERNET



REPUTATION
IS EVERYTHING

And it lives on
the Internet.



DECISION MAKERS

look online for information
about businesses.

97%

of people
use online media
when researching
products and
services.

90%

use search
engines.

And they make decisions based on what they find online.

74%

say they would decline to do business with a company if they found something negative about the company online.

80%

have changed their minds about a recommended purchase based solely on negative information they found online.

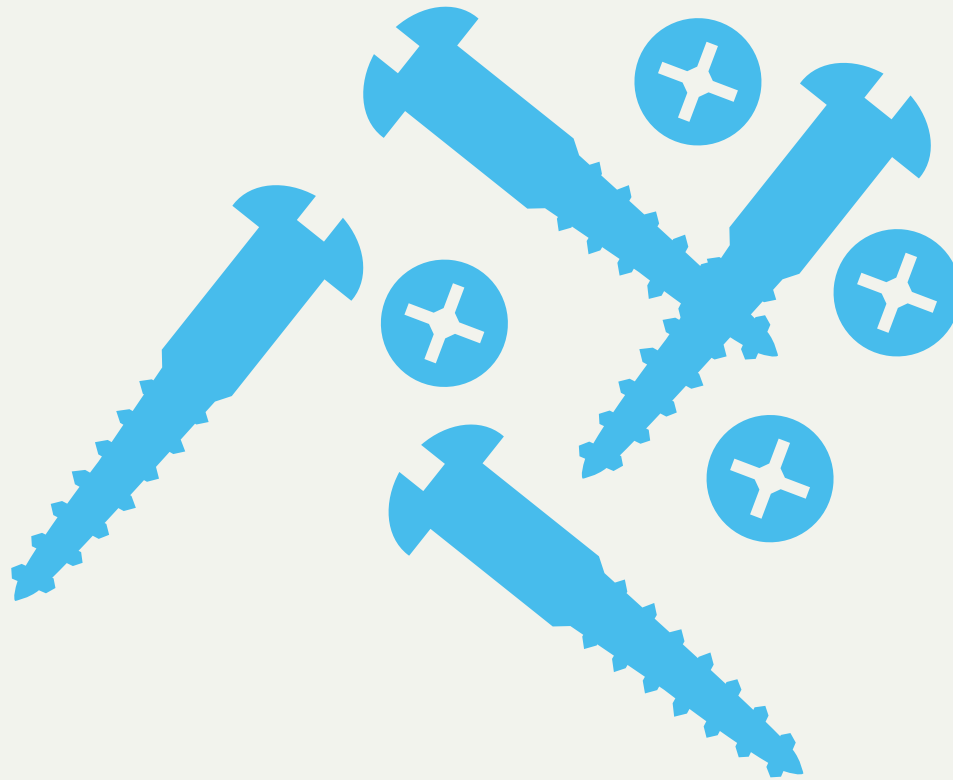
87%

say a positive online comment has confirmed a purchase decision.

REAL ESTATE



MULTIPLE WAYS TO BE...



ONLINE

Google places



Apartment Ratings

apartments.com™



yelp.*



trulia

Q

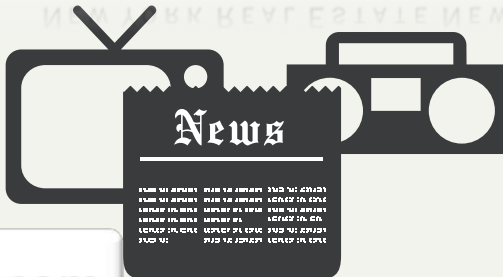
&

A

THE REAL DEAL

NEW YORK REAL ESTATE NEWS

Zillow®



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Where the World Shops
for Real Estate Online.™

up-to
date

truthful

comprehensive authoritative

relevant

a competitor
masquerading as
an independent
blogger

a single stray remark

a single
nasty article

a disgruntled
ex-employee

a bad quarterly
performance
some years ago

a fake customer

THE INTERNET AMPLIFIES





ULURP!
ULURP!
ULURP!

VARIANCE!

VARIANCE!

ULURP!

up-to
date
truthful
comprehensive authoritative
relevant



CANCELLED



up-to
date

truthful

comprehensive

authoritative

relevant

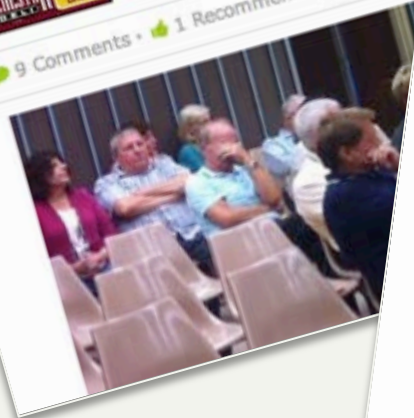
THEY WILL ASSUME
WHAT THEY FIND IS TRUE.

A BASIC BIAS OF THE INTERNET.

News | Business
Neighbors Continue Protest / Meijer Development
 Alderman Steve Johnson fighting 24-hour operation Meijer development.



Posted by Sarah Millard (Editor), July 24, 2013 at 09:00
 9 Comments • 1 Recommend •



Property Line | Hartford Courant
 CT Real Estate
 By Kenneth R. Gosselin

HARTFORD COURANT ABOUT CT REAL ESTATE

Developer Won't Appeal Storrs Center Hotel Decision

by KENNETH R. GOSSELIN Categorized: HOTELS Date: October 23, 2013

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The developer of Storrs Center near the University of Connecticut won't appeal a decision by town of Mansfield rejecting the addition of a hotel to the project.

"Obviously, we are disappointed with the decision," Howard Kaufman, managing member of developer LeylandAlliance, told me today. "We proposed the hotel because we felt it would be a great addition to Storrs Center and the new downtown mixed-use neighborhood we are creating." He added: "In any event, we will not appeal. It is time for us to move forward with our new plan that will be a positive addition to the area."

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MANHATTAN TRANSFERS

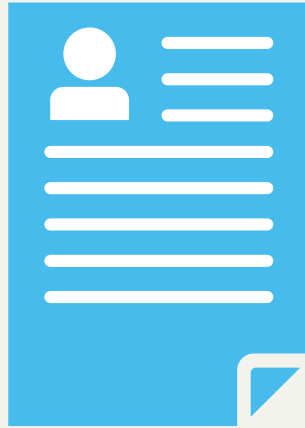
UES Apartment of Mutual Fund King Sells to Cocksure Todd Cohen and His Cosmo Girl

By Elise Knutsen | 2/28/12 4:08pm

Mrs. Cohen is the senior fashion and beauty editor at *Cosmopolitan* while Mr. Cohen comes from a wealthy real estate family and currently runs Icon Realty Management with his friend Terrence Lowenberg. The *Post* said he has a “Trump-sized ego,” reportedly declaring: “I have an amazing building going up, I have amazing chemistry with my girlfriend and my company is about to blow the fuck up.”

**AFFECTS EVERYONE
YOU CARE ABOUT**

FINANCING



END CUSTOMERS

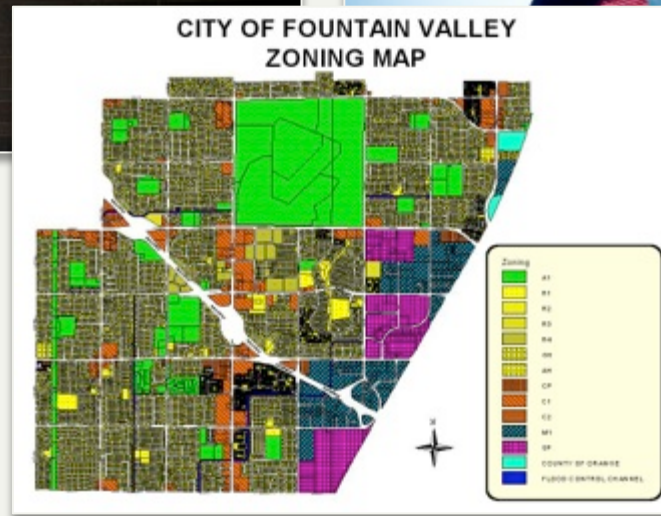
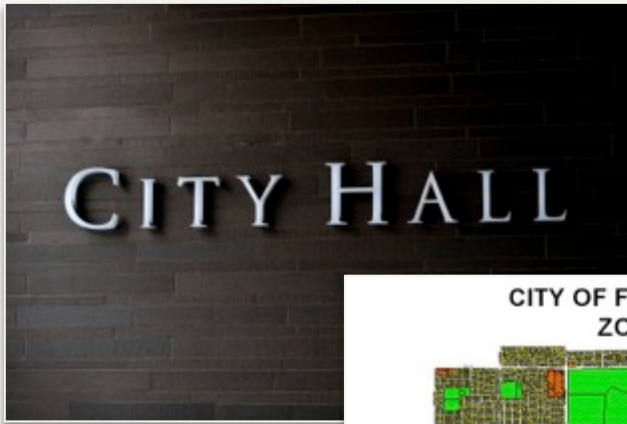


EMPLOYEES



 **glassdoor.com**

PUBLIC/POLITICAL INFLUENCERS



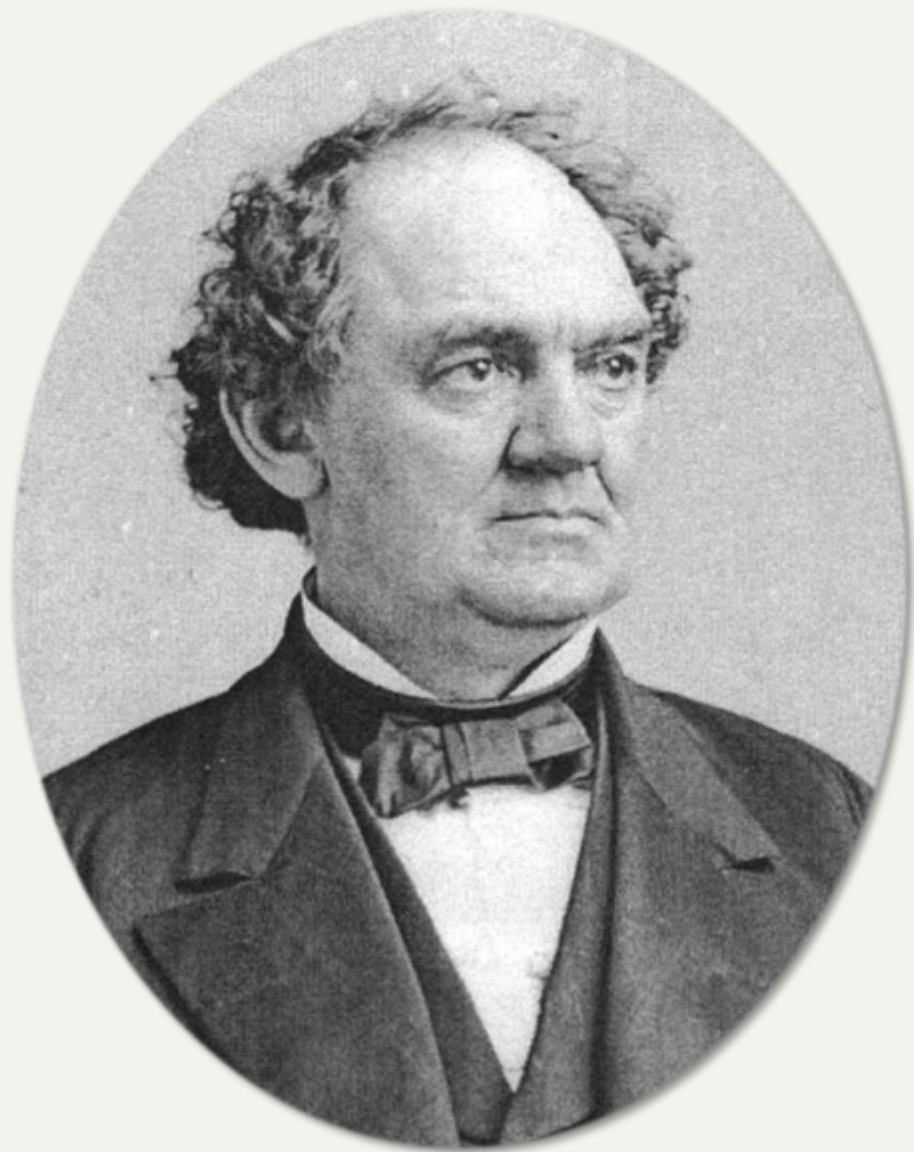
REPUTATION

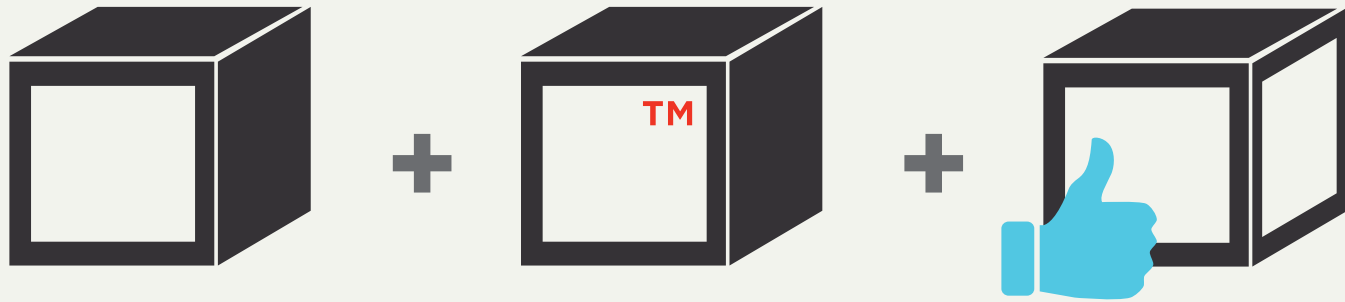
has outgrown its ancestor



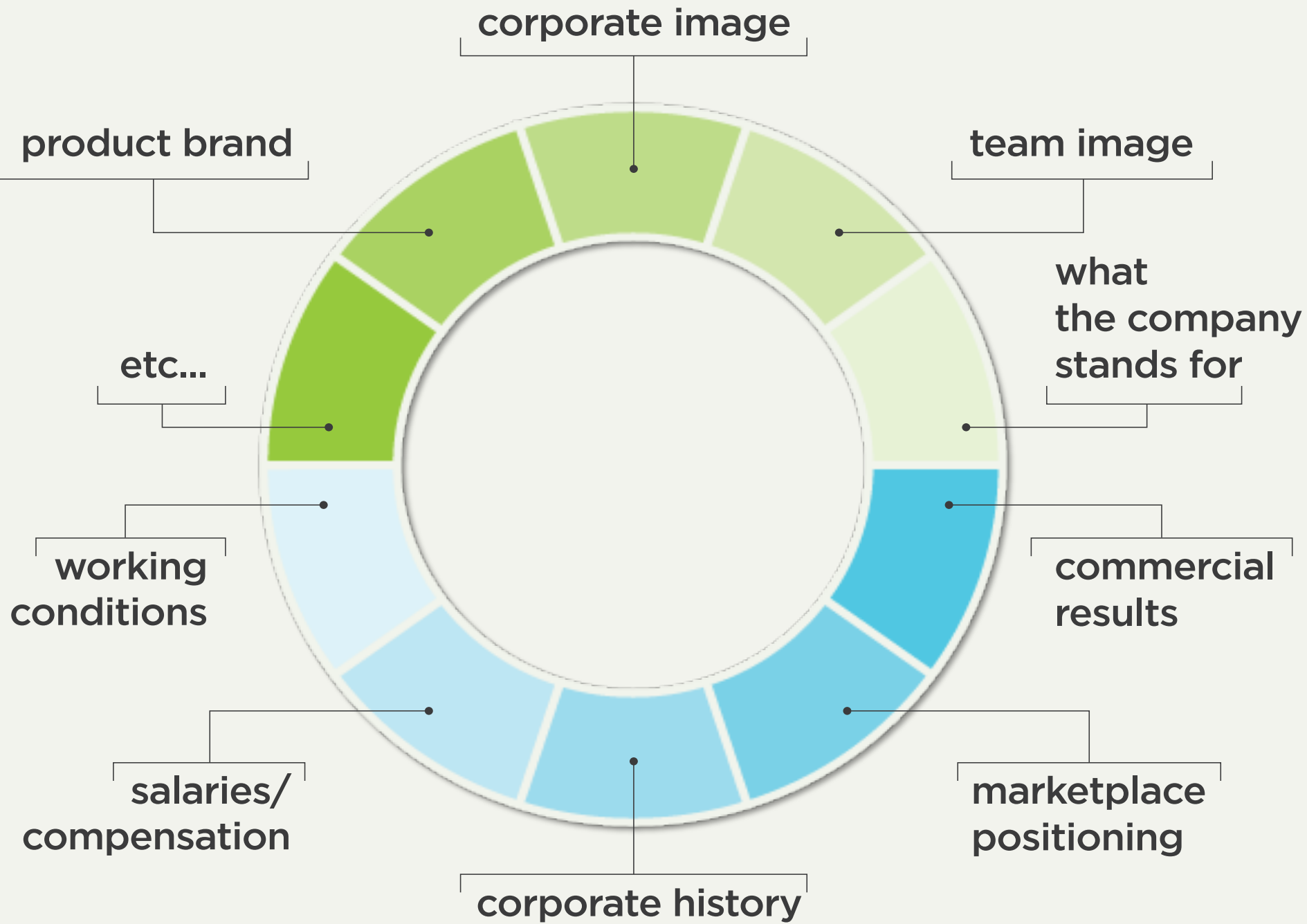
BRAND

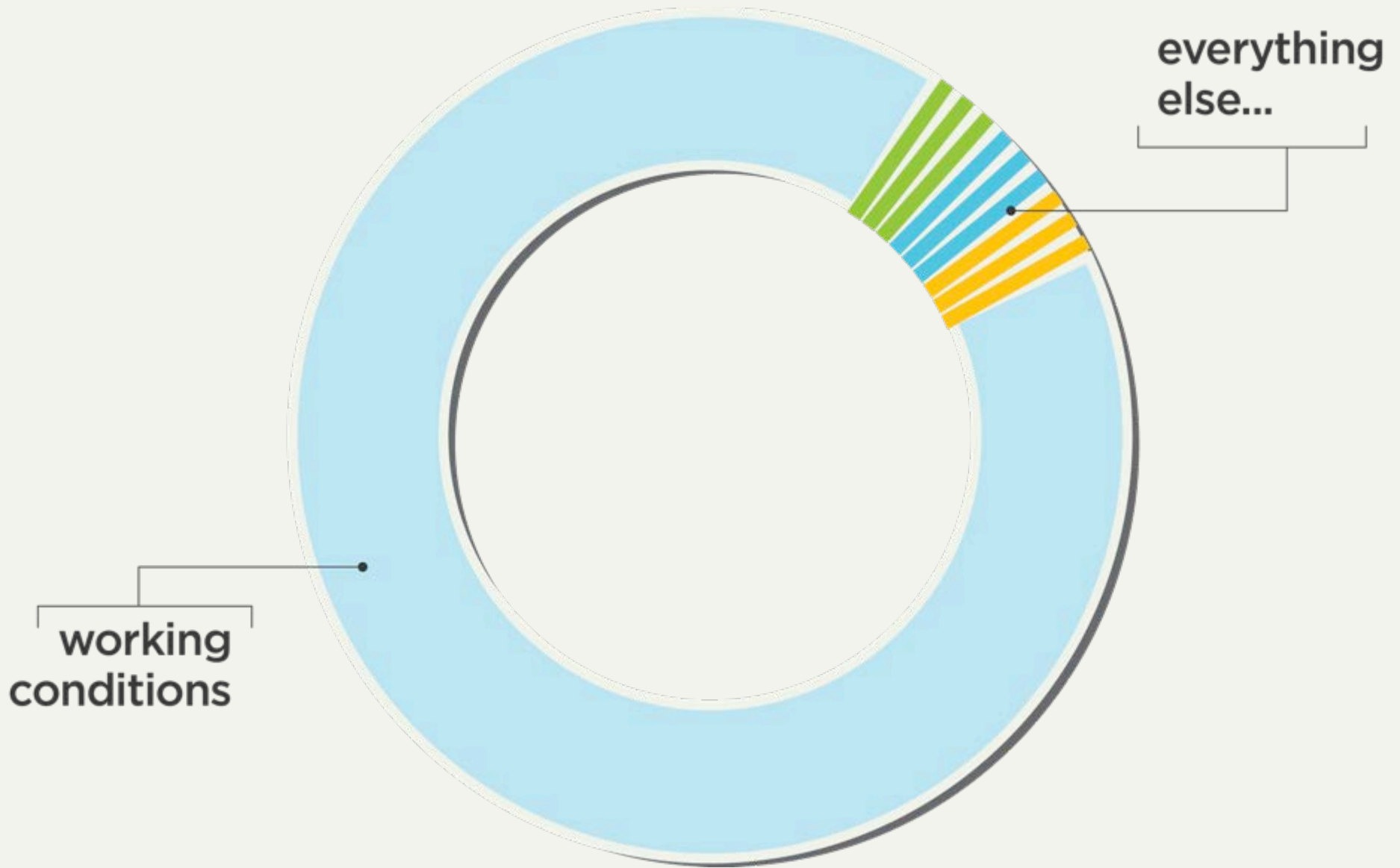


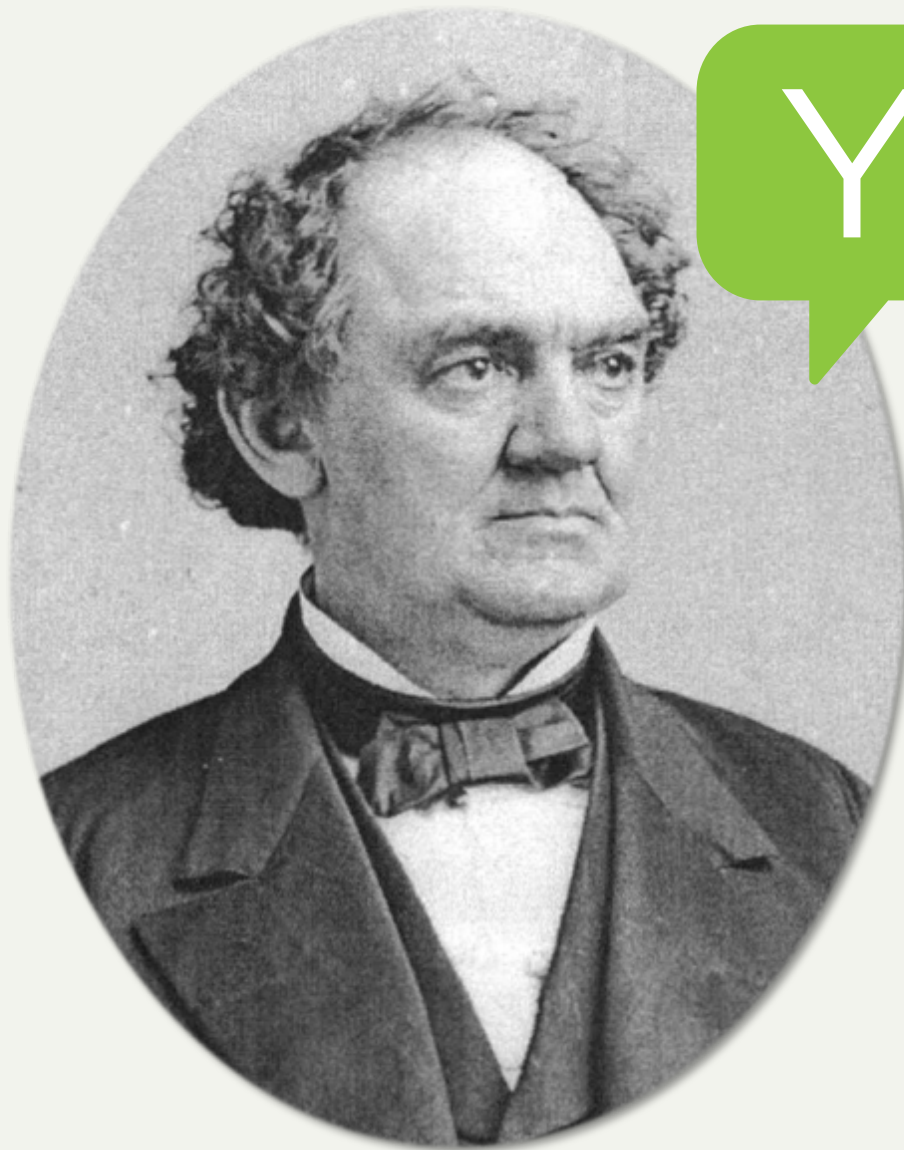




BRAND







Yes!

No!

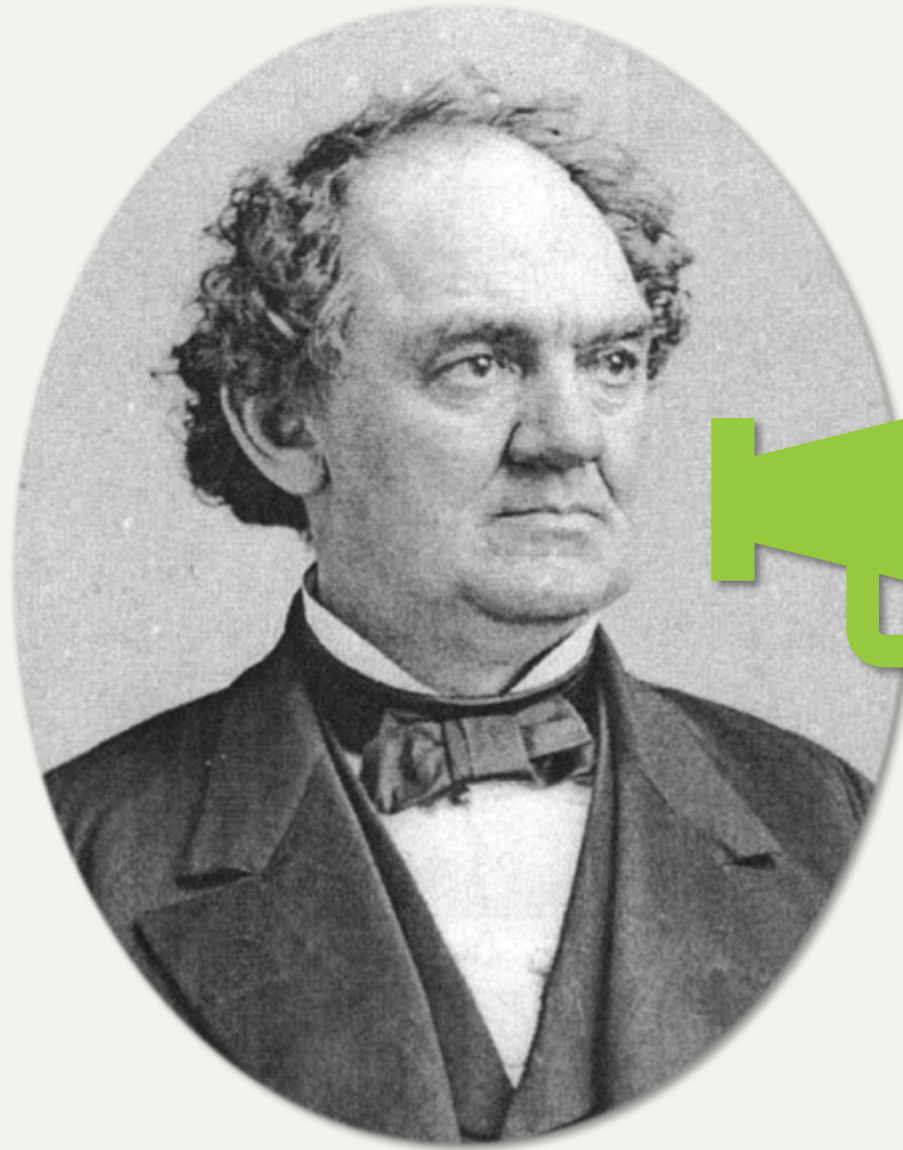


Daily Internet
Real-Time Web
Social Media

Internet

radical change in
mechanisms for control.









Search
dominance

Low cost
of storage



1990

2000

2010

Continuous

Accelerating

Public

Google™



Twitter

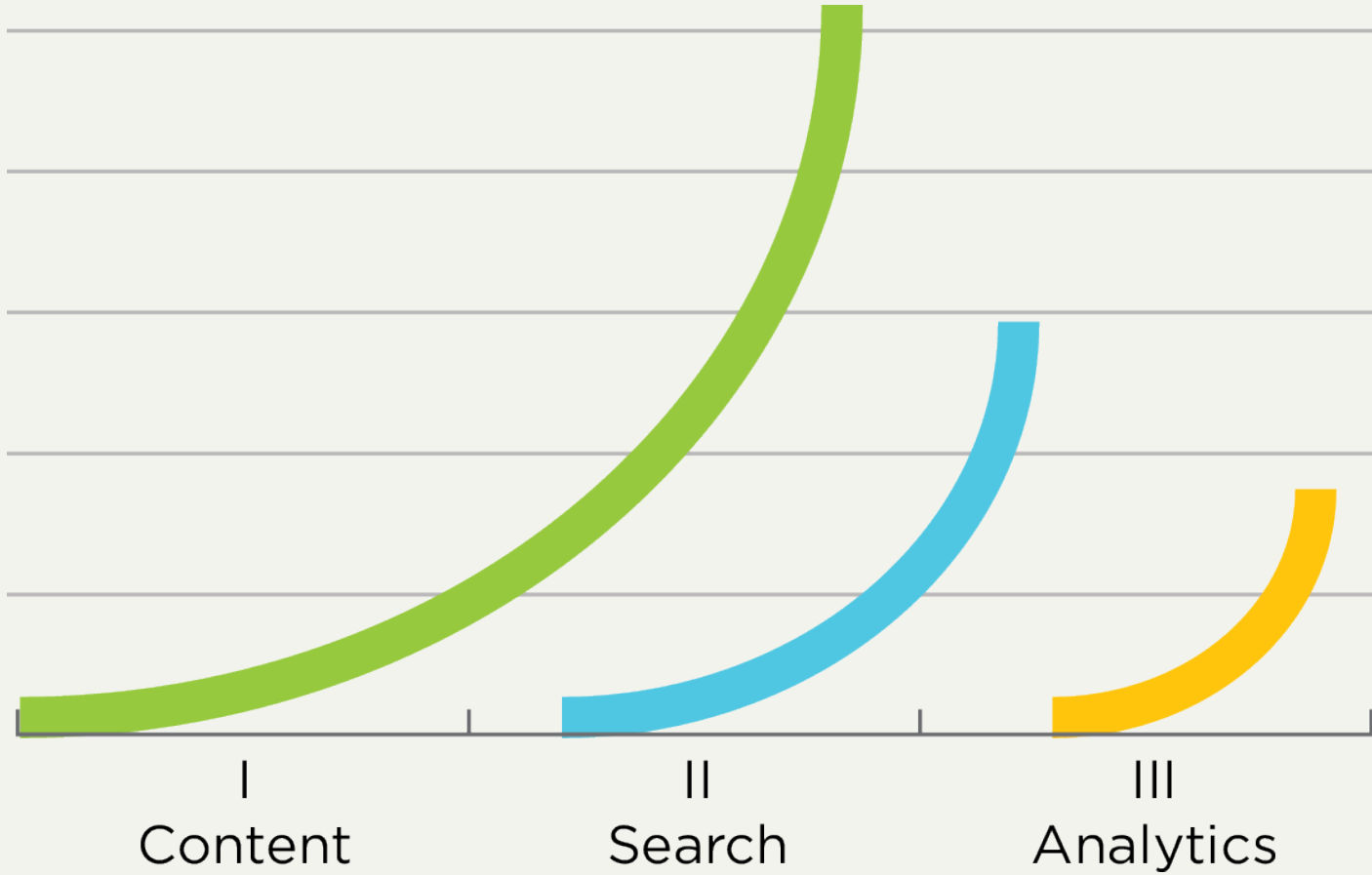
facebook.



insiderpages®

Especially Important

Third Phase of the Internet



Connection of data
from different data sets . . .

Personal data

Professional data

Social media

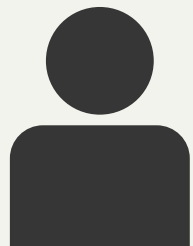
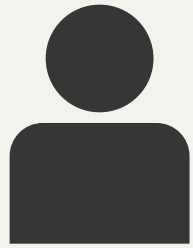
Mobile media

And...

Powerful
new algorithms

Which create

Scores for everything



The reputation of everything and
everyone
will be scored.

8471
25% 20%
9

When everything
has a number . . .



We see it happen already
in other contexts . . .



Mortgage financing



Health insurance

Sense of objectivity

Large-scale decision-making

Speed

Fairness

Understand
that you have
a digital reputation



Because people
and machines
will rely on it!

And make decisions
about your business
(and you)

The Internet Giveth

And the Internet
Giveth Some More!

Thank you!

@michaelfertik