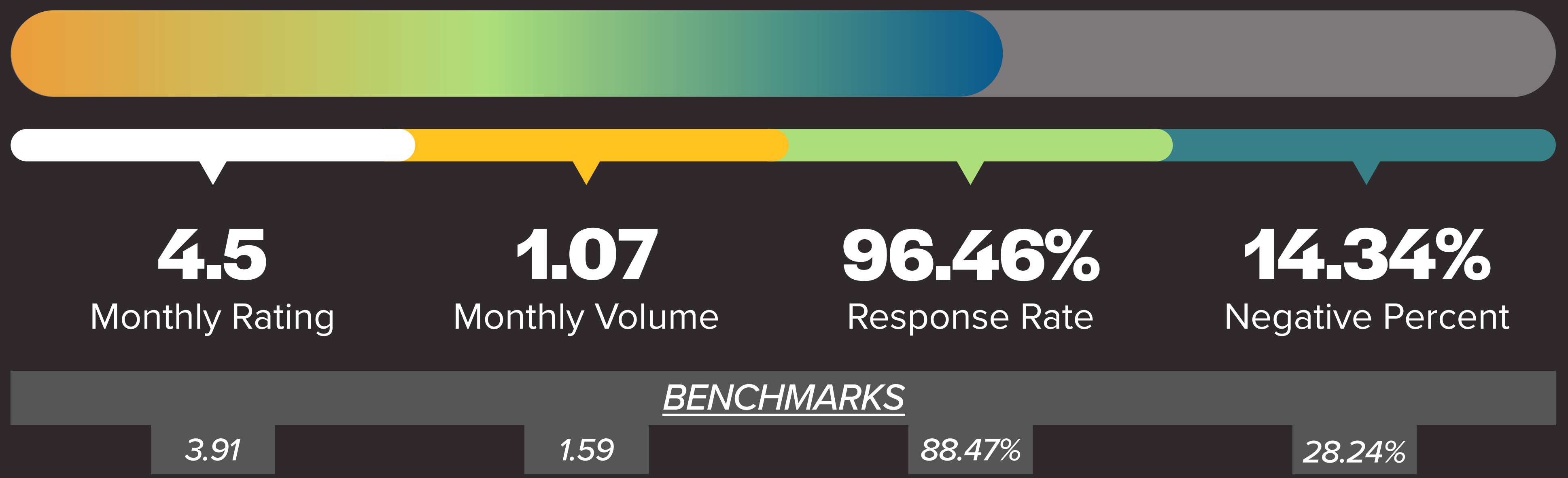


TOPIC COMPARISON TABLE

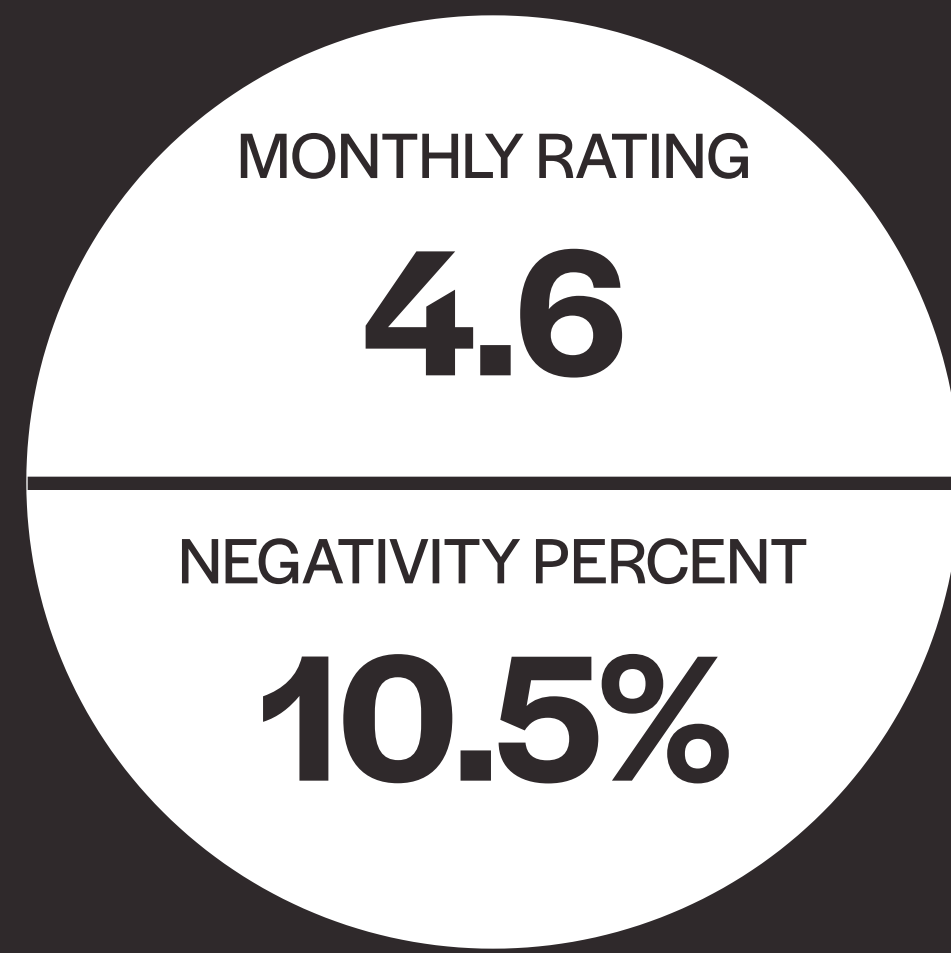
Percentage of reviews impacted by each topic being mentioned.

POSITIVE REVIEWS
 NEGATIVE REVIEWS

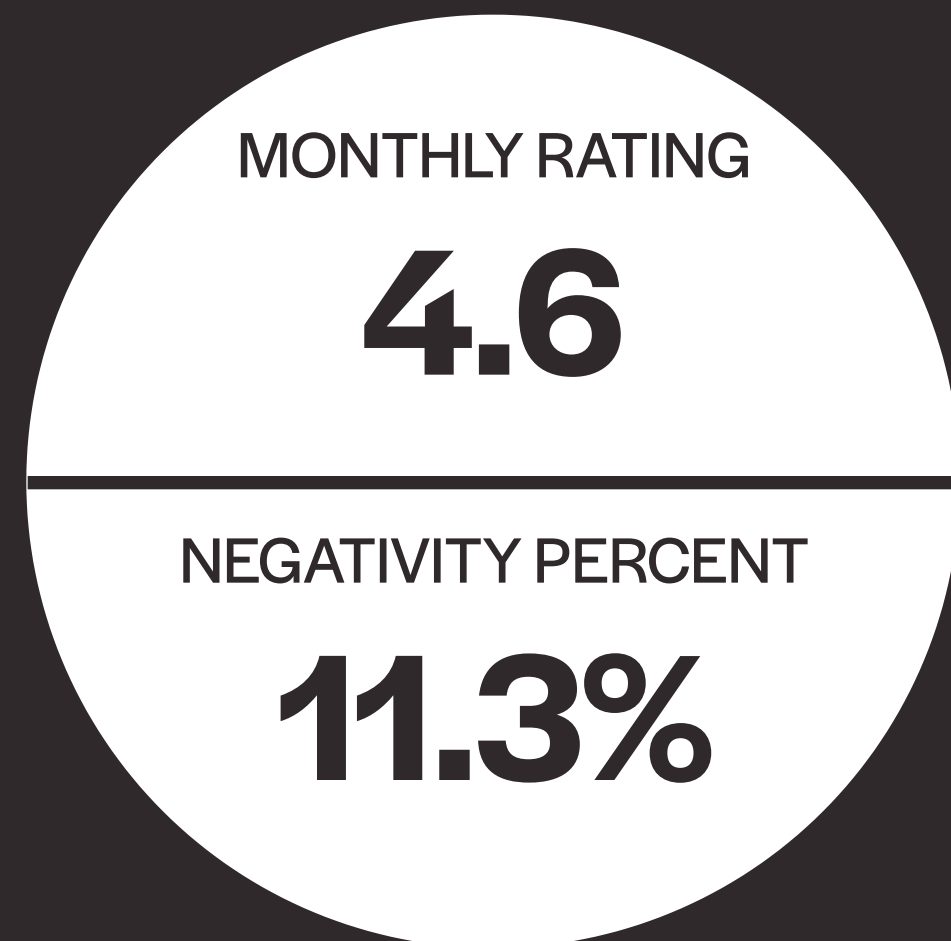
LEASING PROCESS	9.14%
BILLING / FEES	7.98%
MANAGEMENT	0.10%
MOVE OUT	6.16%
MAINTENANCE	10.69%
MOVE IN	30.58%
NOISE	0.85%
MAINTENANCE STAFF	5.46%
PESTS	9.17%
PARKING	23.51%
FRIENDLINESS	10.07%
CUSTOMER SERVICE	6.02%
NEIGHBORS	1.41%
PRICING	17.70%
HELPFULNESS	13.57%
STAFF	1.40%
COMMUNITY	0.09%
TOUR	3.99%
PROFESSIONALISM	1.28%
PROPERTY MANAGER	11.55%
AMBIANCE	10.91%
COMMUNICATION	0.63%
AMENITIES	7.67%
SAFETY / SECURITY	5.74%
LOCATION	3.31%
AESTHETICS	9.17%
CLEANLINESS	0.64%
RENT	8.96%
	10.79%
	0.70%
	71.10%
	16.86%
	9.97%
	1.54%
	8.88%
	3.92%
	5.90%
	2.52%
	5.18%
	3.85%
	9.27%
	1.26%
	4.62%
	17.91%
	25.53%
	11.20%
	2.80%
	12.39%
	21.59%
	2.59%
	13.38%
	5.18%
	9.62%
	6.09%
	0.61%
	9.17%



TOUR



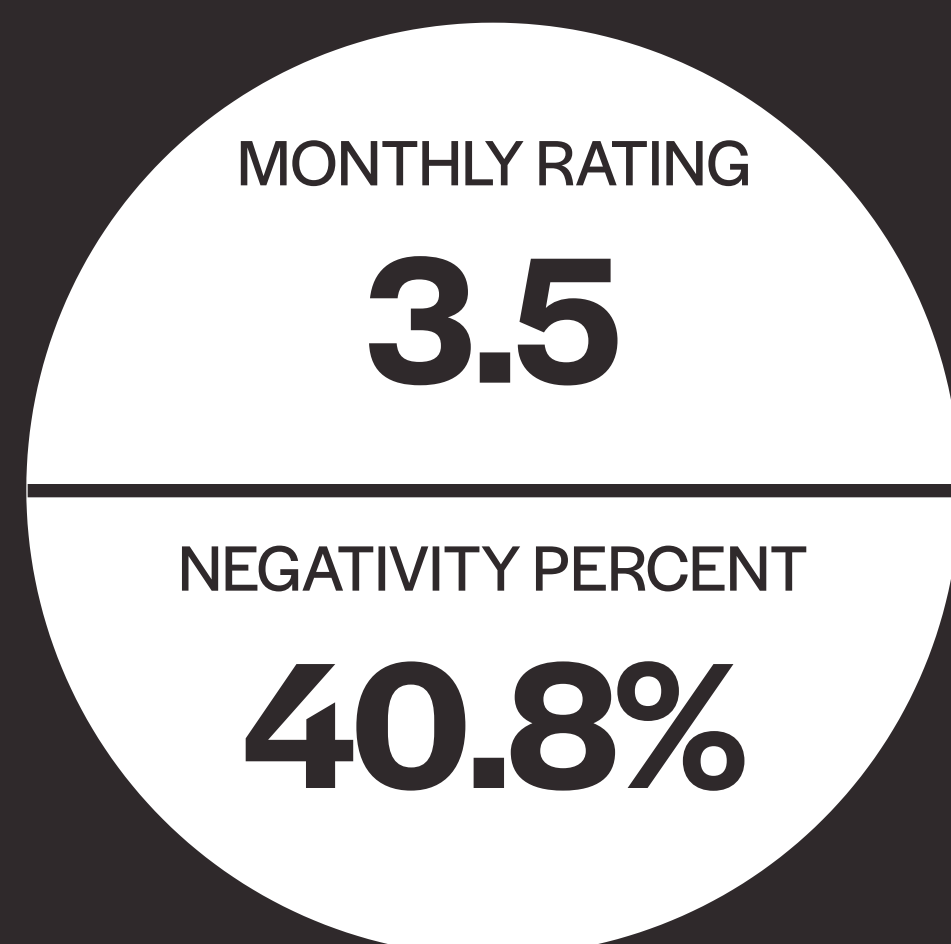
MOVE-IN



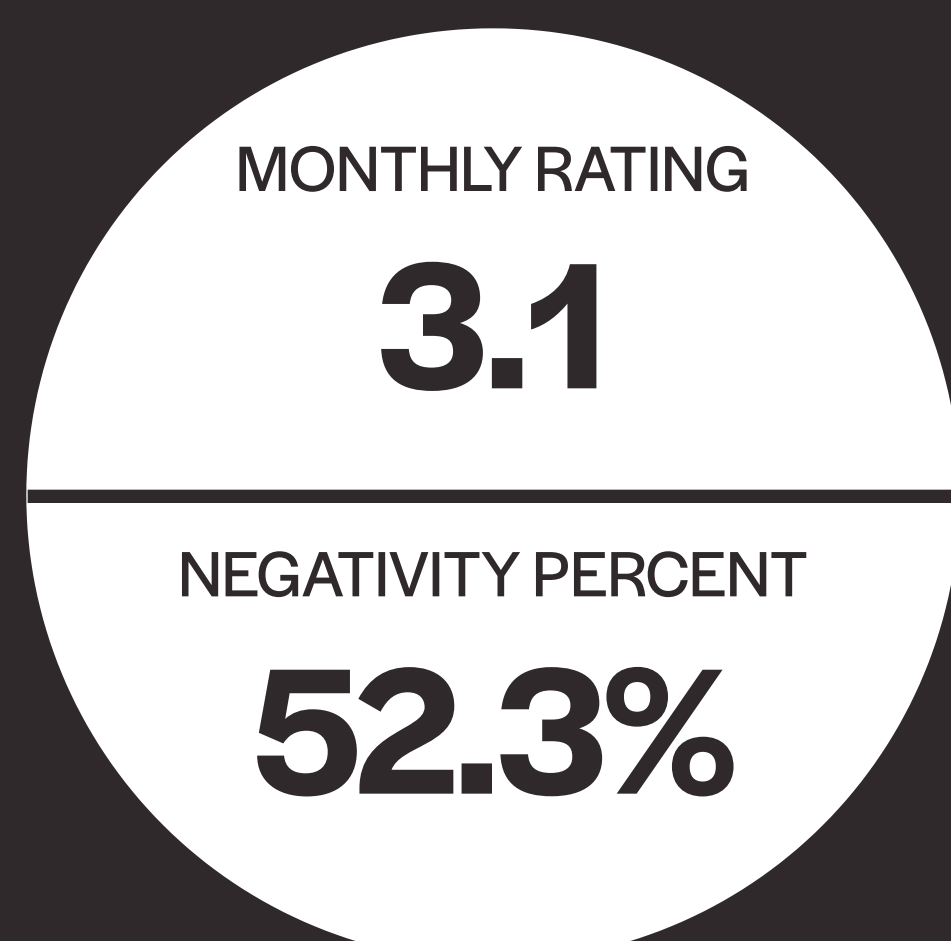
MAINTENANCE



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	-32.6% below benchmark	●
MANAGEMENT	+6.1% above benchmark	●
COMMUNICATION	-20.5% below benchmark	●
STAFF	-17.5% below benchmark	●
SAFETY/SECURITY	-20.1% below benchmark	●
BILLING/FEES	-45.1% below benchmark	●
PARKING	+5.5% 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	+4.8% above benchmark	●
LOCATION	+52.7% above benchmark	●
MAINTENANCE STAFF	-2% below benchmark	●
MAINTENANCE	-33.2% below benchmark	●
AMENITIES	+92% above benchmark	●
HELPFULNESS	-10.3% below benchmark	●
AESTHETICS	+21.8% above 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.

EVENTS	Mentioned in 10% of positive reviews	+224.7% above the industry benchmark
AMENITIES	Mentioned in 25.5% of positive reviews	+92% above the industry benchmark
LOCATION	Mentioned in 21.6% of positive reviews	+52.7% above the industry benchmark
AMBIANCE	Mentioned in 9.3% of positive reviews	+41.4% above the industry benchmark
STAFF	Mentioned in 71.1% of positive reviews	+4.8% above the industry benchmark