

TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.

11.02%

7.70%

0.00%

7.82%

1.06%

3.56%

7.07%

1.13%

4.94%

3.10%

0.14%

0.92%

7.13%

8.55%

16.47%

0.23%

7.70%

3.82%

9.54%

9.66%

11.02%

34.06%

16.32%

6.93%

0.69%

4.38%

1.49%

6.36%

2.76%

2.83%

1.95%

1.84%

0.23%

4.31%

7.92%

5.29%

2.05%

1.49%

5.23%

0.46%

6.86%

0.42%

11.49%

11.03%

11.38%

10.53%

21.84%

0.34%

1.20%

10.39%

16.44%

10.23%

19.08%

44.60%

13.36%

31.61%



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

3.72

Monthly Rating

3.91

2.43

HEALTH SCORE: 54.97%

66.15%

Response Rate

31.13%

Negative Percent

Monthly Volume

BENCHMARKS

1.59

88.47%

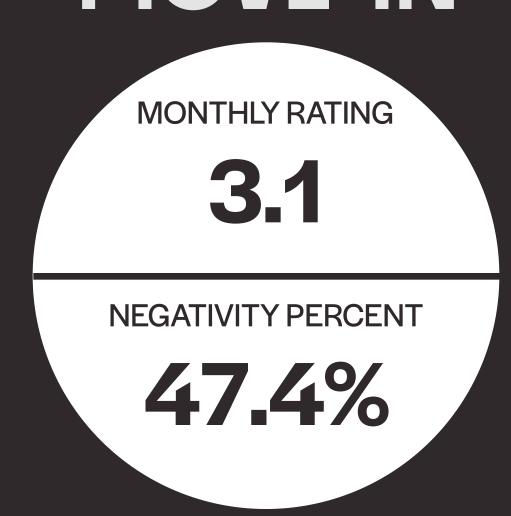
28.24%

TOUR

MONTHLY RATING

NEGATIVITY PERCENT 17.3%

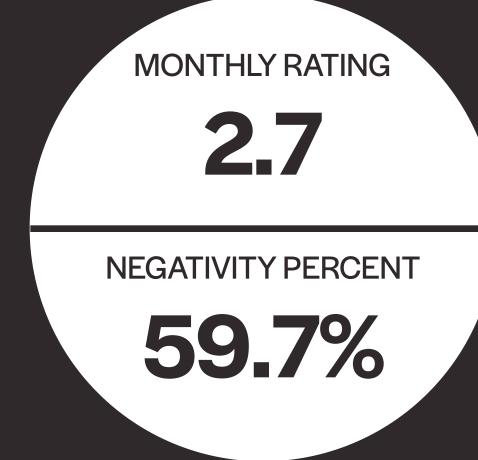
MOVE-IN



MINIMIZE NEGATIVITY

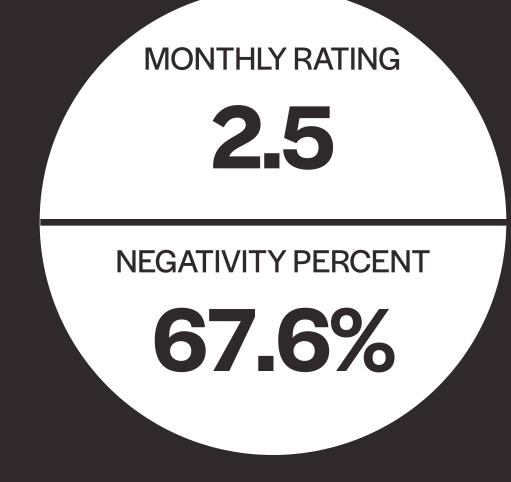
*The 7 topics most often mentioned in **negative** reviews. Below benchmark is preferred, meaning the group has fewer negative mentions of each topic.

MAINTENANCE	+27.8% above benchmark	
MANAGEMENT	+9.6% above benchmark	
COMMUNICATION	-3.1% below benchmark	
STAFF	-20.1% below benchmark	
SAFETY/SECURITY	-26.6% below benchmark	
BILLING/FEES	-30.4% below benchmark	
PARKING	-34.9% below benchmark	



MAINTENANCE

RENEWAL



MOVE-OUT

MONTHLY RATING 1.8 **NEGATIVITY PERCENT** 81.3%

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	-49.8% below benchmark	
LOCATION	-25.5% below benchmark	
MAINTENANCE STAFF	-25% below benchmark	
MAINTENANCE	+39% above benchmark	
AMENITIES	-40.5% below benchmark	
HELPFULNESS	-8.3% below benchmark	
AESTHETICS	-52.4% 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.

CONDITION	Mentioned in 6.9% of positive reviews	+171% above the industry benchmark
NEIGHBORHOOD	Mentioned in 5.2% of positive reviews	+128.1% above the industry benchmark
CUSTOMER SERVICE	Mentioned in 16.5% of positive reviews	+90.9% above the industry benchmark
MANAGEMENT	Mentioned in 13.4% of positive reviews	+57.6% above the industry benchmark
MAINTENANCE	Mentioned in 19.1% of positive reviews	+39% above the industry benchmark

