



BELL PARTNERS

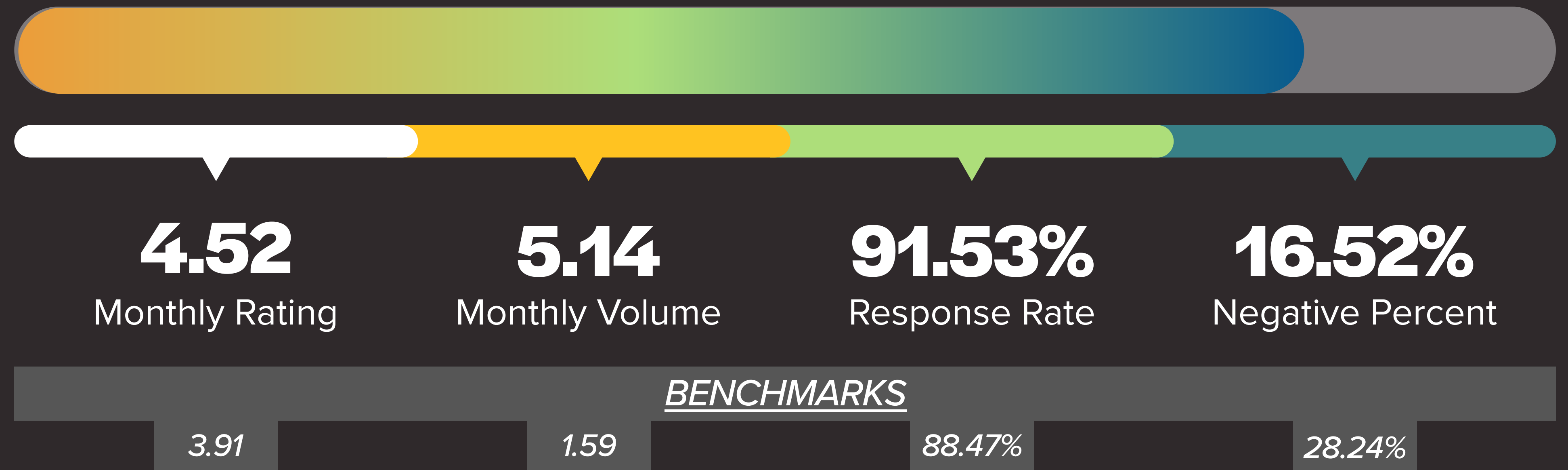
TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.

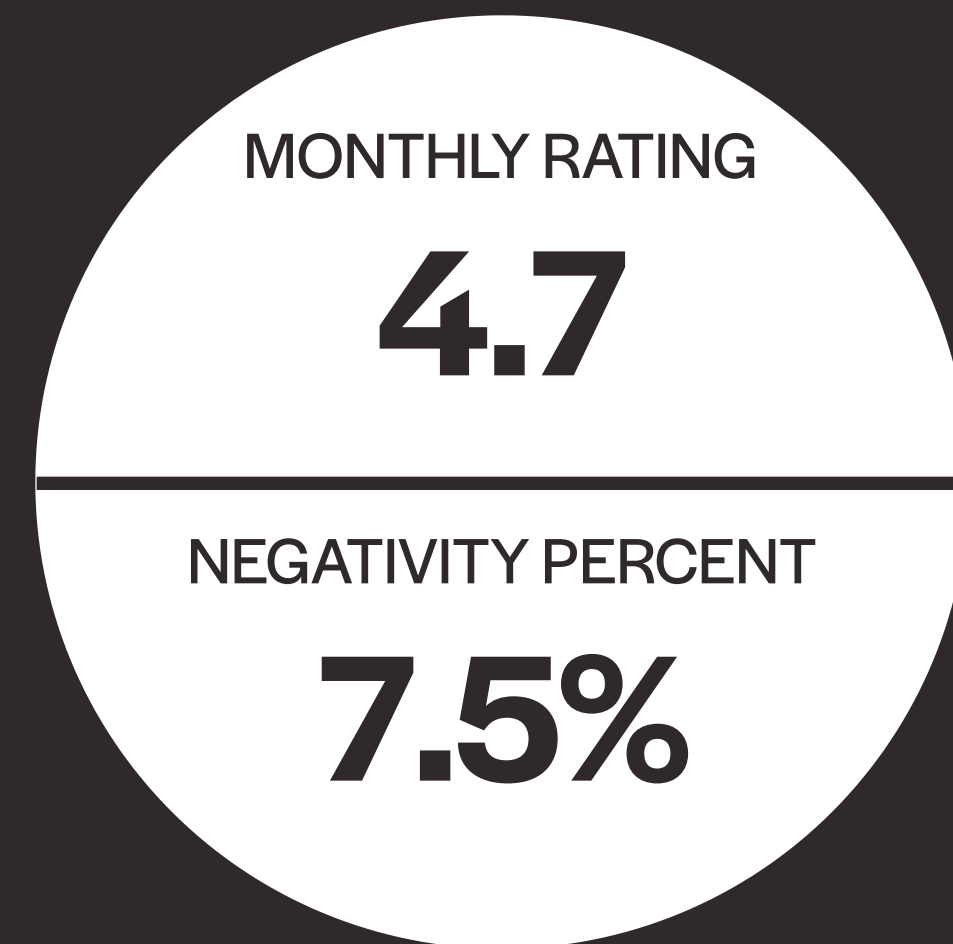
 POSITIVE REVIEWS
 NEGATIVE REVIEWS

LEASING PROCESS	11.49%
BILLING / FEES	7.21%
MANAGEMENT	0.07%
MOVE OUT	7.97%
MAINTENANCE	9.41%
MOVE IN	35.54%
NOISE	0.56%
MAINTENANCE STAFF	6.45%
PESTS	12.16%
PARKING	34.67%
FRIENDLINESS	10.77%
CUSTOMER SERVICE	5.93%
NEIGHBORS	0.61%
PRICING	10.11%
HELPFULNESS	16.36%
STAFF	2.12%
COMMUNITY	0.08%
TOUR	6.98%
PROFESSIONALISM	0.86%
PROPERTY MANAGER	11.71%
AMBIANCE	11.54%
COMMUNICATION	0.55%
AMENITIES	13.70%
SAFETY / SECURITY	9.15%
LOCATION	1.93%
AESTHETICS	11.24%
CLEANLINESS	0.81%
RENT	10.37%
	18.53%
	0.57%
	46.79%
	16.59%
	9.79%
	1.75%
	7.30%
	2.19%
	5.55%
	2.01%
	3.28%
	1.67%
	1.13%
	0.21%
	3.98%
	19.07%
	13.38%
	9.38%
	1.98%
	14.97%
	13.96%
	1.57%
	7.96%
	0.60%
	7.66%
	14.61%
	0.23%
	8.47%

HEALTH SCORE: 83.41%



TOUR



MOVE-IN



MAINTENANCE



RENEWAL



MOVE-OUT



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.

MAINTENANCE	-0.66% below benchmark	
MANAGEMENT	+23.3% above benchmark	
COMMUNICATION	-15.4% below benchmark	
STAFF	-18.8% below benchmark	
SAFETY/SECURITY	-3.4% below benchmark	
BILLING/FEES	-29% below benchmark	
PARKING	+7% above 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% below benchmark	
LOCATION	-1.3% below benchmark	
MAINTENANCE STAFF	+18.1% above benchmark	
MAINTENANCE	-11.4% below benchmark	
AMENITIES	+0.6% above benchmark	
HELPFULNESS	+54.1% above benchmark	
AESTHETICS	-27.6% 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 4.3% of positive reviews	+220.2% above the industry benchmark
UNIT CONDITION	Mentioned in 5.3% of positive reviews	+109% above the industry benchmark
CUSTOMER SERVICE	Mentioned in 13.7% of positive reviews	+58.9% above the industry benchmark
HELPFULNESS	Mentioned in 18.5% of positive reviews	+54.1% above the industry benchmark
FRIENDLINESS	Mentioned in 11.5% of positive reviews	+37.3% above the industry benchmark