



# CUSHMAN & WAKEFIELD

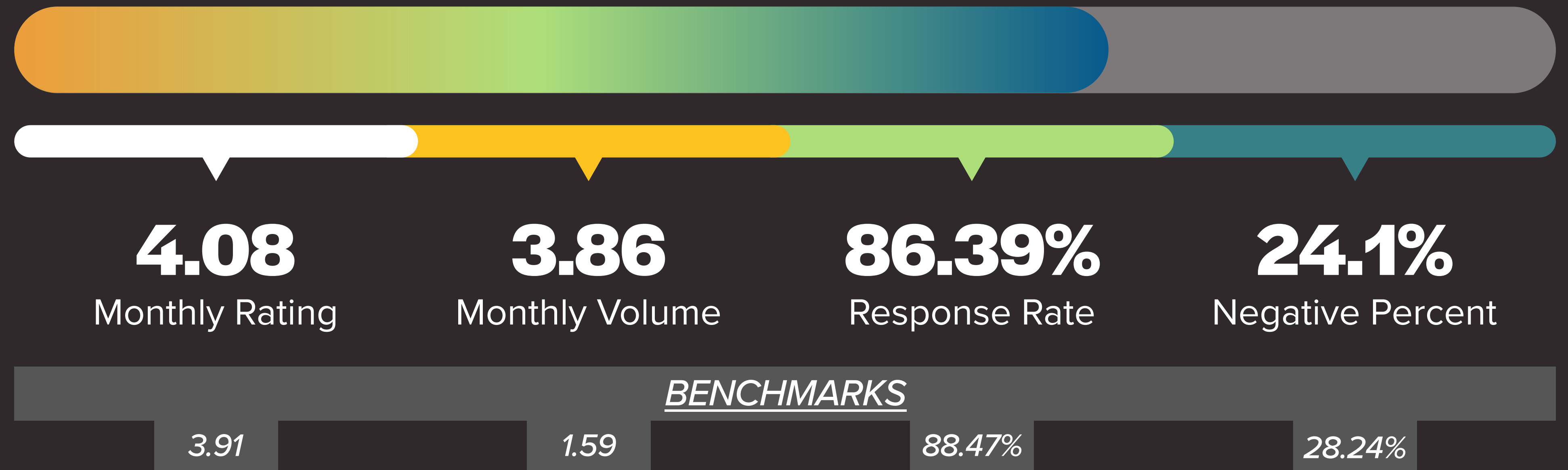
## TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.

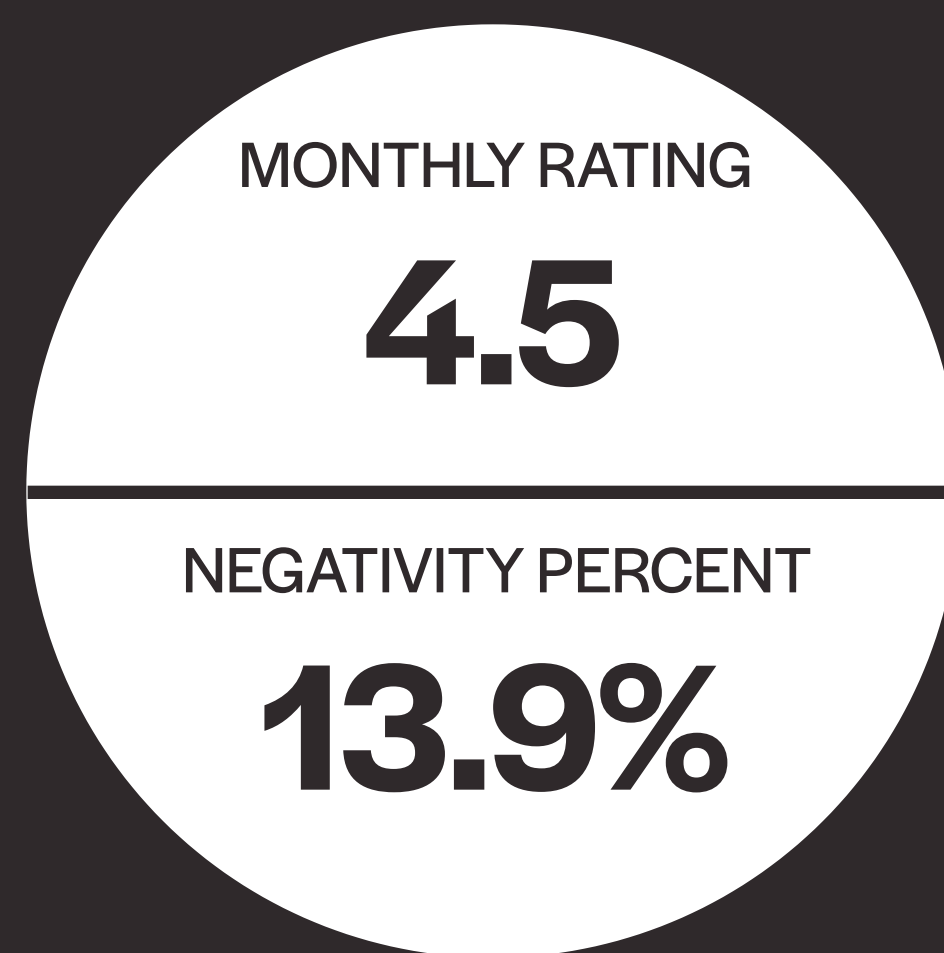
 POSITIVE REVIEWS  
 NEGATIVE REVIEWS

LEASING PROCESS	8.75%
BILLING / FEES	5.95%
MANAGEMENT	0.12%
MOVE OUT	8.49%
MAINTENANCE	10.97%
MOVE IN	29.82%
NOISE	0.56%
MAINTENANCE STAFF	5.71%
PESTS	20.06%
PARKING	43.10%
FRIENDLINESS	10.34%
CUSTOMER SERVICE	6.73%
NEIGHBORS	0.92%
PRICING	6.30%
HELPFULNESS	9.93%
STAFF	2.39%
COMMUNITY	0.20%
TOUR	10.36%
PROFESSIONALISM	0.93%
PROPERTY MANAGER	8.36%
AMBIANCE	10.27%
COMMUNICATION	0.33%
AMENITIES	14.65%
SAFETY / SECURITY	8.91%
LOCATION	2.70%
AESTHETICS	8.99%
CLEANLINESS	1.13%
RENT	9.15%
	12.96%
	0.55%
	38.67%
	14.74%
	7.79%
	1.08%
	4.84%
	1.37%
	5.09%
	1.97%
	3.09%
	1.57%
	1.44%
	0.07%
	4.10%
	19.25%
	9.41%
	6.25%
	2.54%
	11.82%
	11.36%
	1.01%
	6.85%
	0.65%
	7.29%
	12.91%
	0.53%
	8.50%

## HEALTH SCORE: 70.98%



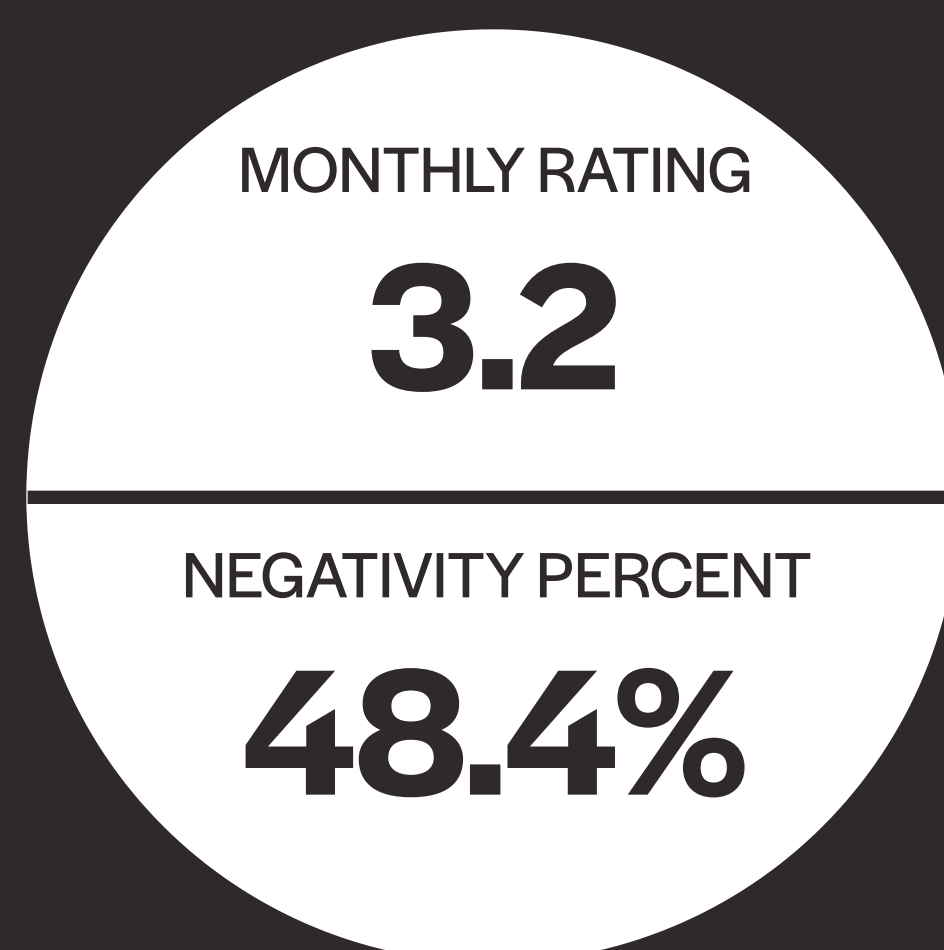
### TOUR



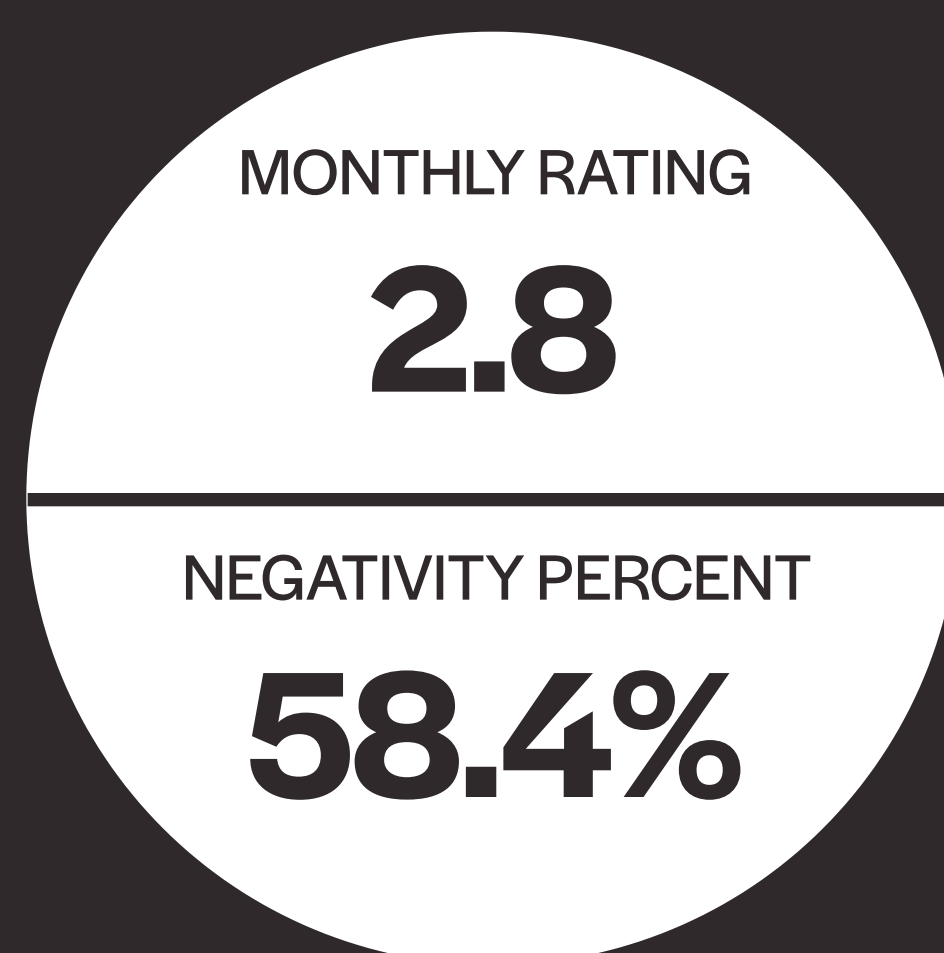
### MOVE-IN



### 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	+23.5% above benchmark	<span style="color: red;">●</span>
MANAGEMENT	+3.4% above benchmark	<span style="color: yellow;">●</span>
COMMUNICATION	-14.6% below benchmark	<span style="color: green;">●</span>
STAFF	-27.9% below benchmark	<span style="color: green;">●</span>
SAFETY/SECURITY	-23.7% below benchmark	<span style="color: green;">●</span>
BILLING/FEES	-24.4% below benchmark	<span style="color: green;">●</span>
PARKING	-23.6% below benchmark	<span style="color: green;">●</span>

### 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	-43% below benchmark	<span style="color: red;">●</span>
LOCATION	-19.6% below benchmark	<span style="color: red;">●</span>
MAINTENANCE STAFF	-28.3% below benchmark	<span style="color: red;">●</span>
MAINTENANCE	+46.2% above benchmark	<span style="color: green;">●</span>
AMENITIES	-29.2% below benchmark	<span style="color: red;">●</span>
HELPFULNESS	+7.8% above benchmark	<span style="color: green;">●</span>
AESTHETICS	-37.6% below benchmark	<span style="color: red;">●</span>

### 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.

APPLIANCES	Mentioned in 1.1% of positive reviews	+138.3% above the industry benchmark
UNIT CONDITION	Mentioned in 6% of positive reviews	+133.5% above the industry benchmark
TOUR GUIDE	Mentioned in 2.4% of positive reviews	+79.2% above the industry benchmark
CUSTOMER SERVICE	Mentioned in 14.6% of positive reviews	+69.8% above the industry benchmark
MAINTENANCE	Mentioned in 20.1% of positive reviews	+46.2% above the industry benchmark