



NATIONAL DEVELOPMENT

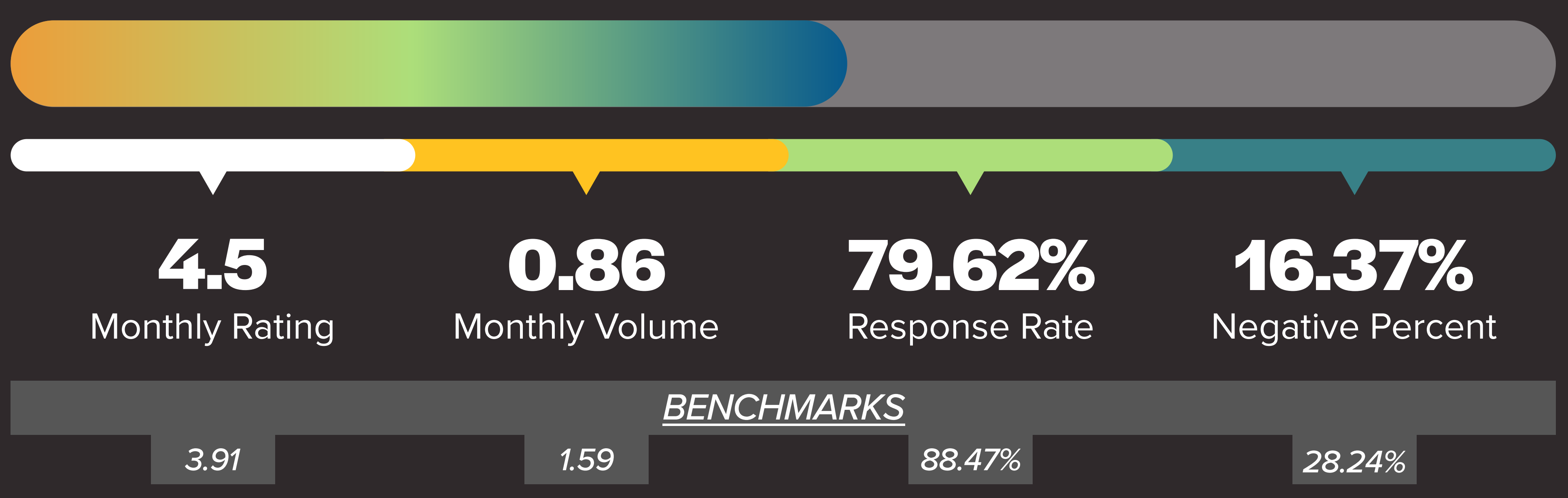
TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.

 POSITIVE REVIEWS
 NEGATIVE REVIEWS



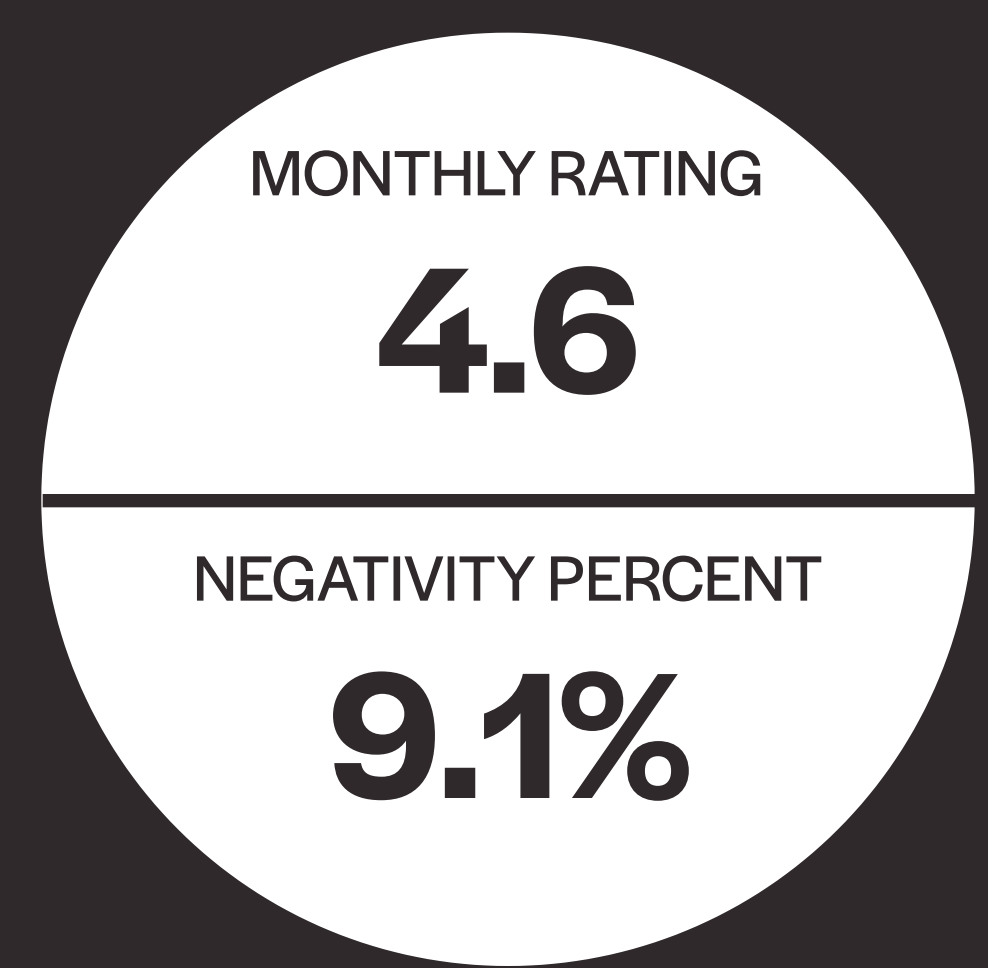
HEALTH SCORE: 54.14%



TOUR



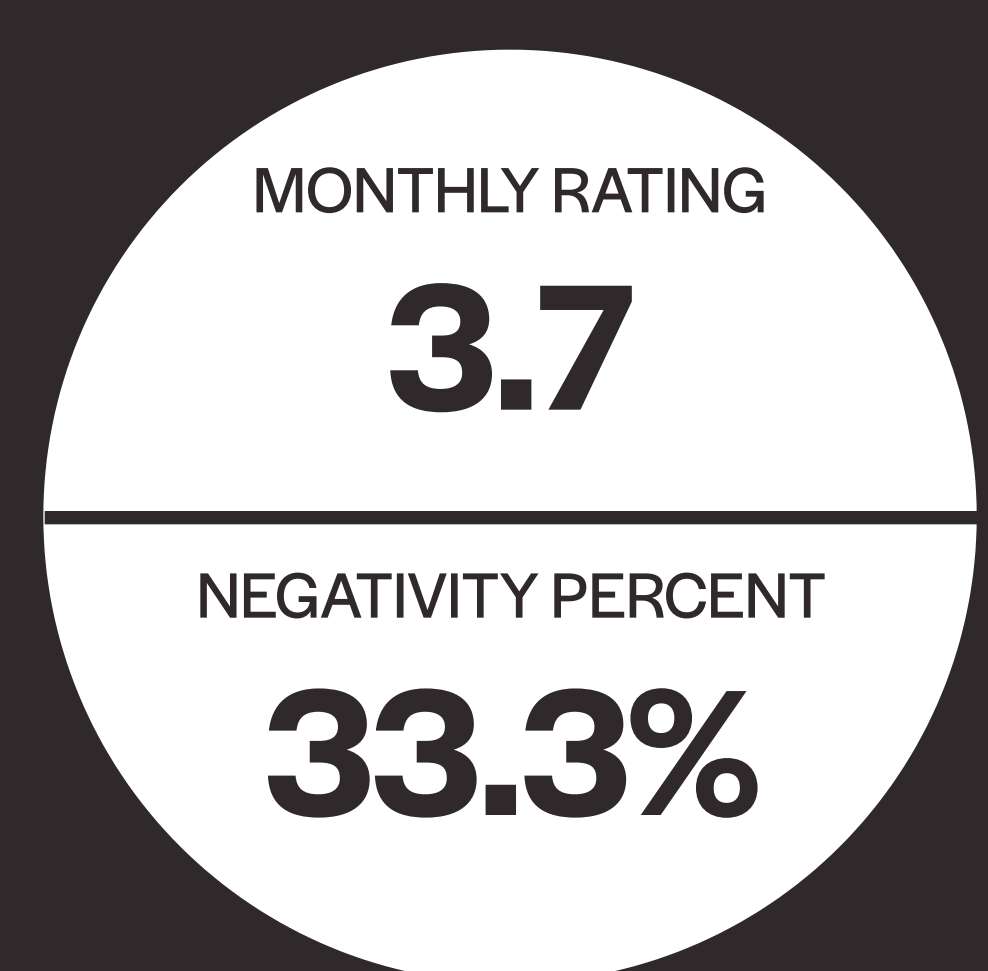
MOVE-IN



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	-32.6% below benchmark	
MANAGEMENT	-28.6% below benchmark	
COMMUNICATION	-47.8% below benchmark	
STAFF	-42.4% below benchmark	
SAFETY/SECURITY	-24.1% below benchmark	
BILLING/FEES	-73.8% below benchmark	
PARKING	+61.3% 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	-28.7% below benchmark	
LOCATION	+124% above benchmark	
MAINTENANCE STAFF	-15.8% below benchmark	
MAINTENANCE	+3.2% above benchmark	
AMENITIES	+156.9% above benchmark	
HELPFULNESS	+38.6% above benchmark	
AESTHETICS	-31.7% 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 13.3% of positive reviews	+421.6% above the industry benchmark
AMENITIES	Mentioned in 34.2% of positive reviews	+156.9% above the industry benchmark
LOCATION	Mentioned in 31.7% of positive reviews	+124% above the industry benchmark
LEASING PROCESS	Mentioned in 21.7% of positive reviews	+120% above the industry benchmark
CLEANLINESS	Mentioned in 16.7% of positive reviews	+103.7% above the industry benchmark