# MORGAN PROPERTIES

## TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.



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

8.74% 7.90%

0.31%

12.52% 6.35%

22.07%

0.96% 8.83%

16.92%

42.17%

9.85% 11.77%

2.41%

7.71%

15.95%

3.71% 0.37%

17.83%

1.21% 9.82%

6.84%

0.29%7.58%

**7.21**%

3.90%

9.79%

0.66% 6.00%

10.26%

0.85%

73.15%

22.95%

5.64%1.20%

3.78%

3.10% 7.64%

5.15%

6.87%

9.05% 7.12%

7.12% 1.07%

5.60%

**7.14**%

7.85%

7.05/0

3.21% 13.72%

8.49%

1.17% 7.95%

**7.47**%

6.44%

10.81%

0.89% 12.46%

NEGATIVITY PE

# HEALTH SCORE: 60.2%

3.83 1.57 85.9% 32.46% Monthly Rating Monthly Volume Response Rate Negative Percent

#### **BENCHMARKS**

1.59 88.47%

### **TOUR**

3.91

MONTHLY RATING

NEGATIVITY PERCENT

34.8%

# MOVE-IN

MONTHLY RATING

3.4

NEGATIVITY PERCENT

40.1%

# MAINTENANCE

MONTHLY RATING
2.7

NEGATIVITY PERCENT
59.4%

# RENEWAL

MONTHLY RATING
2.6

NEGATIVITY PERCENT
62.6%

# MOVE-OUT

1.7

NEGATIVITY PERCENT

85.1%

# MINIMIZE NEGATIVITY

28.24%

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

MAINTENANCE	+20.8% above benchmark	
MANAGEMENT	-23.5% below benchmark	
COMMUNICATION	-1.8% below benchmark	
STAFF	+12.3% above benchmark	
SAFETY/SECURITY	-11.5% below benchmark	
BILLING/FEES	+11.5% above benchmark	
PARKING	-10.2% 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	+7.8% above benchmark	
LOCATION	-39.9% below benchmark	
MAINTENANCE STAFF	+15.1% above benchmark	
MAINTENANCE	+23.3% above benchmark	
AMENITIES	-46.3% below benchmark	
HELPFULNESS	-14.6% below benchmark	
AESTHETICS	-27.6% 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.

NOISE	Mentioned in 2.4% of positive reviews	+49.2% above the industry benchmark
PROFESSIONALISM	Mentioned in 7.6% of positive reviews	+34.6% above the industry benchmark
PROPERTY MANAGER	Mentioned in 6.9% of positive reviews	+24.6% above the industry benchmark
MAINTENANCE	Mentioned in 16.9% of positive reviews	+23.3% above the industry benchmark
MAINTENANCE STAFF	Mentioned in 15.9% of positive reviews	+15.1% above the industry benchmark

