

# ASSET LIVING

Google Reviews Only  
Timeframe: Q2 '23 - Q1 '24

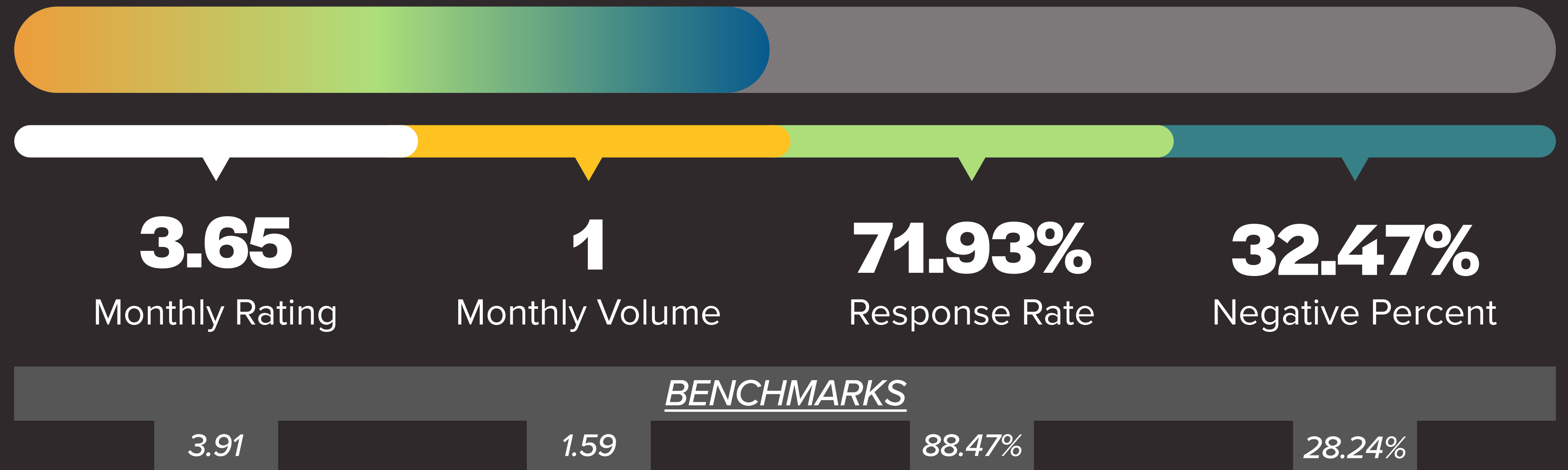
## TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.

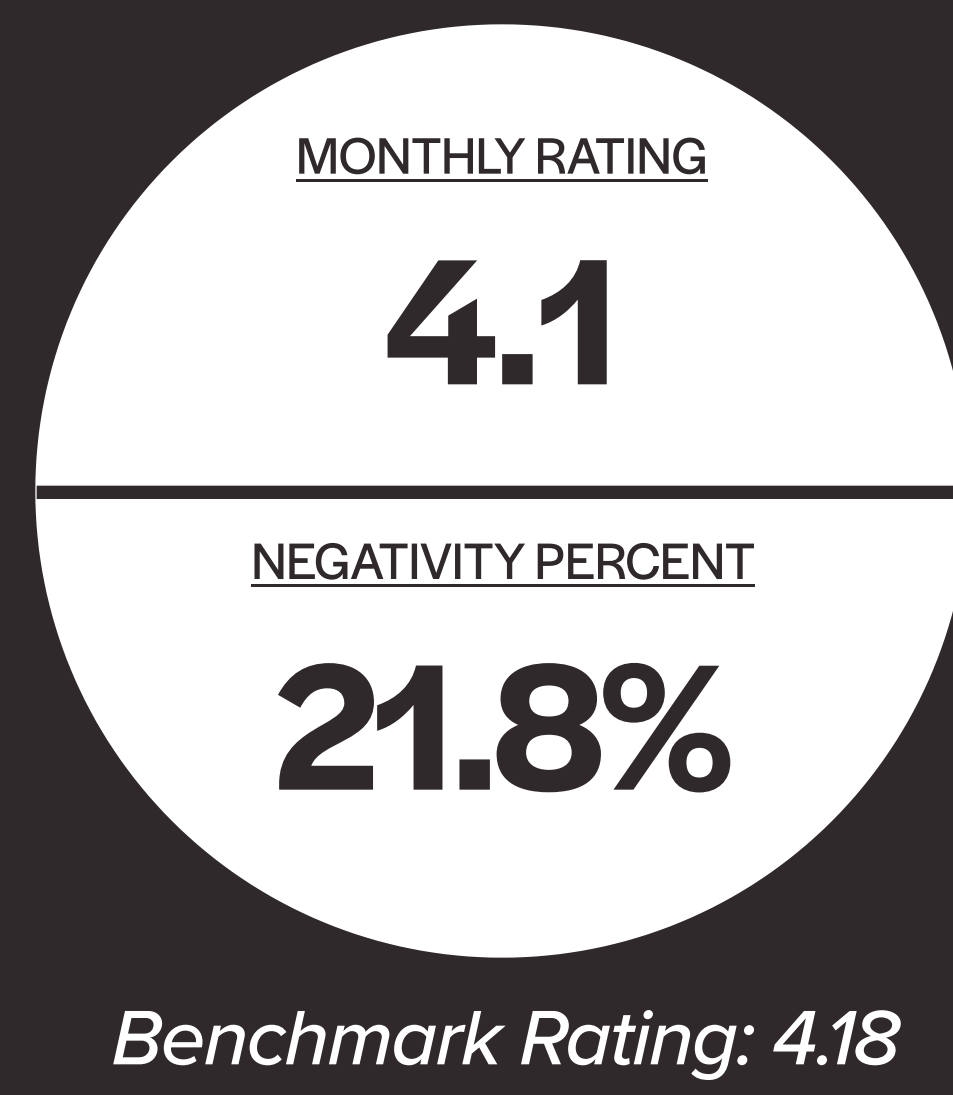
POSITIVE REVIEWS  
 NEGATIVE REVIEWS

LEASING PROCESS	9.24%
BILLING / FEES	7.70%
MANAGEMENT	12.79%
MOVE OUT	10.20%
MAINTENANCE	29.98%
MOVE IN	0.82%
NOISE	7.61%
MAINTENANCE STAFF	12.45%
PESTS	38.79%
PARKING	11.22%
FRIENDLINESS	12.04%
CUSTOMER SERVICE	2.38%
NEIGHBORS	6.80%
PRICING	11.01%
HELPFULNESS	3.02%
STAFF	0.33%
COMMUNITY	16.06%
TOUR	1.03%
PROFESSIONALISM	9.06%
PROPERTY MANAGER	7.08%
AMBIANCE	0.25%
COMMUNICATION	8.55%
AMENITIES	7.35%
SAFETY / SECURITY	3.05%
LOCATION	8.71%
AESTHETICS	1.12%
CLEANLINESS	5.45%
RENT	11.64%
	0.99%
	73.20%
	24.43%
	6.84%
	1.16%
	5.71%
	2.46%
	5.31%
	4.51%
	7.84%
	8.72%
	7.75%
	0.73%
	5.02%
	24.21%
	10.36%
	7.40%
	3.46%
	17.28%
	12.51%
	1.69%
	12.74%
	7.01%
	7.65%
	11.12%
	0.98%
	9.93%

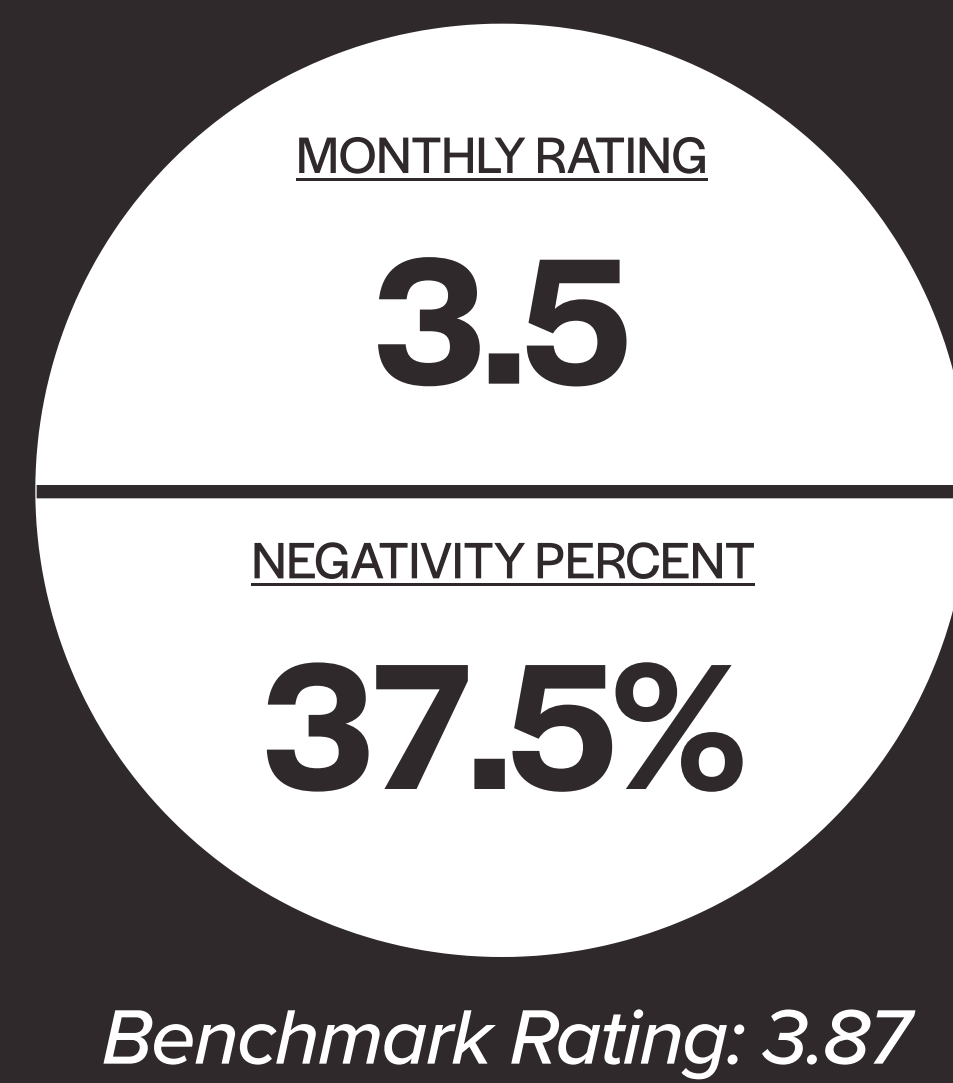
# REPUTATION HEALTH SCORE: 49%



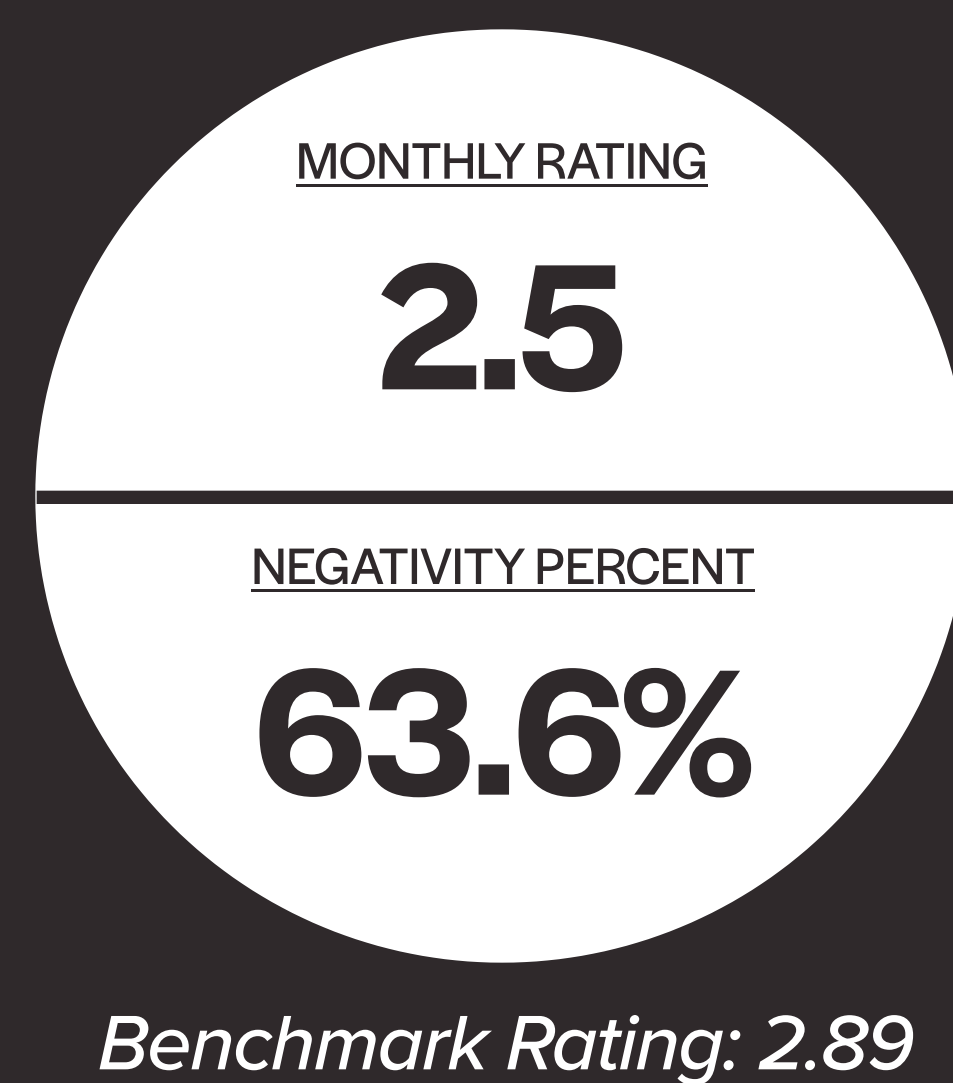
## TOUR



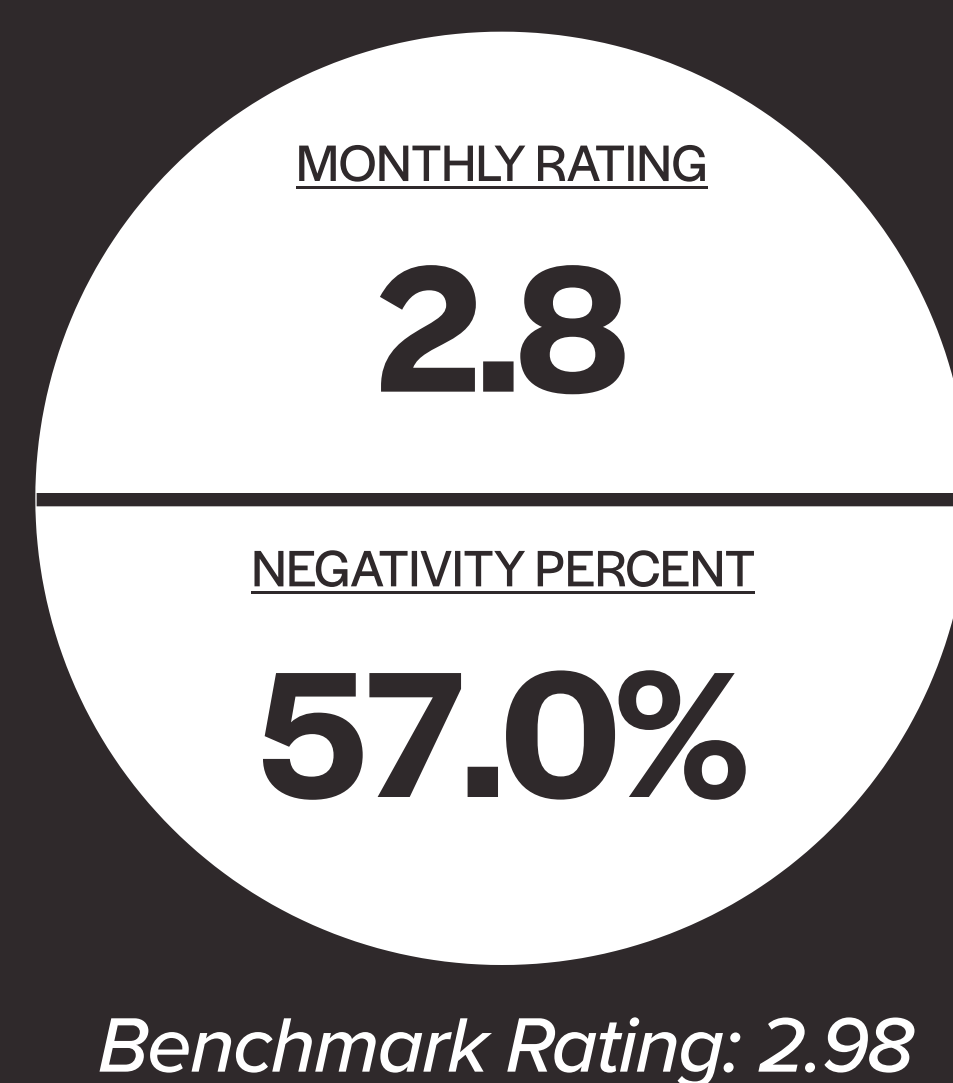
## MOVE-IN



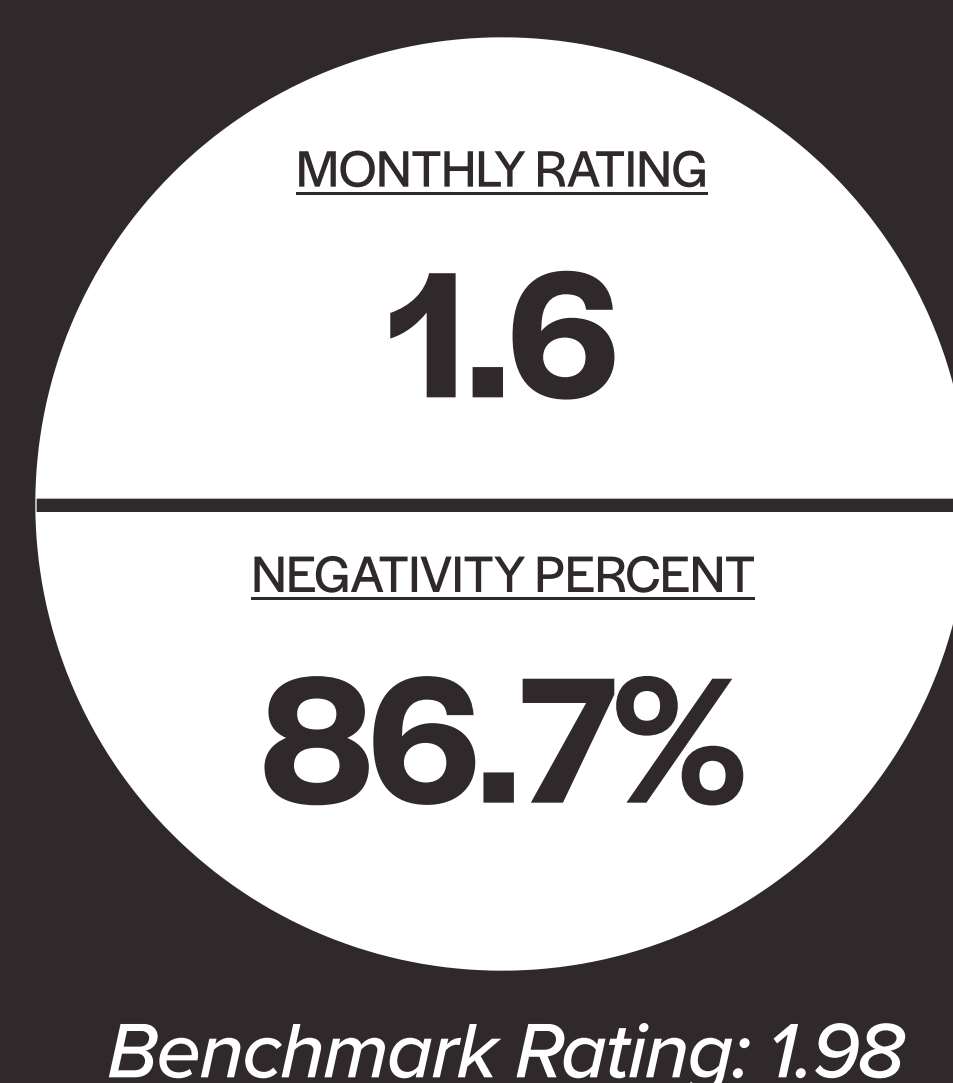
## MAINTENANCE



## 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	+12.5% above benchmark	<span style="color: red;">●</span>
MANAGEMENT	+2.5% above benchmark	<span style="color: yellow;">●</span>
COMMUNICATION	+9.7% above benchmark	<span style="color: red;">●</span>
STAFF	+22.1% above benchmark	<span style="color: red;">●</span>
SAFETY/SECURITY	+10.8% above benchmark	<span style="color: red;">●</span>
BILLING/FEES	+17.8% above benchmark	<span style="color: red;">●</span>
PARKING	+17.8% above benchmark	<span style="color: red;">●</span>

## 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	+12.8% above benchmark	<span style="color: green;">●</span>
LOCATION	-11.8% below benchmark	<span style="color: red;">●</span>
MAINTENANCE STAFF	-21.2% below benchmark	<span style="color: red;">●</span>
MAINTENANCE	-9.2% below benchmark	<span style="color: red;">●</span>
AMENITIES	-22.3% below benchmark	<span style="color: red;">●</span>
HELPFULNESS	-7.2% below benchmark	<span style="color: yellow;">●</span>
AESTHETICS	+20.3% above benchmark	<span style="color: green;">●</span>

## 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.

AFFORDABILITY	Mentioned in 2.6% of positive reviews	+95% above the industry benchmark
PROPERTY MANAGER	Mentioned in 7.8% of positive reviews	+52.2% above the industry benchmark
AMBIANCE	Mentioned in 7.8% of positive reviews	+33% above the industry benchmark
AESTHETICS	Mentioned in 12.74% of positive reviews	+20.31% above the industry benchmark
STAFF	Mentioned in 73.20% of positive reviews	+12.76% above the industry benchmark



# How Multifamily Manages Reputation

If your reputation strategy isn't improving your Google rankings and driving quality leases, you don't have a strategy. We help PMCs & operators take a proactive approach to show off resident experience, drive leases through local search and save onsite resources with centralized technology and services. For Widewail, reputation management is a performance-marketing strategy, not PR.

Select Clients:



## INVITE

Increase new reviews on Google and other review platforms with an automated SMS process



## ENGAGE

Leverage our expert team of responders with review response managed services



## ENGAGE PLUS

Social media engagement response managed services



## INVITE VIDEO

Collect video testimonials from your residents with an automated SMS process



## LISTINGS

Monitor and update community listing information on Google and other key directories from a single dashboard

Integrations

Powering Automation:



Widewail property management clients generate **1.5x more reviews** per month than industry average

Average rating for **Widewail property management clients is a 4.28** on Google. Industry average: 3.91.