

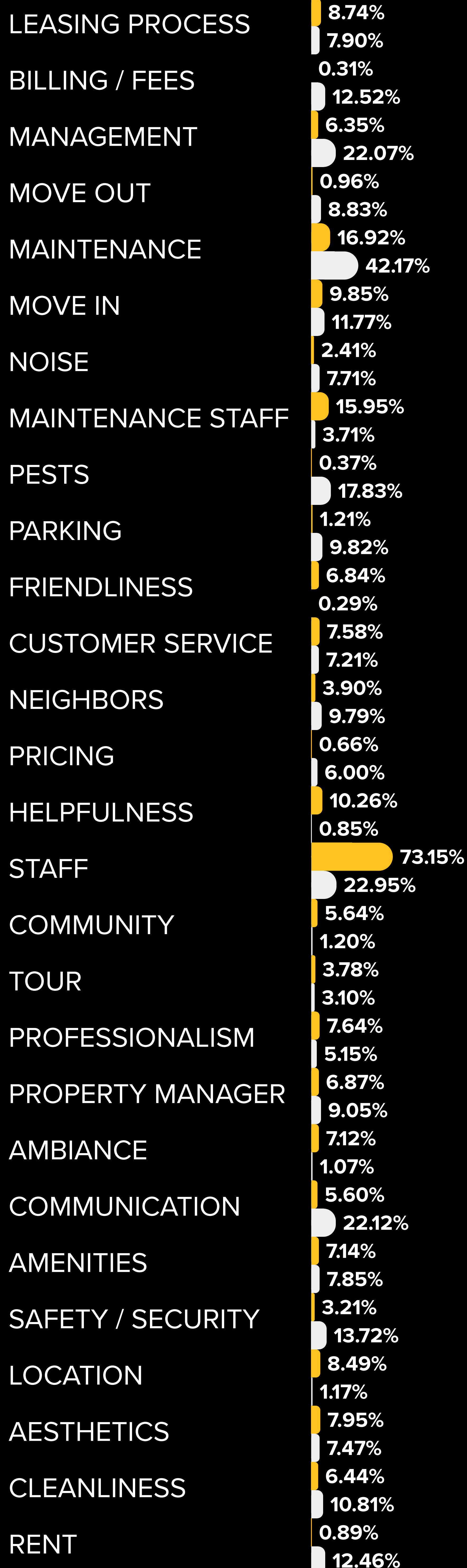


MORGAN PROPERTIES

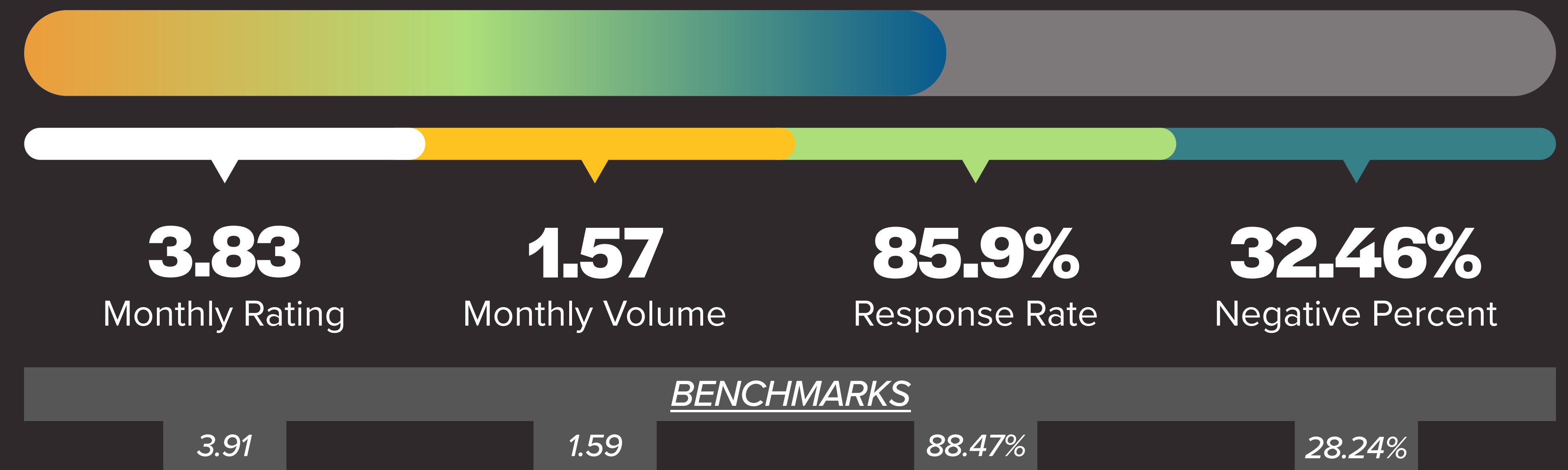
TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.

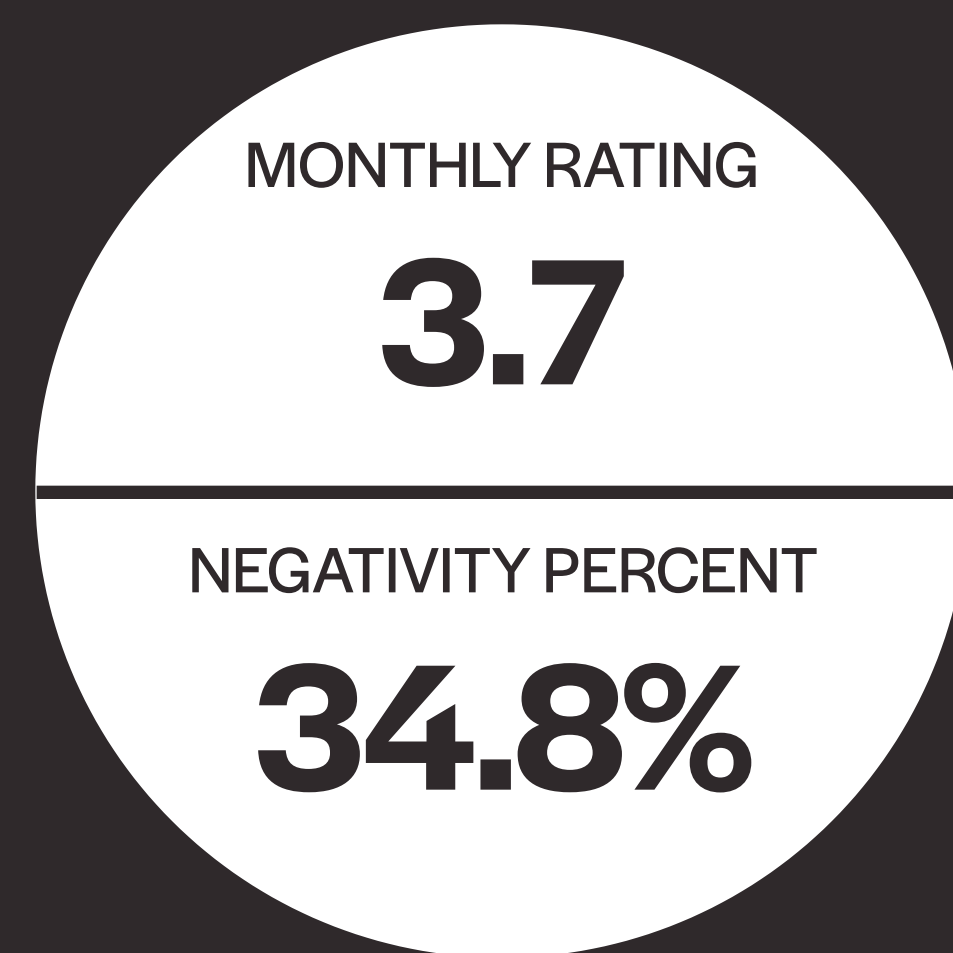
 POSITIVE REVIEWS
 NEGATIVE REVIEWS



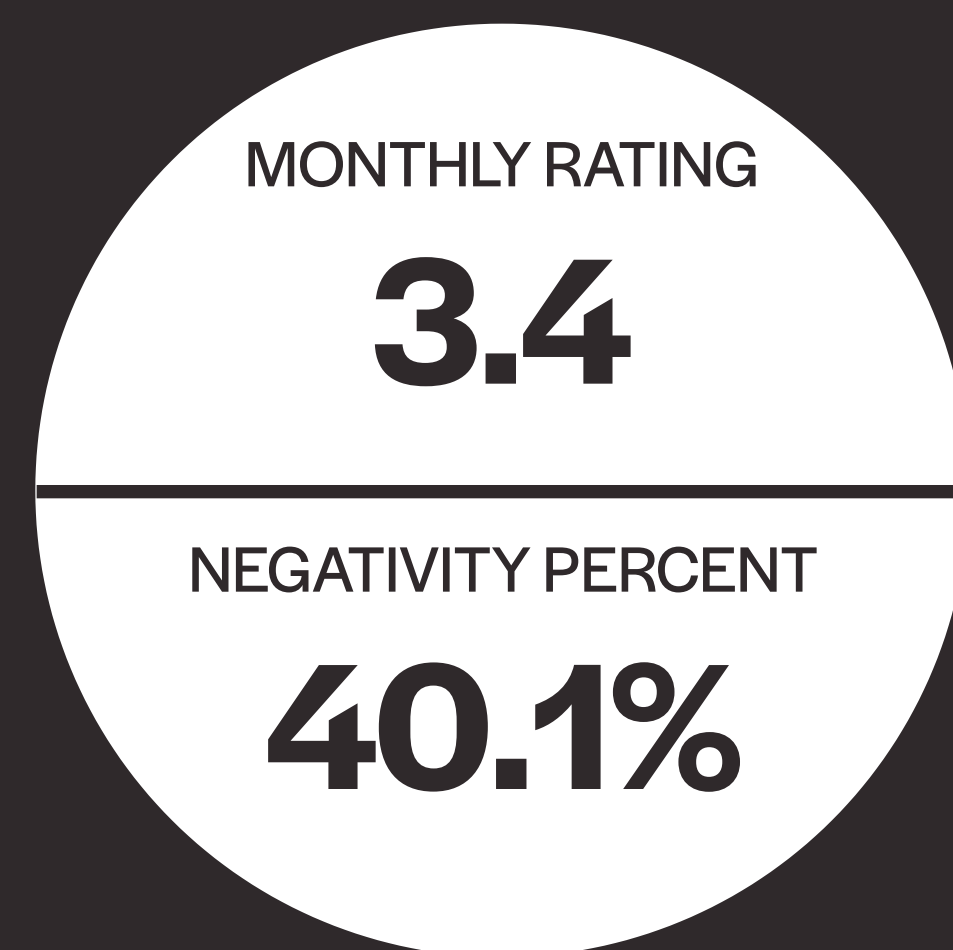
HEALTH SCORE: 60.2%



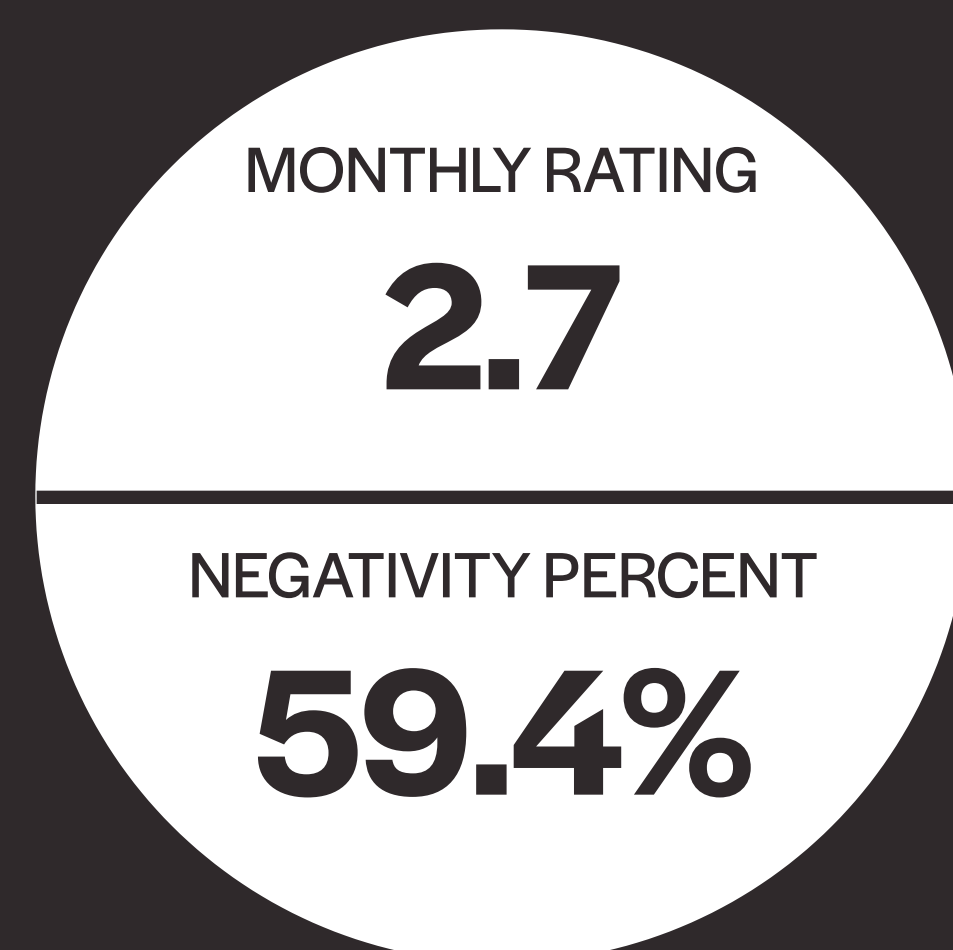
TOUR



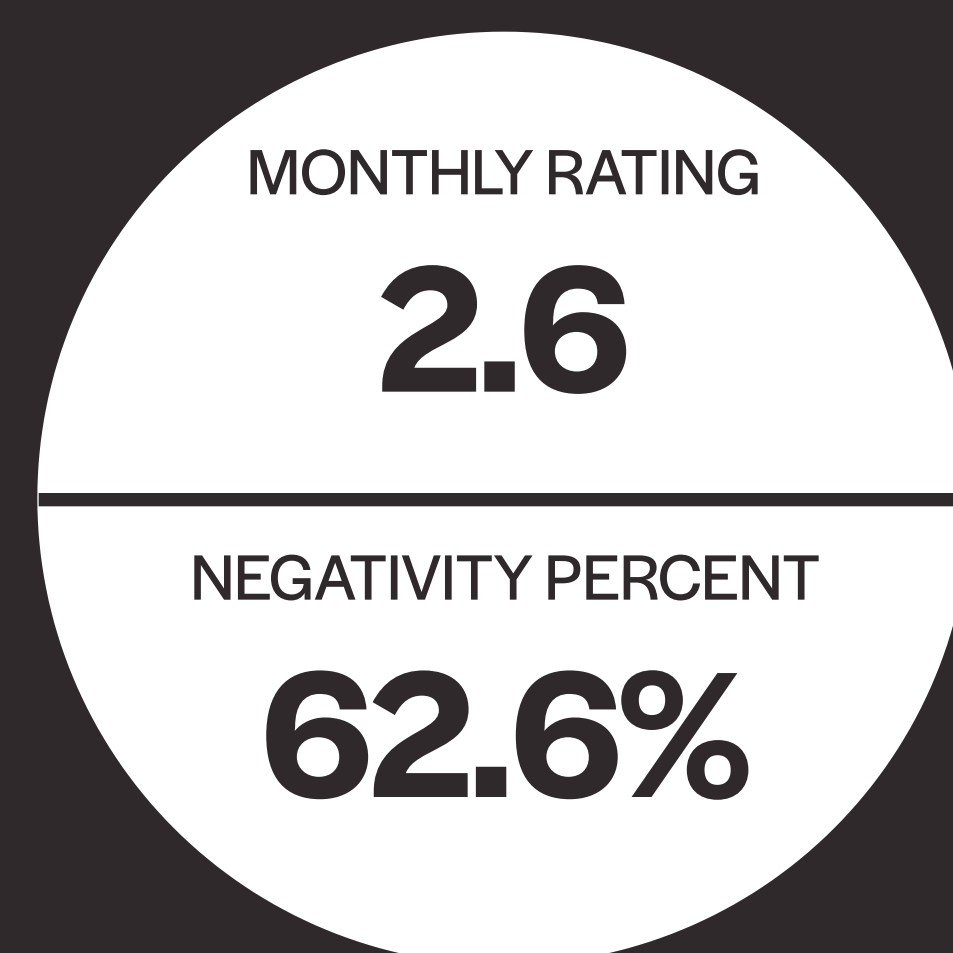
MOVE-IN



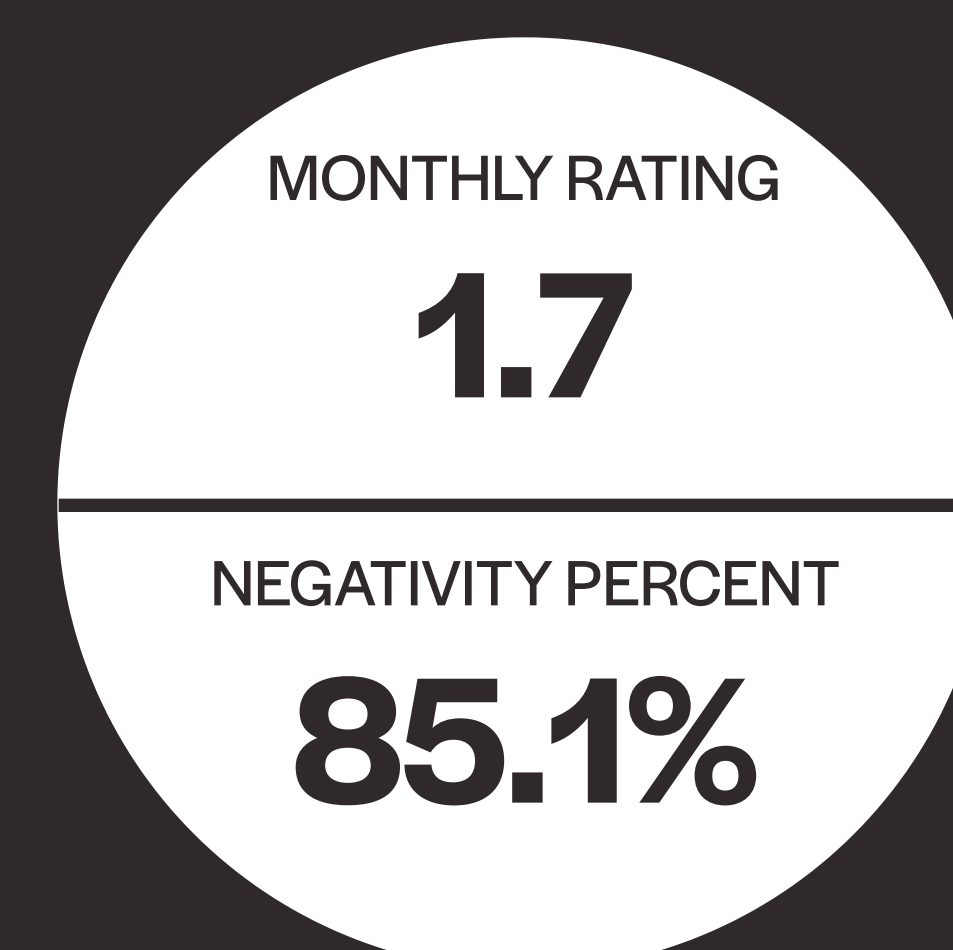
MAINTENANCE



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	+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