



SOUTHERN MANAGEMENT COMPANIES

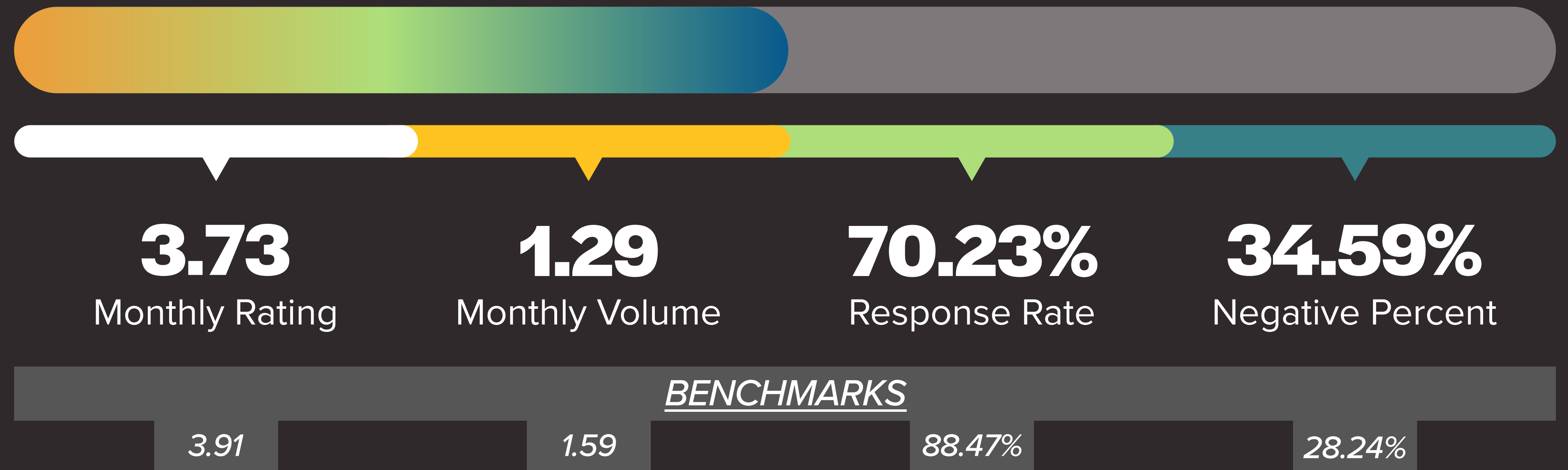
TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.

 POSITIVE REVIEWS
 NEGATIVE REVIEWS

LEASING PROCESS	13.90%
BILLING / FEES	6.15%
MANAGEMENT	0.00%
MOVE OUT	3.08%
MAINTENANCE	9.03%
MOVE IN	30.00%
NOISE	0.86%
MAINTENANCE STAFF	3.33%
PESTS	11.46%
PARKING	36.41%
FRIENDLINESS	16.05%
CUSTOMER SERVICE	3.85%
NEIGHBORS	0.14%
PRICING	7.95%
HELPFULNESS	6.02%
STAFF	2.56%
COMMUNITY	0.29%
TOUR	21.28%
PROFESSIONALISM	2.29%
PROPERTY MANAGER	19.23%
AMBIANCE	12.32%
COMMUNICATION	0.77%
AMENITIES	22.21%
SAFETY / SECURITY	9.49%
LOCATION	3.87%
AESTHETICS	12.05%
CLEANLINESS	1.00%
RENT	6.41%
	16.19%
	0.26%
	45.70%
	16.67%
	10.03%
	2.31%
	1.72%
	1.03%
	8.45%
	2.05%
	3.30%
	2.31%
	1.15%
	0.00%
	4.15%
	13.85%
	5.59%
	4.36%
	2.72%
	15.64%
	12.32%
	2.31%
	5.30%
	0.26%
	12.18%
	12.31%
	1.15%
	8.97%

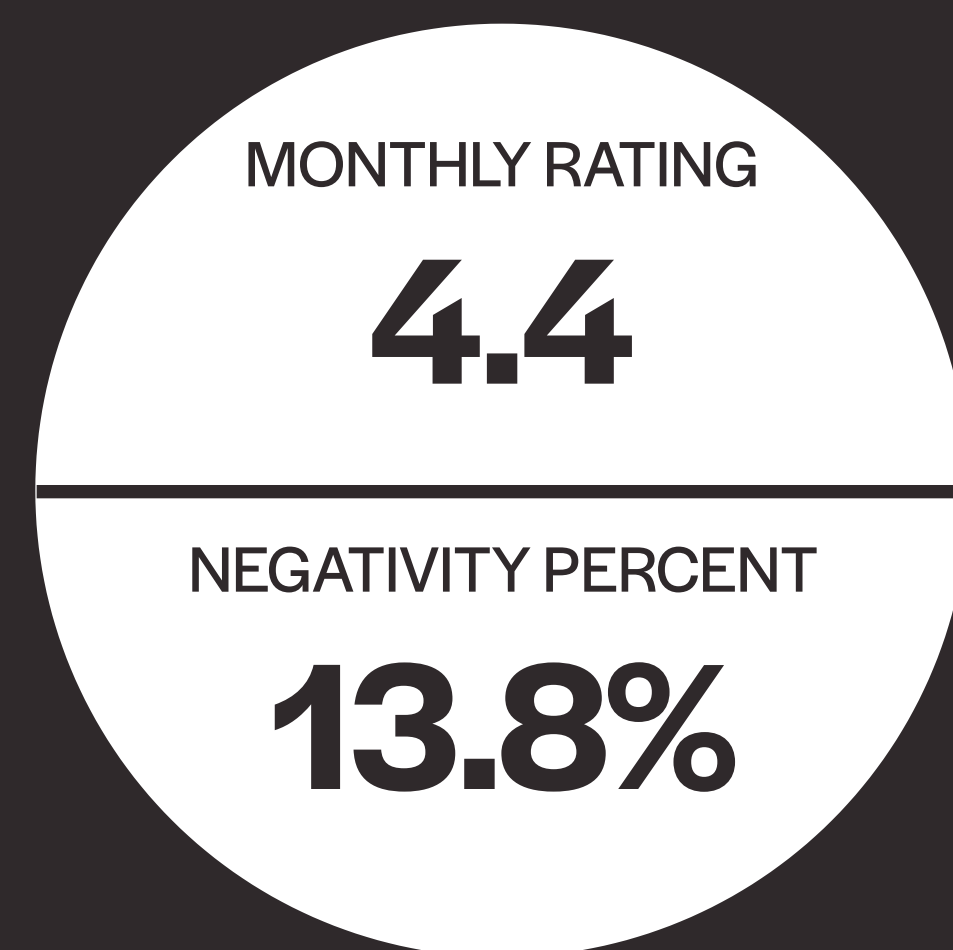
HEALTH SCORE: 50.22%



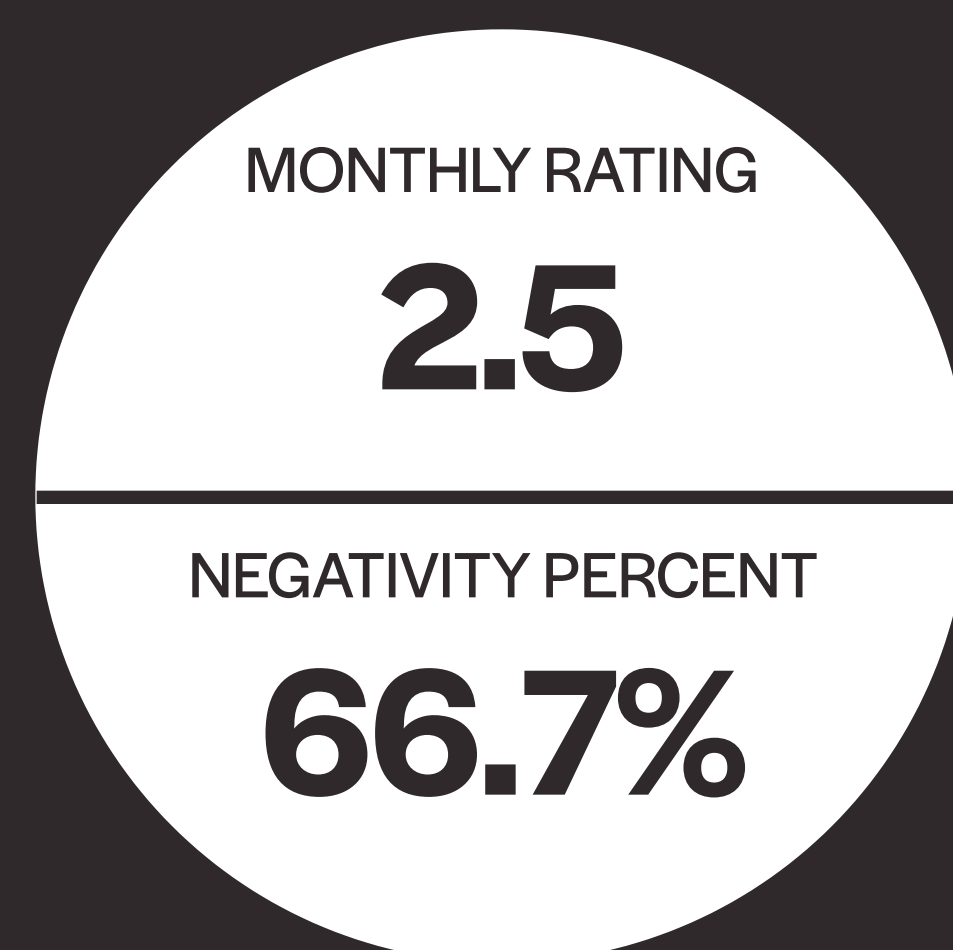
TOUR



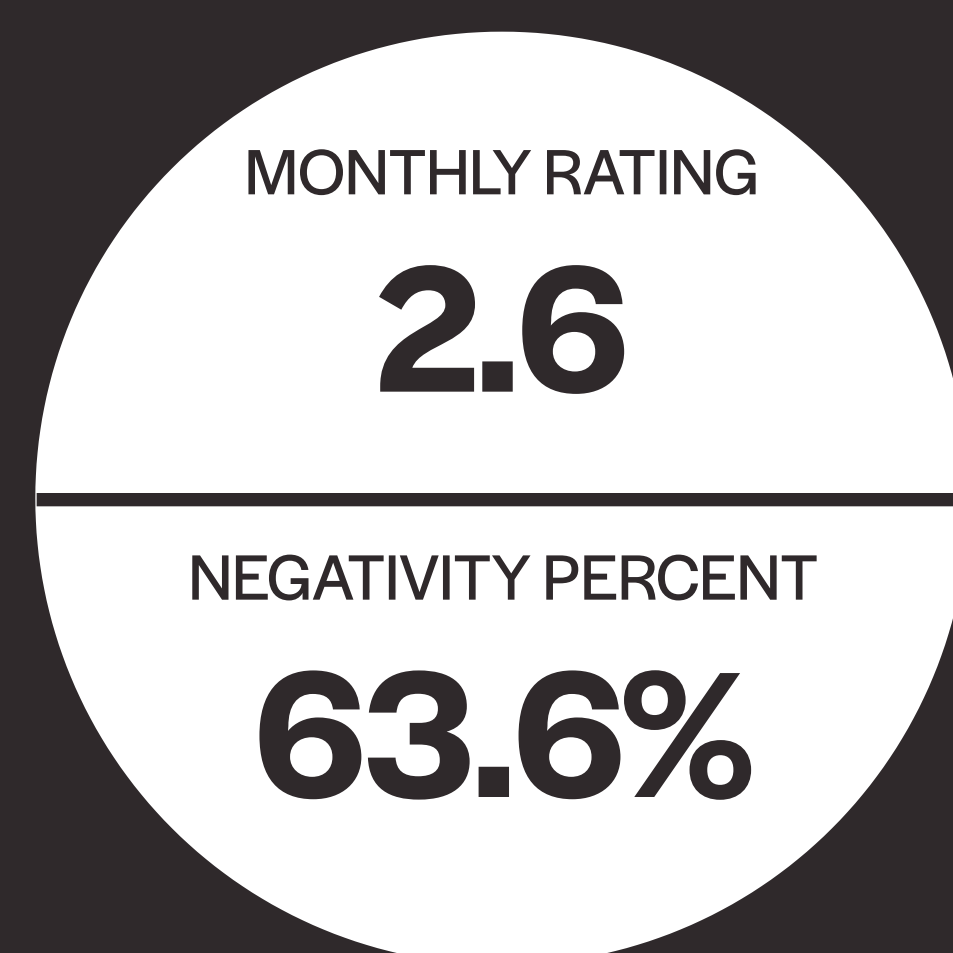
MOVE-IN



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	+4.3% above benchmark	●
MANAGEMENT	+4% above benchmark	●
COMMUNICATION	-38.6% below benchmark	●
STAFF	-18.5% below benchmark	●
SAFETY/SECURITY	+0.9% above benchmark	●
BILLING/FEES	-72.6% below benchmark	●
PARKING	+75.8% 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	-32.6% below benchmark	●
LOCATION	-12.8% below benchmark	●
MAINTENANCE STAFF	-56.6% below benchmark	●
MAINTENANCE	-16.5% below benchmark	●
AMENITIES	-58% below benchmark	●
HELPFULNESS	+34.6% above benchmark	●
AESTHETICS	-51.7% 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.

CUSTOMER SERVICE	Mentioned in 22.2% of positive reviews	+157.5% above the industry benchmark
CLEANLINESS	Mentioned in 12.2% of positive reviews	+48.9% above the industry benchmark
FRIENDLINESS	Mentioned in 12.3% of positive reviews	+46.6% above the industry benchmark
MOVE-IN	Mentioned in 16% of positive reviews	+45.3% above the industry benchmark
HELPFULNESS	Mentioned in 16.2% of positive reviews	+34.6% above the industry benchmark