

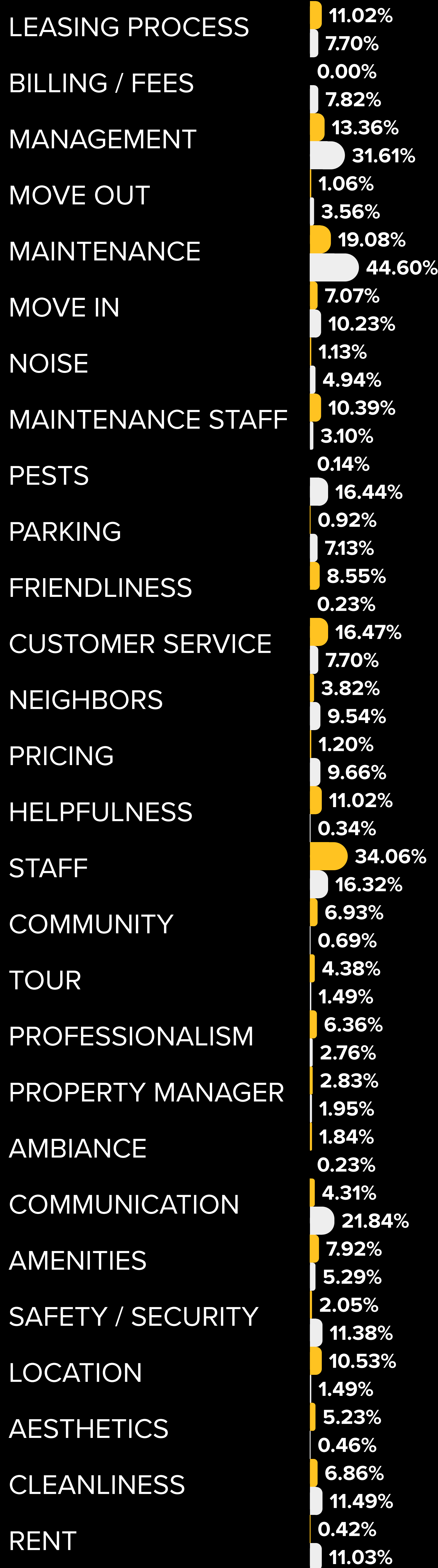


GATES HUDSON

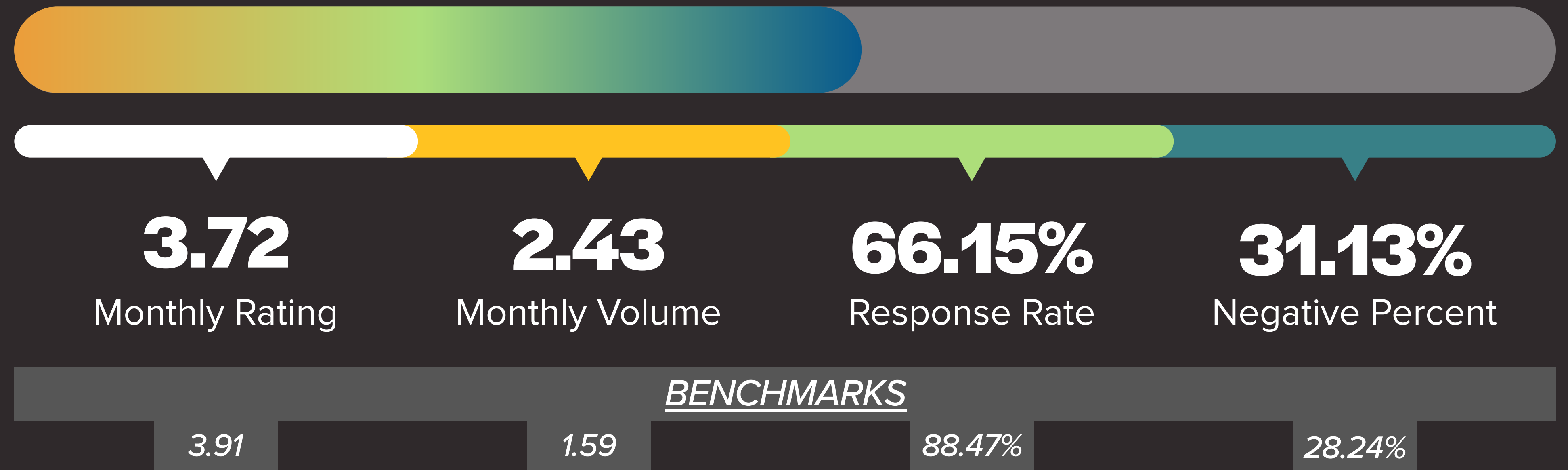
TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.

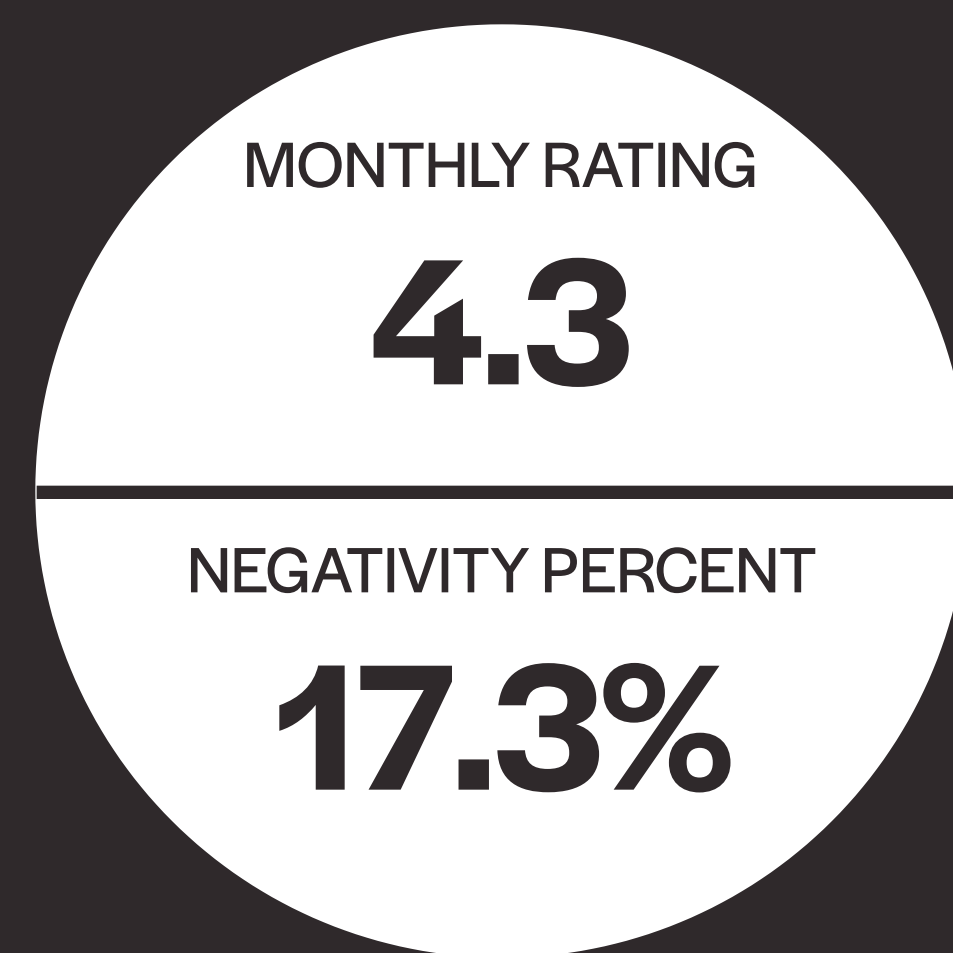
 POSITIVE REVIEWS
 NEGATIVE REVIEWS



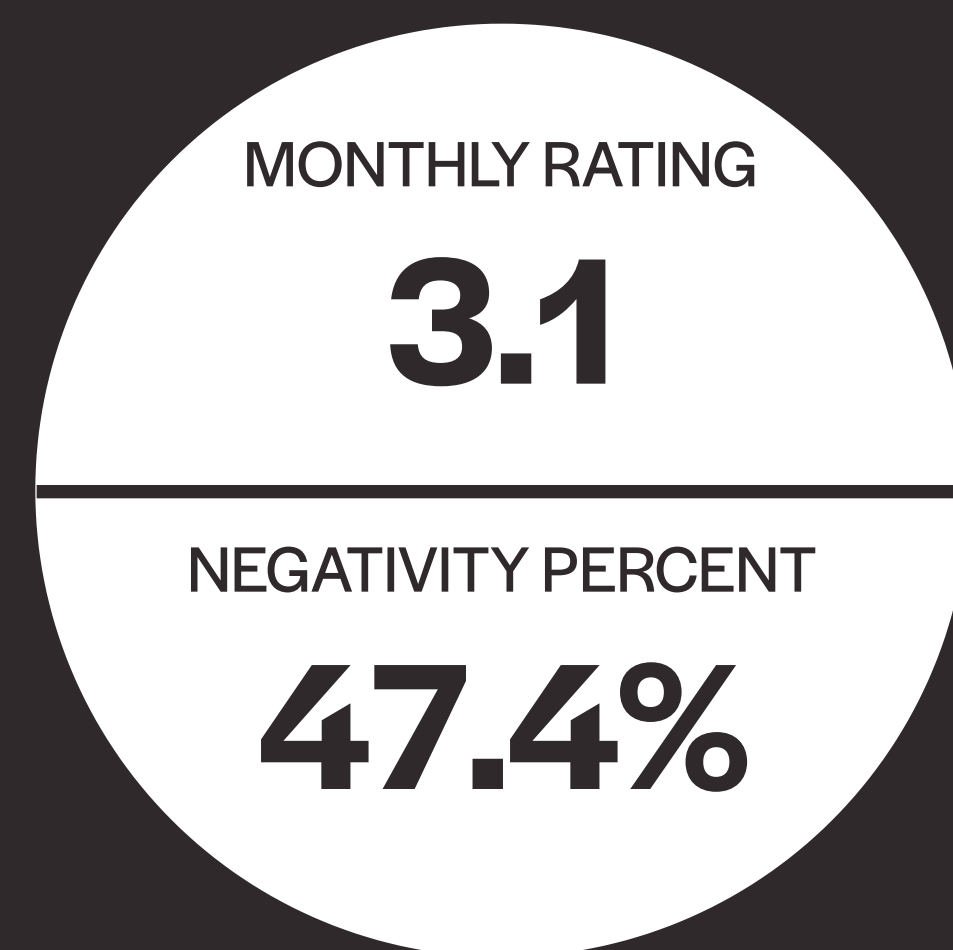
HEALTH SCORE: 54.97%



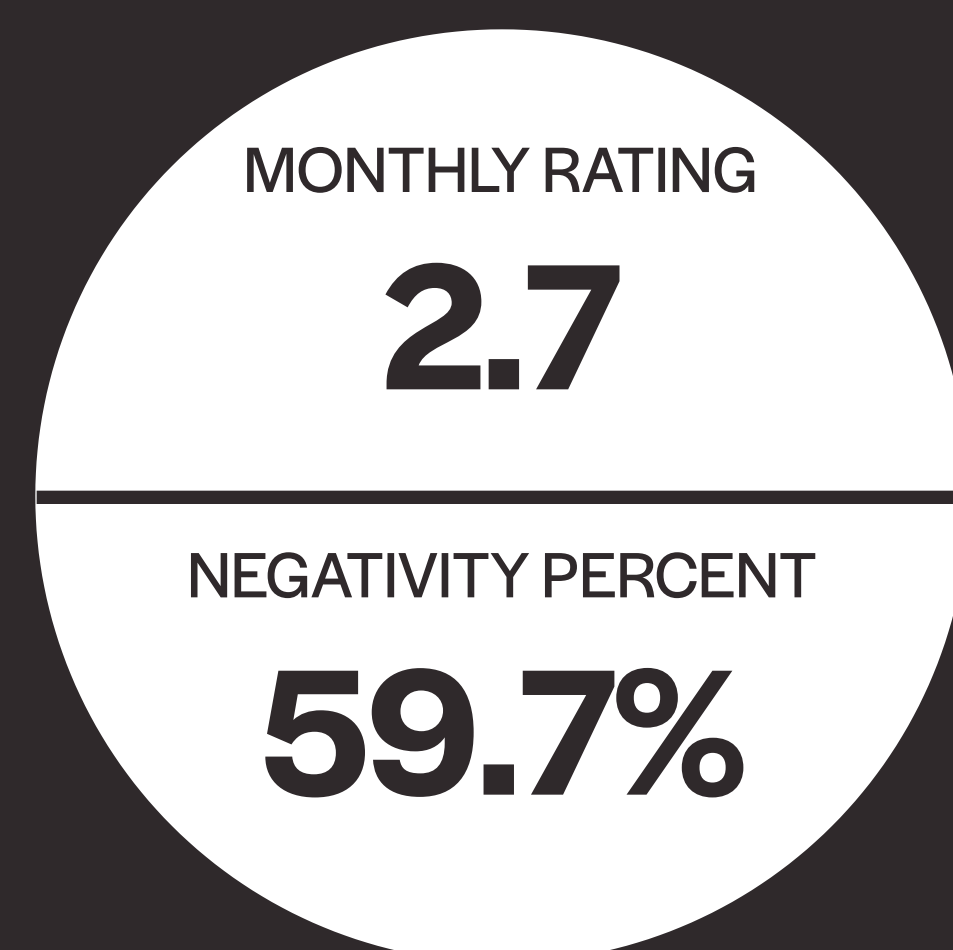
TOUR



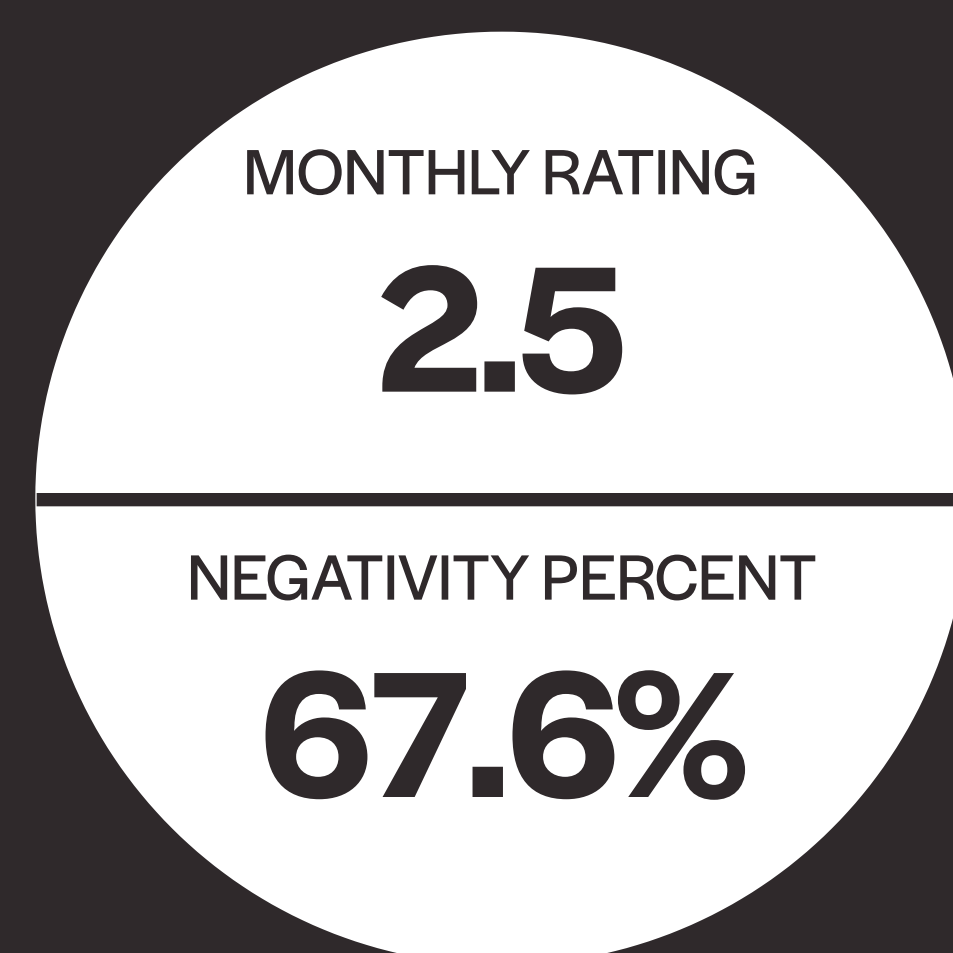
MOVE-IN



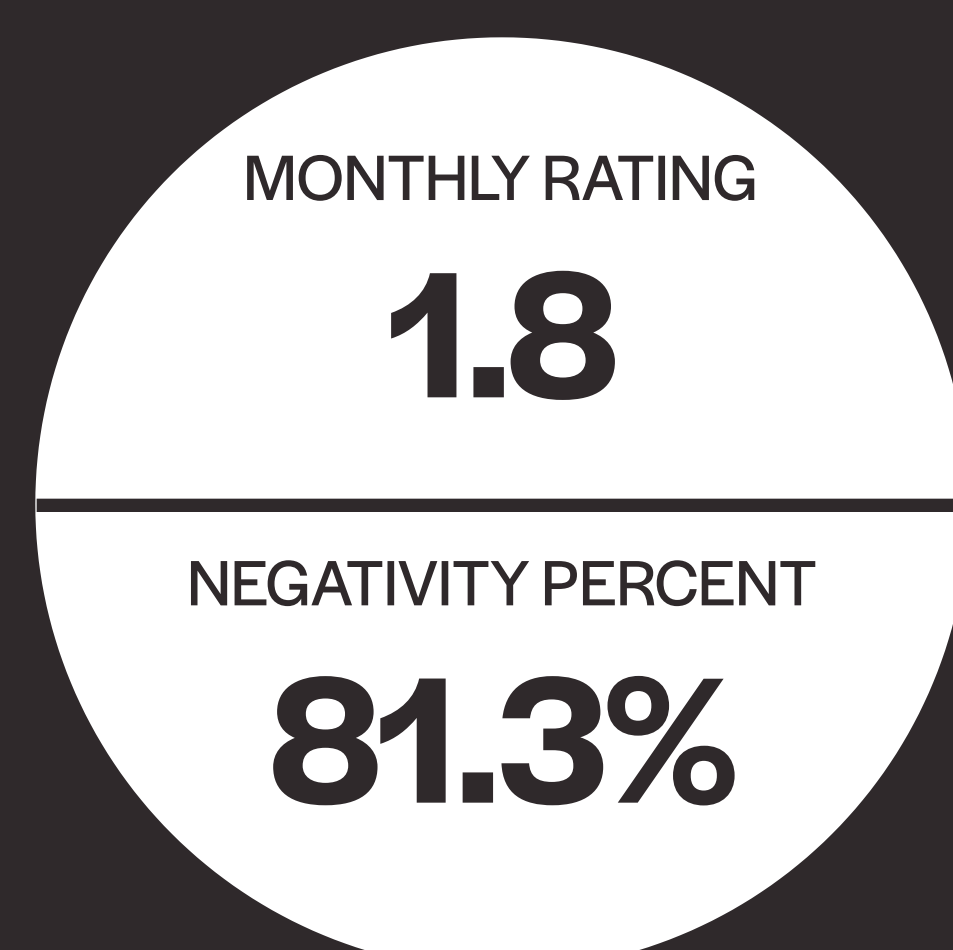
MAINTENANCE



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	+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	●

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.

UNIT 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