

WINDSOR COMMUNITIES

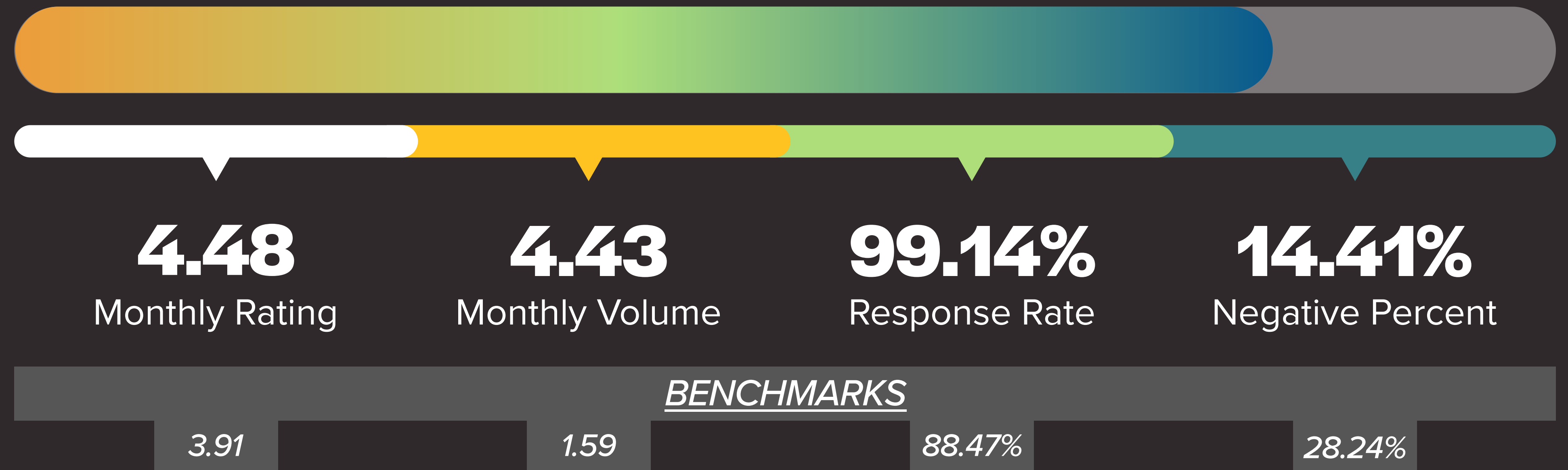
TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.

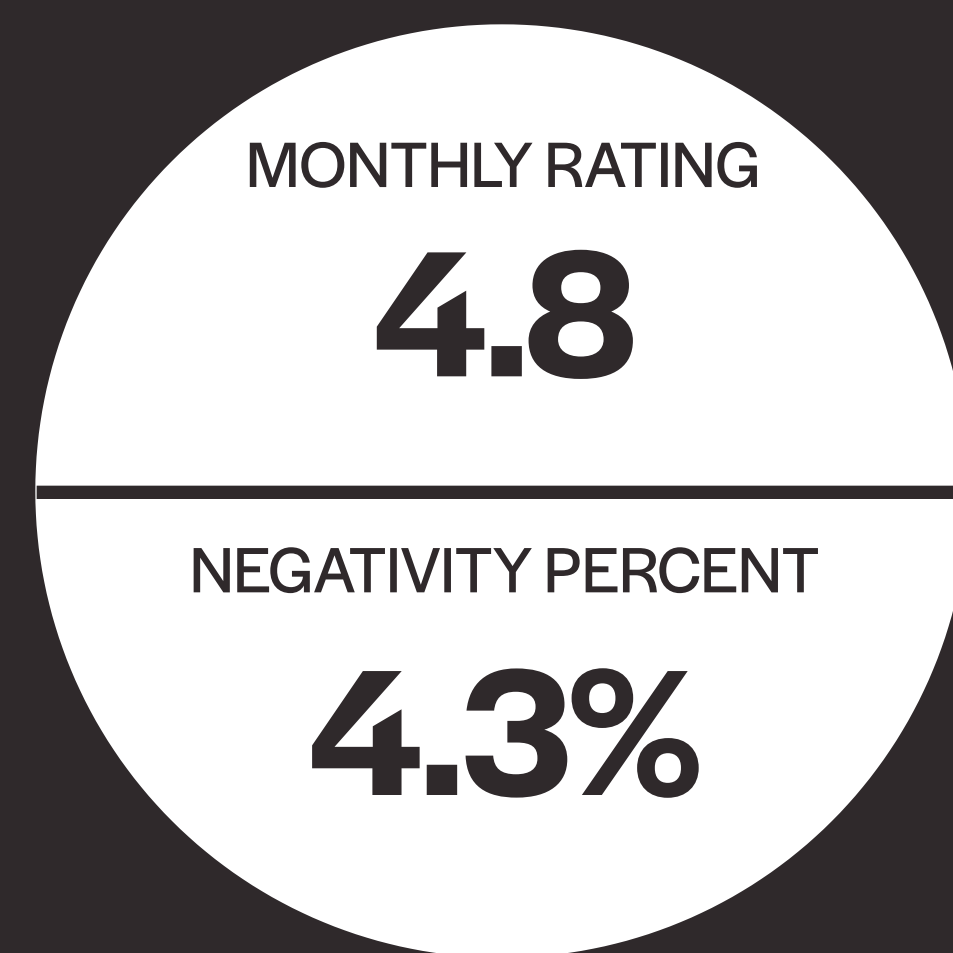
POSITIVE REVIEWS
 NEGATIVE REVIEWS

LEASING PROCESS	11.69%
BILLING / FEES	5.12%
MANAGEMENT	0.14%
MOVE OUT	9.51%
MAINTENANCE	9.70%
MOVE IN	29.02%
NOISE	0.79%
MAINTENANCE STAFF	6.34%
PESTS	16.67%
PARKING	36.10%
FRIENDLINESS	8.22%
CUSTOMER SERVICE	7.07%
NEIGHBORS	0.46%
PRICING	12.68%
HELPFULNESS	22.03%
STAFF	1.46%
COMMUNITY	0.00%
TOUR	9.02%
PROFESSIONALISM	0.97%
PROPERTY MANAGER	12.20%
AMBIANCE	13.12%
COMMUNICATION	0.49%
AMENITIES	12.89%
SAFETY / SECURITY	6.10%
LOCATION	2.12%
AESTHETICS	11.95%
CLEANLINESS	0.83%
RENT	13.17%
	14.64%
	0.98%
	45.17%
	13.90%
	8.73%
	3.17%
	5.17%
	0.73%
	6.33%
	1.46%
	3.00%
	1.71%
	1.15%
	0.00%
	4.43%
	17.07%
	14.46%
	9.76%
	2.31%
	20.24%
	14.55%
	1.22%
	5.36%
	0.24%
	6.56%
	18.29%
	0.23%
	12.68%

HEALTH SCORE: 81.57%



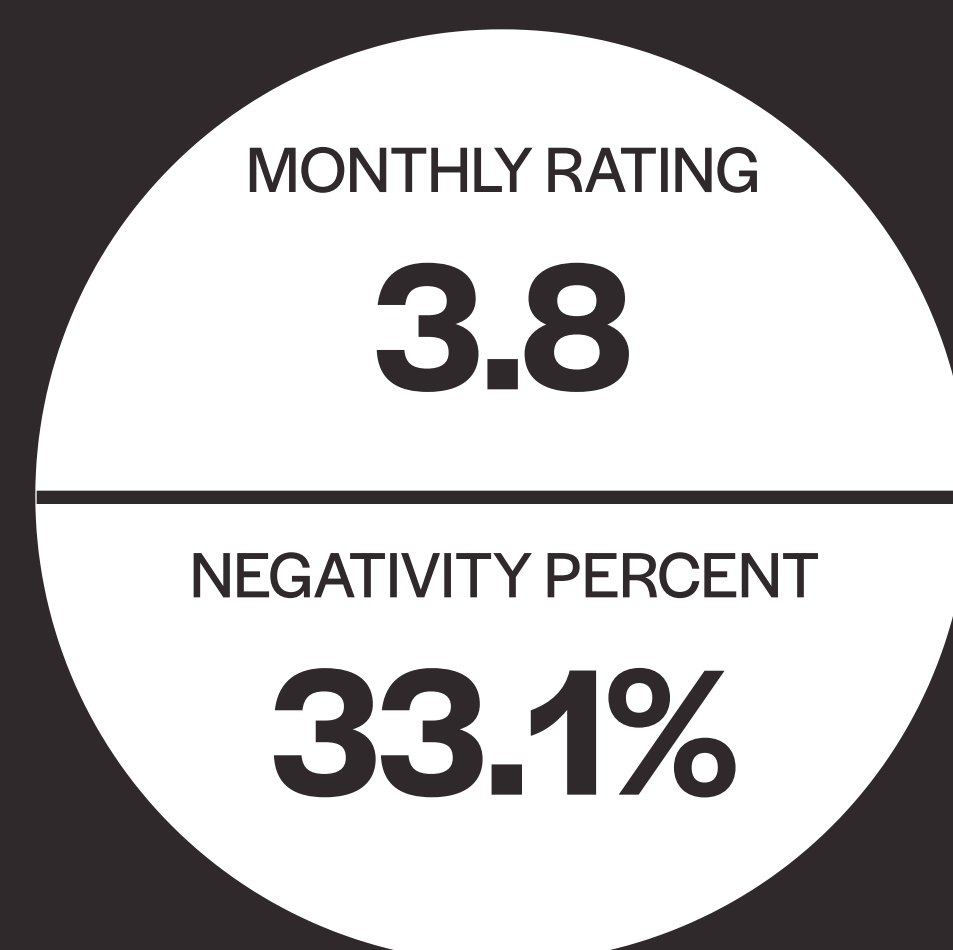
TOUR



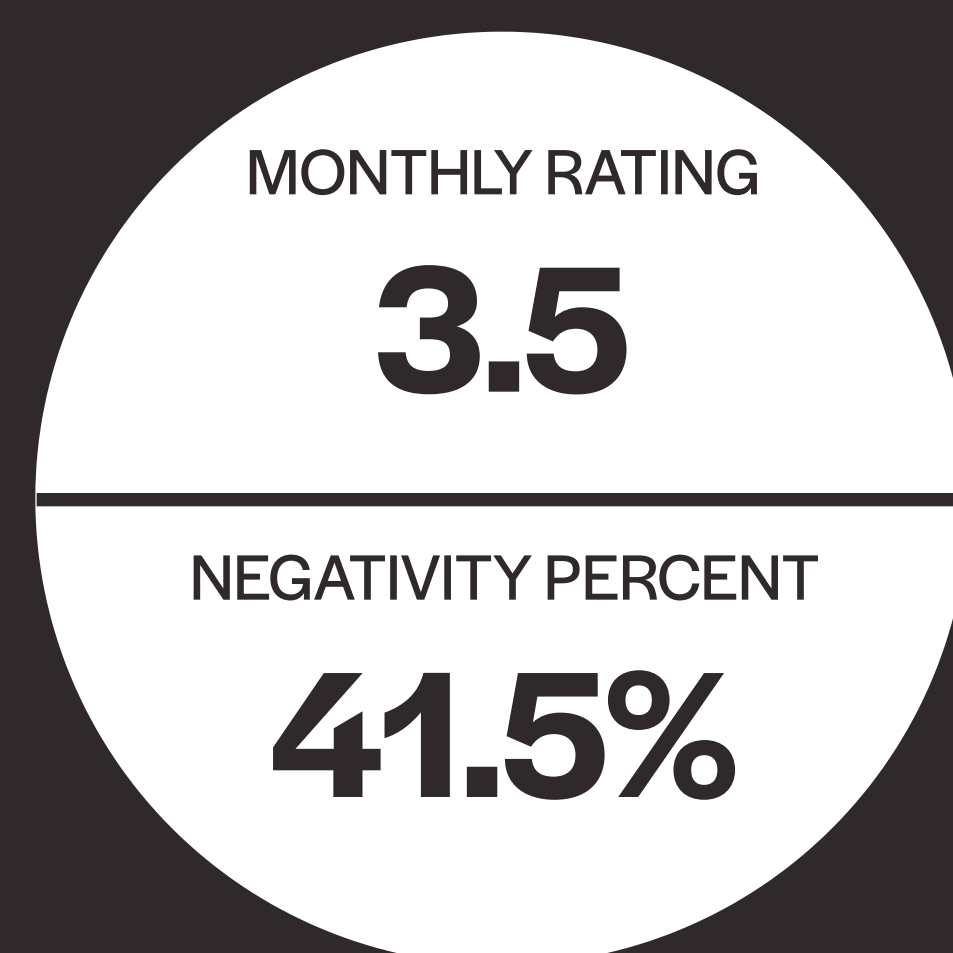
MOVE-IN



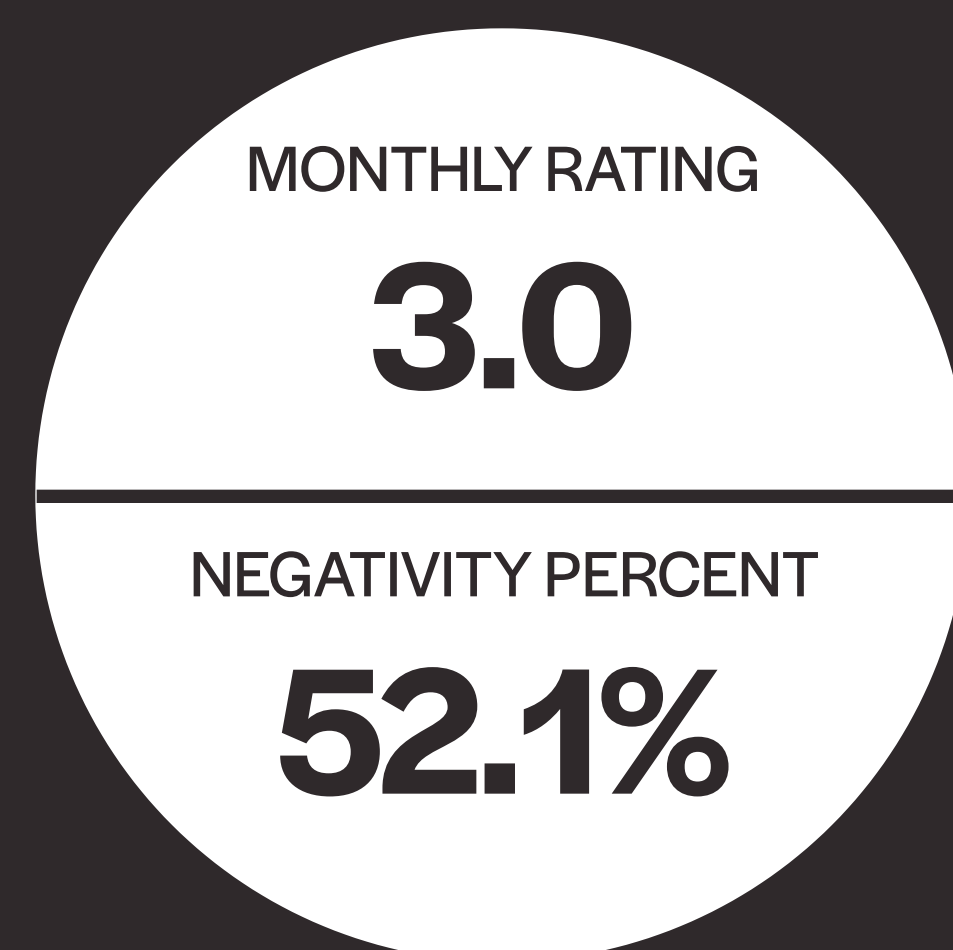
MAINTENANCE



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	+3.4% above benchmark	
MANAGEMENT	+0.7% above benchmark	
COMMUNICATION	-24.3% below benchmark	
STAFF	-32% below benchmark	
SAFETY/SECURITY	+30.6% above benchmark	
BILLING/FEES	-15.3% below benchmark	
PARKING	+11.5% 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	-33.4% below benchmark	
LOCATION	+2.9% above benchmark	
MAINTENANCE STAFF	+59.1% above benchmark	
MAINTENANCE	+21.5% above benchmark	
AMENITIES	+8.7% above benchmark	
HELPFULNESS	+21.8% above benchmark	
AESTHETICS	-51.2% 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.

TOUR GUIDE	Mentioned in 3.6% of positive reviews	+163% above the industry benchmark
UNIT CONDITION	Mentioned in 5.6% of positive reviews	+120.5% above the industry benchmark
MAINTENANCE STAFF	Mentioned in 22% of positive reviews	+59.1% above the industry benchmark
FRIENDLINESS	Mentioned in 13.1% of positive reviews	+56.1% above the industry benchmark
CUSTOMER SERVICE	Mentioned in 12.9% of positive reviews	+49.4% above the industry benchmark