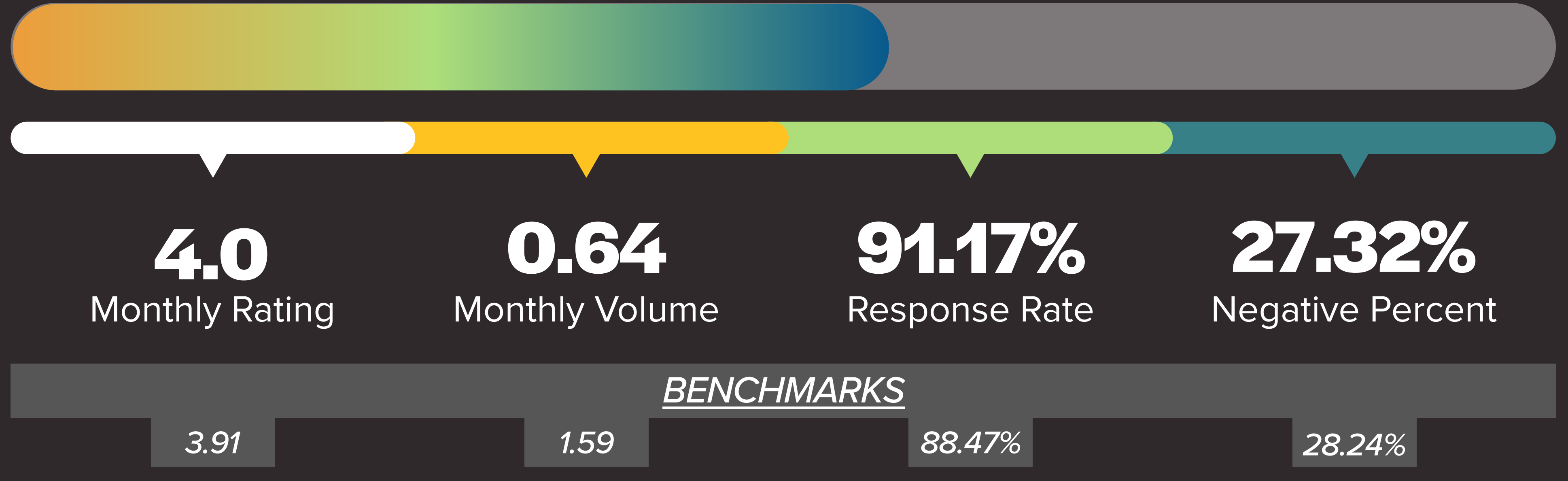


TOPIC COMPARISON TABLE

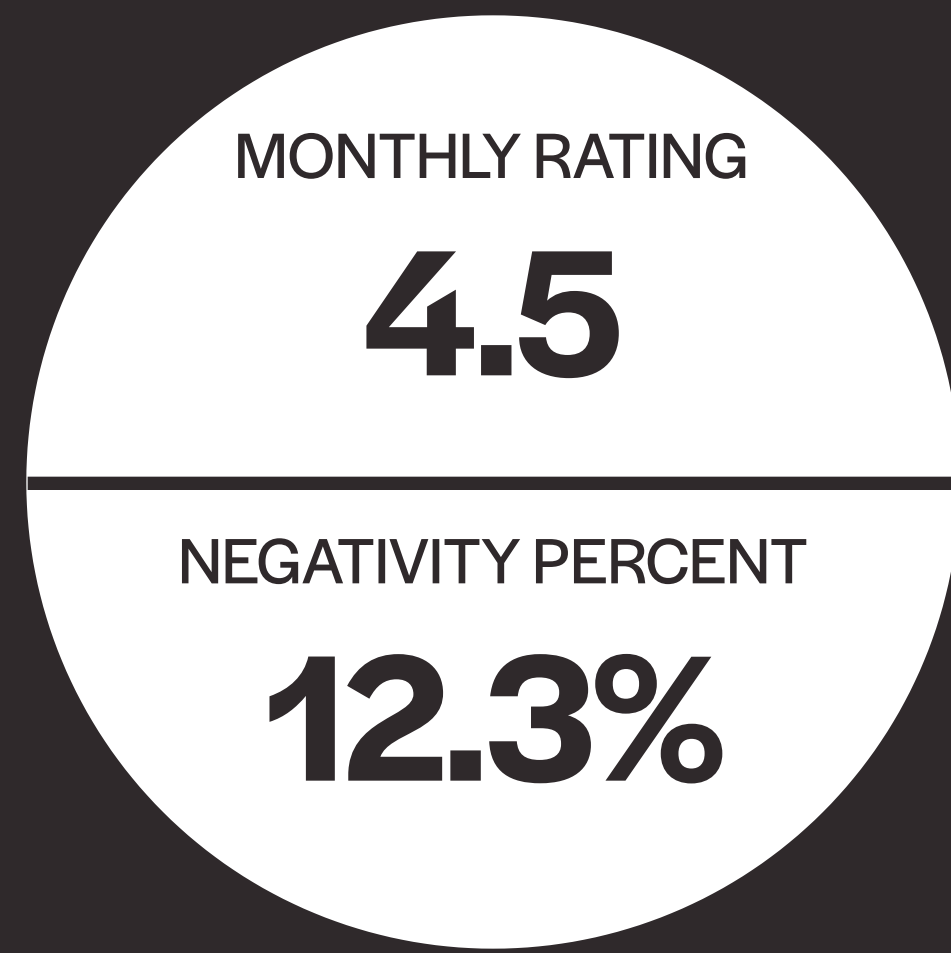
Percentage of reviews impacted by each topic being mentioned.

POSITIVE REVIEWS
 NEGATIVE REVIEWS

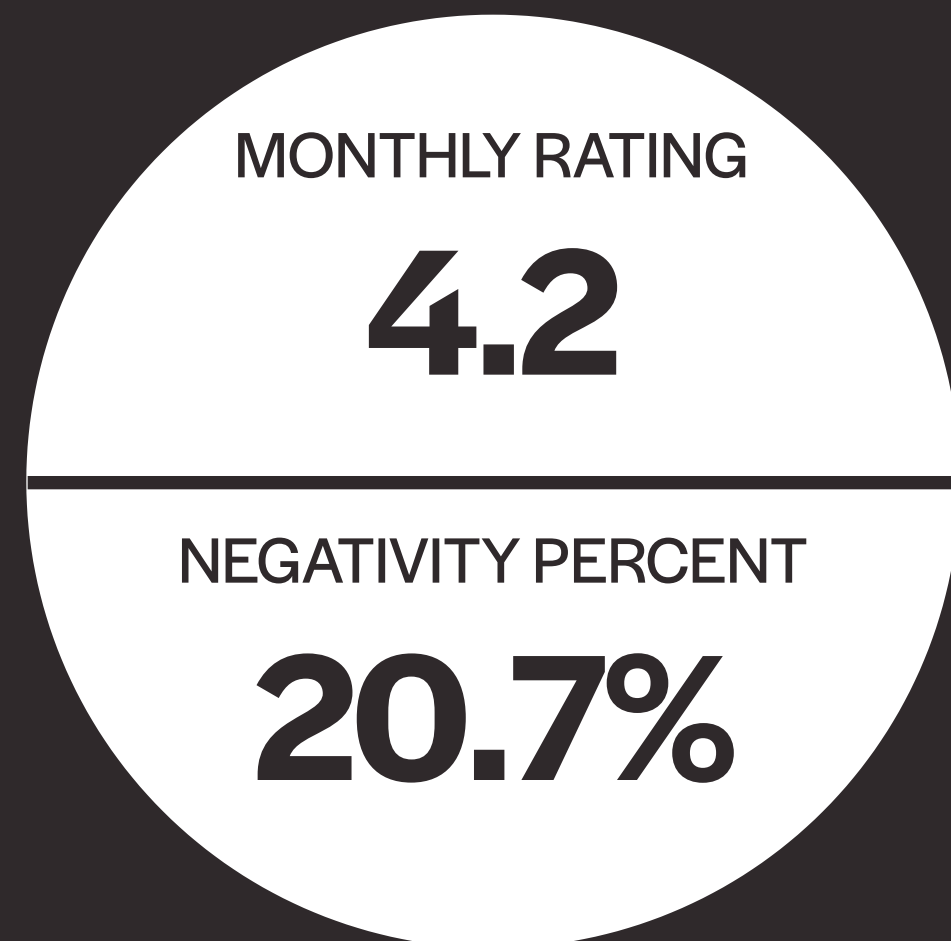
LEASING PROCESS	11.74%
BILLING / FEES	7.64%
MANAGEMENT	0.11%
MOVE OUT	10.03%
MAINTENANCE	10.43%
MOVE IN	33.60%
NOISE	0.72%
MAINTENANCE STAFF	7.43%
PESTS	10.47%
PARKING	31.47%
FRIENDLINESS	11.14%
CUSTOMER SERVICE	6.70%
NEIGHBORS	1.13%
PRICING	9.94%
HELPFULNESS	10.76%
STAFF	2.01%
COMMUNITY	0.10%
TOUR	7.35%
PROFESSIONALISM	1.25%
PROPERTY MANAGER	12.46%
AMBIANCE	9.52%
COMMUNICATION	0.40%
AMENITIES	9.17%
SAFETY / SECURITY	9.18%
LOCATION	3.33%
AESTHETICS	9.29%
CLEANLINESS	1.33%
RENT	10.64%
	13.50%
	0.76%
	54.59%
	17.79%
	10.91%
	1.60%
	8.00%
	2.17%
	4.88%
	2.39%
	4.26%
	3.25%
	4.93%
	0.39%
	4.38%
	19.68%
	20.13%
	9.40%
	2.92%
	14.77%
	19.63%
	2.05%
	13.29%
	2.37%
	8.41%
	11.69%
	0.52%
	8.58%



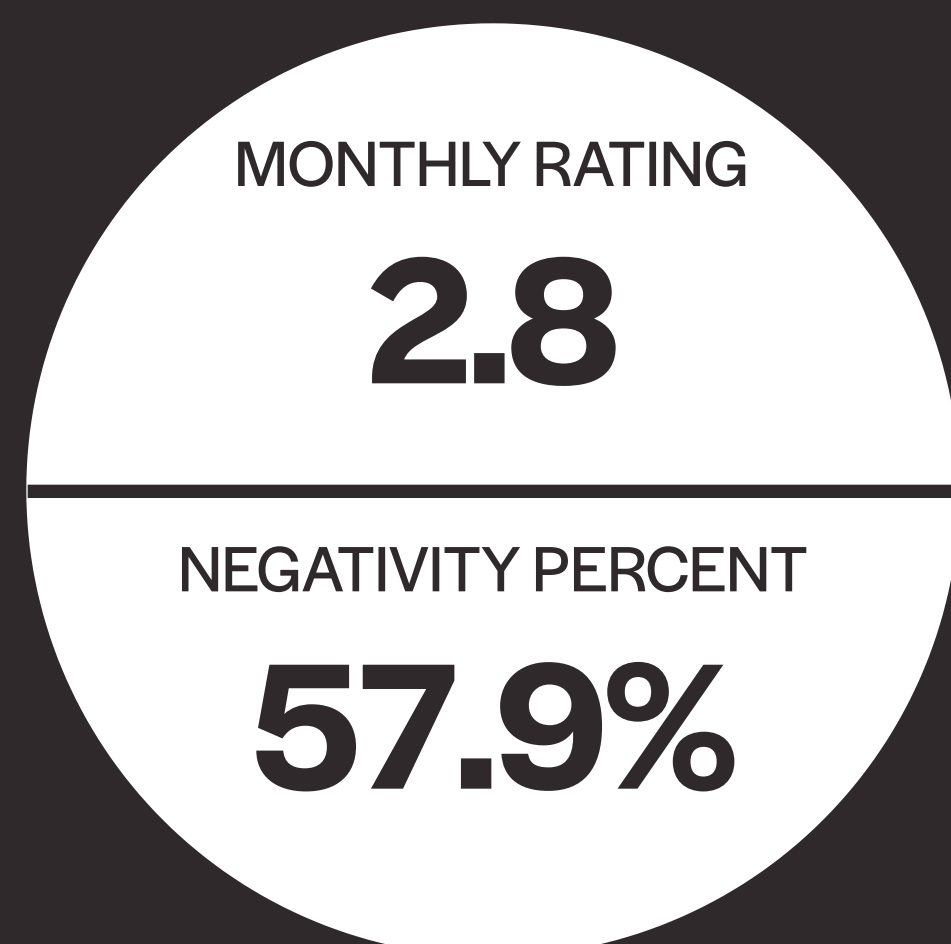
TOUR



MOVE-IN



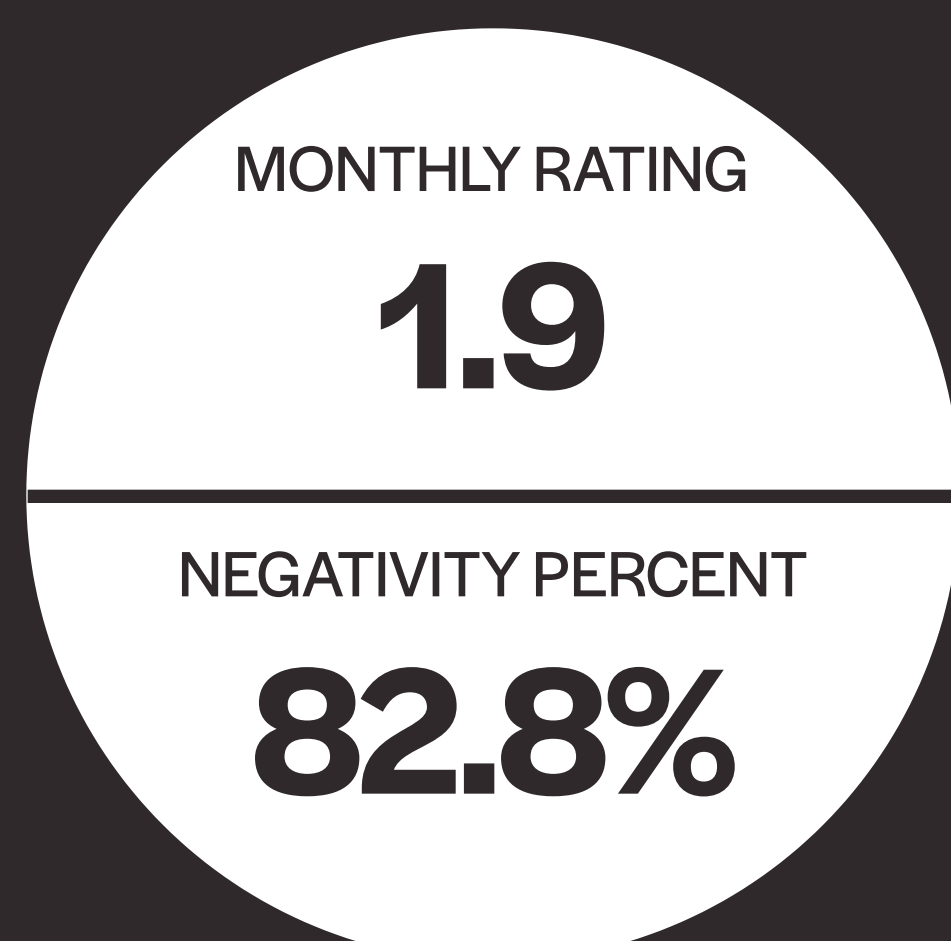
MAINTENANCE



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	-9.8% below benchmark	●
MANAGEMENT	+16.5% above benchmark	●
COMMUNICATION	-12.7% below benchmark	●
STAFF	-13% below benchmark	●
SAFETY/SECURITY	-4.7% below benchmark	●
BILLING/FEES	-10.7% below benchmark	●
PARKING	+13.9% 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	-19.5% below benchmark	●
LOCATION	+38.9% above benchmark	●
MAINTENANCE STAFF	-22.3% below benchmark	●
MAINTENANCE	-23.7% below benchmark	●
AMENITIES	+51.4% above benchmark	●
HELPFULNESS	+12.3% above benchmark	●
AESTHETICS	+21% 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.

UNIT CONDITION	Mentioned in 5.2% of positive reviews	+105% above the industry benchmark
TOUR GUIDE	Mentioned in 2.7% of positive reviews	+101.4% above the industry benchmark
AMENITIES	Mentioned in 20.1% of positive reviews	+51.4% above the industry benchmark
COMMUNITY	Mentioned in 10.9% of positive reviews	+39.9% above the industry benchmark
LOCATION	Mentioned in 19.6% of positive reviews	+38.9% above the industry benchmark