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## **Opiniion Partners with WestCorp Management Group**

**London, Utah** – Opiniion, a leading resident feedback platform, has partnered with WestCorp Management Group, a nationwide full-service property management firm. The partnership has been influential in obtaining and increasing WestCorp's properties' ratings and improving communication with their residents. WestCorp has utilized the resident feedback gathered through Opiniion's platform to assist and interact with their community properties.

"Partnering with Opiniion has been a great advantage over our competitors. Opiniion provides us the opportunity to receive productive feedback in live time to improve our residents' experiences and mitigate any issues," said VP, Marketing, Serena Y.

Each year the correlation of a highly-rated property and occupancy rate grows. Opiniion's platform has the ability to not only grow the amount of reviews properties receive, but expand the chance of a higher star rating.

"The Westcorp Marketing Dept. use of Opiniion is a great example of how to increase more lease conversions," said Opiniion CEO, Justin Bingham. "We are thrilled to be able to help them maintain that success with easy, automated communication between their property managers and residents."

**About Opiniion:** Opiniion is an automated online review management tool for property management firms to collect authentic real-time feedback from residents. Opiniion helps companies get more online reviews, survey current and past residents, identify key issues, and collect and understand more meaningful data around the resident experience through analytics. For more information, please visit [www.opiniion.com](http://www.opiniion.com).

WestCorp MG is a national client-focused, full-service real estate property management company offering leasing, rent collection, multi-family accounting, and maintenance solutions that consistently optimize owners' investments. WestCorp has multi-generational experience in multifamily property management, commercial acquisitions, multifamily accounting, and real estate marketing strategy. Core competencies also include the ability to work with efficiency and excellence in meeting client needs, whether in obtaining a market share in rental income or ensuring that investment properties stay competitive in the market. For more information on WestCorp MG, please visit [www.westcorpimg.com](http://www.westcorpimg.com)

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