

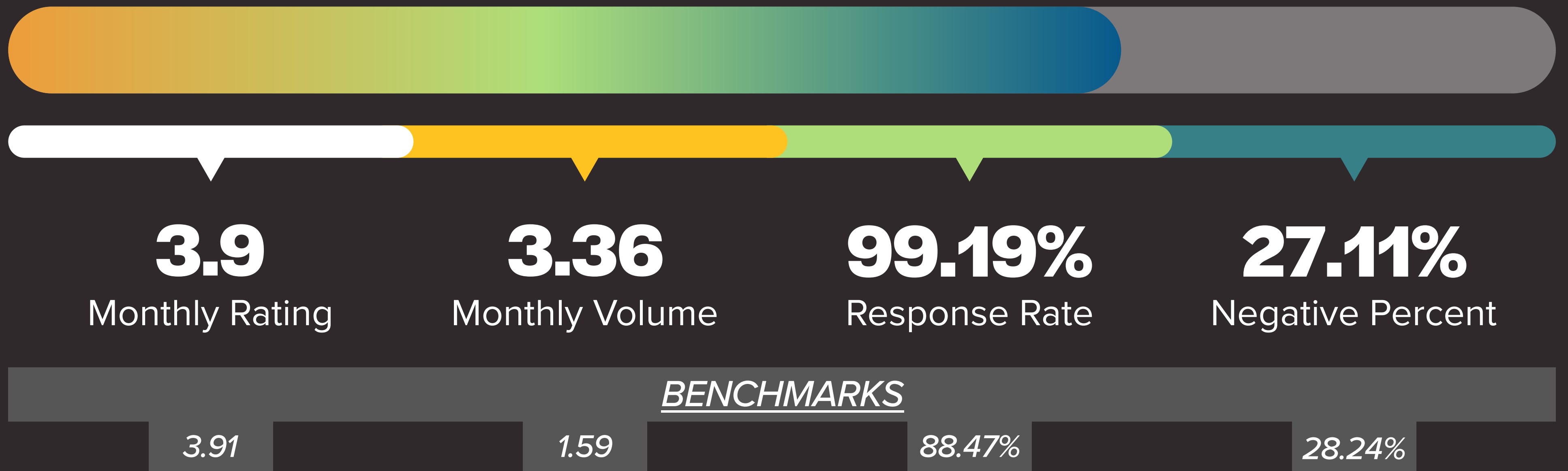


## TOPIC COMPARISON TABLE

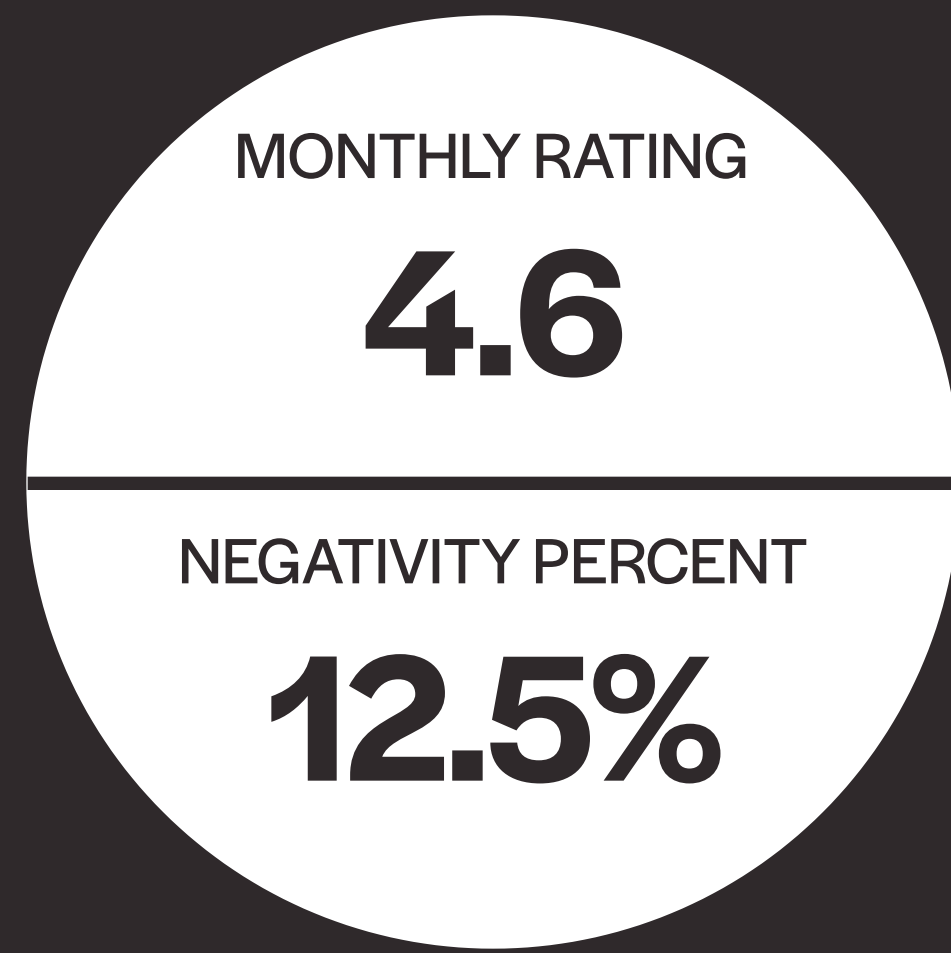
Percentage of reviews impacted by each topic being mentioned.

 POSITIVE REVIEWS  
 NEGATIVE REVIEWS

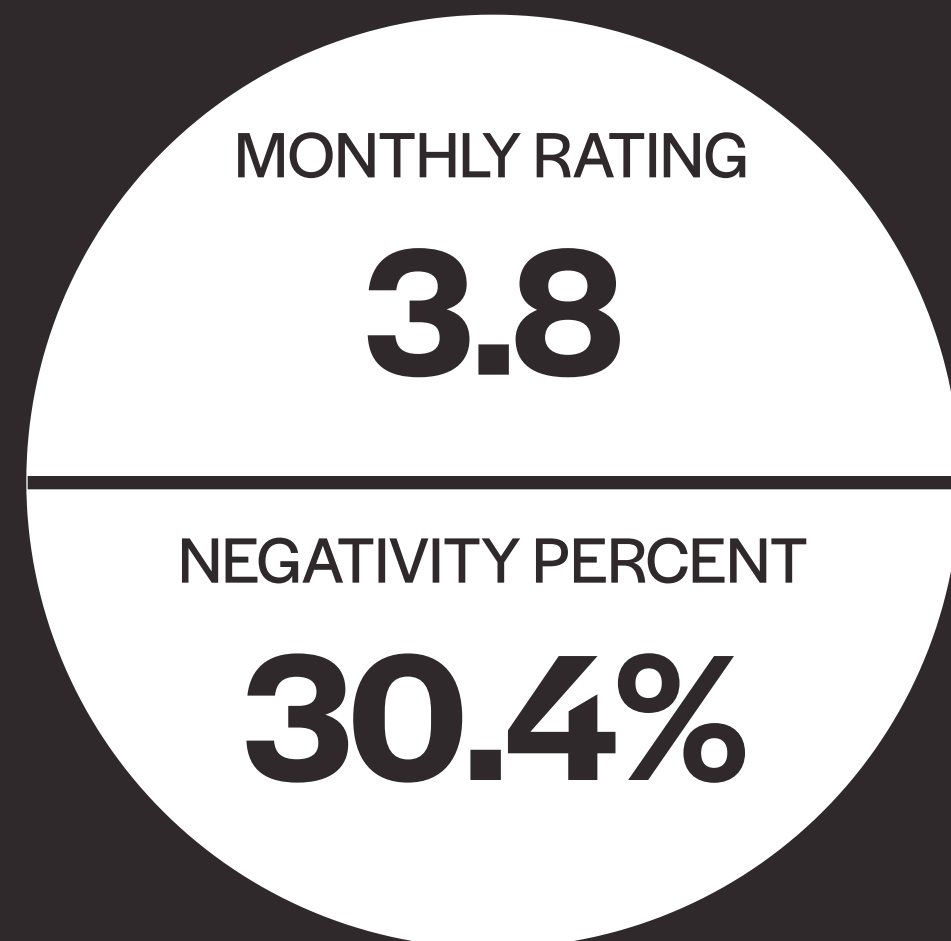
LEASING PROCESS	14.07%
BILLING / FEES	8.86%
MANAGEMENT	0.57%
MOVE OUT	5.49%
MAINTENANCE	13.31%
MOVE IN	35.02%
NOISE	0.57%
MAINTENANCE STAFF	7.59%
PESTS	13.88%
PARKING	36.71%
FRIENDLINESS	7.03%
CUSTOMER SERVICE	6.75%
NEIGHBORS	0.19%
PRICING	11.81%
HELPFULNESS	15.40%
STAFF	0.84%
COMMUNITY	0.19%
TOUR	17.72%
PROFESSIONALISM	0.38%
PROPERTY MANAGER	11.81%
AMBIANCE	11.41%
COMMUNICATION	0.00%
AMENITIES	23.00%
SAFETY / SECURITY	11.39%
LOCATION	3.04%
AESTHETICS	12.66%
CLEANLINESS	1.14%
RENT	5.49%
	16.35%
	1.27%
	46.01%
	13.50%
	10.84%
	0.42%
	4.37%
	0.42%
	5.32%
	1.69%
	4.56%
	2.11%
	1.90%
	0.00%
	5.89%
	16.46%
	10.27%
	4.64%
	2.47%
	10.55%
	13.12%
	1.27%
	7.03%
	1.27%
	11.98%
	8.44%
	0.57%
	5.49%



### TOUR



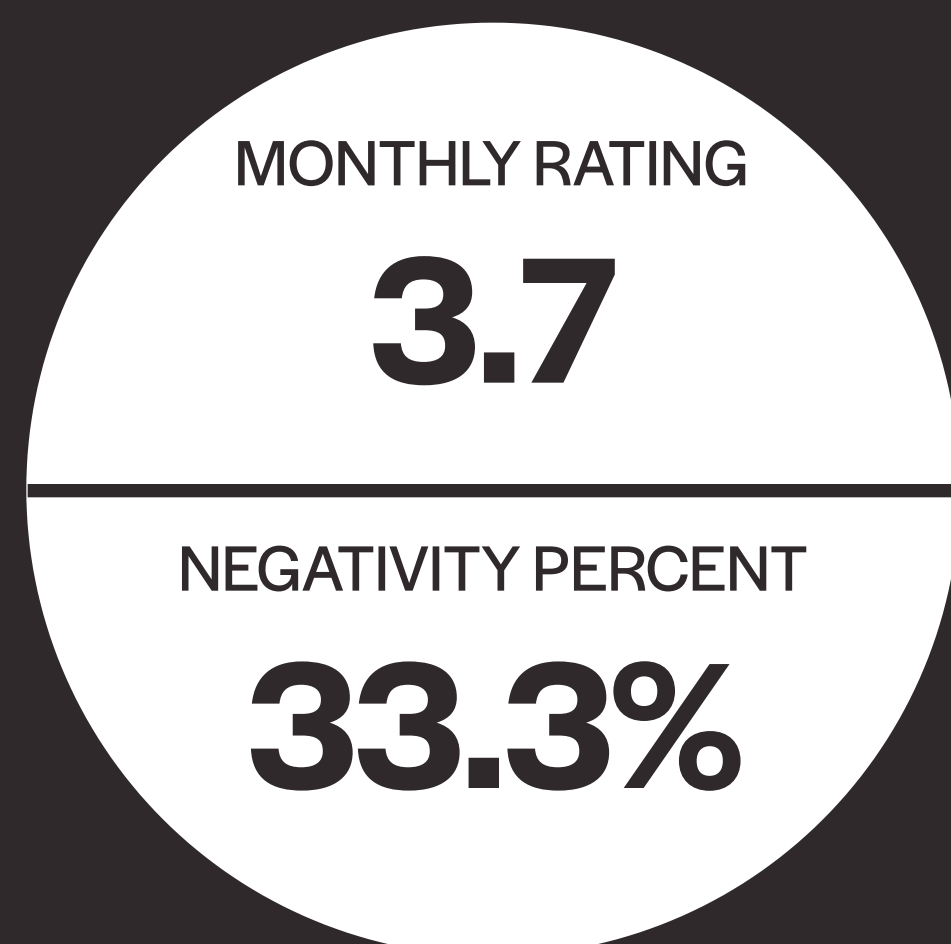
### MOVE-IN



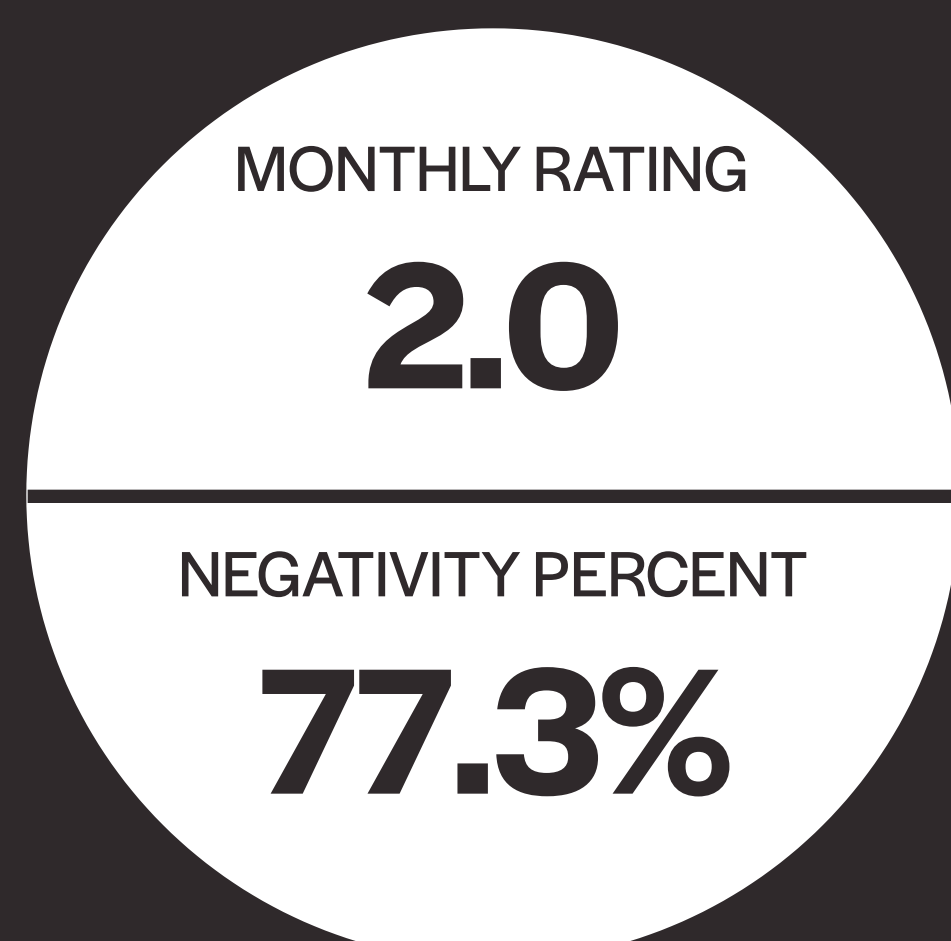
### MAINTENANCE



### 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	+5.2% above benchmark	<span style="color: red;">●</span>
MANAGEMENT	+21.5% above benchmark	<span style="color: red;">●</span>
COMMUNICATION	-27.0% below benchmark	<span style="color: green;">●</span>
STAFF	-33.9% below benchmark	<span style="color: green;">●</span>
SAFETY/SECURITY	-31.9% below benchmark	<span style="color: green;">●</span>
BILLING/FEES	-51.1% below benchmark	<span style="color: green;">●</span>
PARKING	+8% above benchmark	<span style="color: red;">●</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	-32.2% below benchmark	<span style="color: red;">●</span>
LOCATION	-7.2% below benchmark	<span style="color: red;">●</span>
MAINTENANCE STAFF	+11.2% above benchmark	<span style="color: green;">●</span>
MAINTENANCE	+1.1% above benchmark	<span style="color: yellow;">●</span>
AMENITIES	-22.8% below benchmark	<span style="color: red;">●</span>
HELPFULNESS	+36% above benchmark	<span style="color: green;">●</span>
AESTHETICS	-36% 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.

CUSTOMER SERVICE	Mentioned in 23% of positive reviews	+166.7% above the industry benchmark
UNIT CONDITION	Mentioned in 5.7% of positive reviews	+123.1% above the industry benchmark
MANAGEMENT	Mentioned in 13.3% of positive reviews	+57% above the industry benchmark
CLEANLINESS	Mentioned in 12% of positive reviews	+46.4% above the industry benchmark
LEASING PROCESS	Mentioned in 14.1% of positive reviews	+42.9% above the industry benchmark