TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.

9.95%

11.74%

0.13%

9.73%

7.84%

0.34%

7.94%

9.13%

6.82%

0.68%

6.26%

5.93%

0.17%

0.30%

1.01%

1.54%

0.93%

0.45%

6.97%

10.67%

4.25%

4.65%

2.24%

2.01%

0.56%

1.18%

0.11%

6.87%

6.17%

5.48%

1.82%

10.40%

7.84%

3.91%

4.27%

0.22%

5.43%

0.30%

6.15%

13.31%

27.18%

1.34%

6.49%

18.19%

36.35%

88.76%

11.41%

12.74%

11.97%

10.96%

13.81%

12.84%

13.42%

11.20%

30.87%

33.33%



LEASING PROCESS

BILLING / FEES

MANAGEMENT

MOVE OUT

MAINTENANCE

MOVE IN

NOISE

MAINTENANCE STAFF

PESTS

PARKING

FRIENDLINESS

CUSTOMER SERVICE

NEIGHBORS

PRICING

HELPFULNESS

STAFF

COMMUNITY

TOUR

PROFESSIONALISM

PROPERTY MANAGER

AMBIANCE

COMMUNICATION

AMENITIES

SAFETY / SECURITY

LOCATION

AESTHETICS

CLEANLINESS

RENT

4.29 Monthly Rating

3.91

3.07 Monthly Volume

HEALTH SCORE: 77.66%

99.35%

Response Rate

19.28%

Negative Percent

BENCHMARKS

1.59

88.47%

28.24%

TOUR

MONTHLY RATING NEGATIVITY PERCENT 7.7%

MOVE-IN

MONTHLY RATING 4.5 **NEGATIVITY PERCENT** 13.2%

MAINTENANCE

MONTHLY RATING 3.5 **NEGATIVITY PERCENT** 39.5%

RENEWAL

MONTHLY RATING 3.7 **NEGATIVITY PERCENT** 33.3%

MOVE-OUT

MONTHLY RATING 2.0 **NEGATIVITY PERCENT** 76.3%

MINIMIZE NEGATIVITY

*The 7 topics most often mentioned in **negative** reviews. Below benchmark is preferred, meaning the group has fewer negative mentions of each topic.

-4.4% below benchmark	
+8.6% above benchmark	
+21.7 above benchmark	
+77% above benchmark	
-31.9% below benchmark	
-12.4% below benchmark	
+4.3% above benchmark	
	+8.6% above benchmark +21.7 above benchmark +77% above benchmark -31.9% below benchmark -12.4% below benchmark

MAXIMIZE POSITIVITY

*The 7 topics most often mentioned in **positive** reviews. Above benchmark is preferred, meaning the group has more positive mentions of each topic.

STAFF	+31.4% above benchmark	
LOCATION	-46.1% below benchmark	
MAINTENANCE STAFF	-8.9% below benchmark	
MAINTENANCE	-20.1% below benchmark	
AMENITIES	-54.6% below benchmark	
HELPFULNESS	+53.4% above benchmark	
AESTHETICS	-62% below benchmark	

TOP 5 TOPICS ABOVE BENCHMARK

These are **your** standout topics. Of the 49 topics Widewail studied, your group outperforms industry benchmarks in these topics by a significant margin.

TOUR GUIDE	Mentioned in 6.6% of positive reviews	+386.7% above the industry benchmark
FACILITIES	Mentioned in 2.7% of positive reviews	+111.9% above the industry benchmark
FRIENDLINESS	Mentioned in 13.8% of positive reviews	+64.1% above the industry benchmark
TOUR	Mentioned in 10.7% of positive reviews	+62.1% above the industry benchmark
HELPFULNESS	Mentioned in 18.4% of positive reviews	+53.4% above the industry benchmark

