## BRIDGE NVESTMENT GROUP

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

### TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.



LEASING PROCESS

BILLING / FEES

MANAGEMENT

MOVE OUT

MAINTENANCE

MOVE IN

NOISE

MAINTENANCE STAFF

PESTS

PARKING

FRIENDLINESS

**CUSTOMER SERVICE** 

**NEIGHBORS** 

PRICING

HELPFULNESS

STAFF

COMMUNITY

TOUR

PROFESSIONALISM

PROPERTY MANAGER

AMBIANCE

COMMUNICATION

AMENITIES

SAFETY / SECURITY

LOCATION

**AESTHETICS** 

CLEANLINESS

RENT

10.10% 6.95% 0.38% 11.68%

5.18% 21.26%

0.68%

7.51%

13.66% 44.48%

11.95% 13.02%

1.15% 5.41%

10.24% 2.45%

0.36% 17.22%

0.52%

8.07% **6.72**%

0.15%

6.39% 5.82%

1.79% 8.60%

0.66%

3.21% 10.36%

0.66%

81.47% 21.21%

4.15% 0.99%

8.15% 3.54%

**7.12**% 3.99% 5.50%

8.07% 6.43%

1.06% 6.56%

5.76% 5.89%

25.61%

1.98% 14.77%

5.43% 1.09%

8.34% 6.90%

5.64% 10.52% 0.91%

8.70%

Benchmark Rating: 1.98

# REPUTATION HEALTH SCORE: 82%

4.24 5.71 21.12% 98% Monthly Rating Monthly Volume **Negative Percent** Response Rate

BENCHMARKS

1.59 88.47% 28.24%

### **TOUR**

3.91

**MONTHLY RATING NEGATIVITY PERCENT** 19.5%

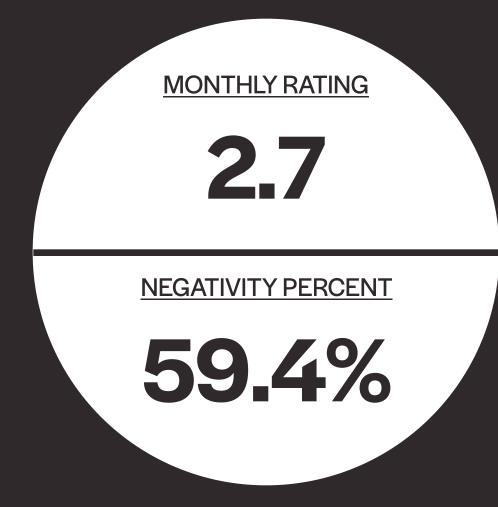
Benchmark Rating: 4.18

### MOVE-IN



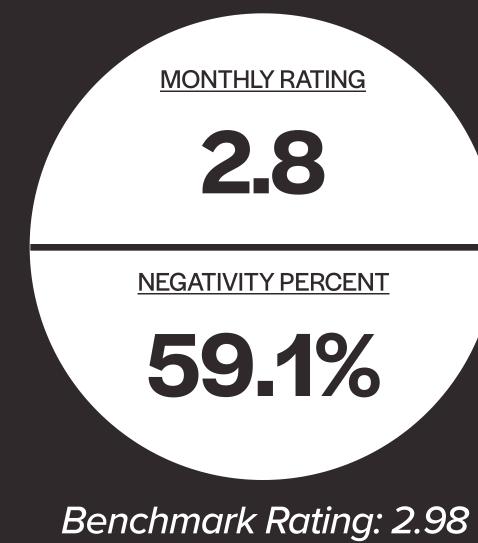
Benchmark Rating: 3.87

## MAINTENANCE

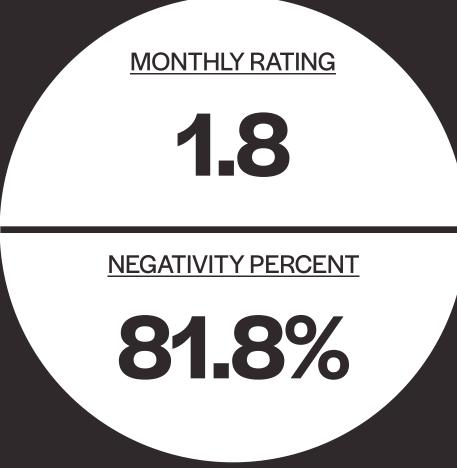


Benchmark Rating: 2.89

## 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	+29% above benchmark	
MANAGEMENT	-27.3% below benchmark	
COMMUNICATION	+16.1% above benchmark	
STAFF	+6.1% above benchmark	
SAFETY/SECURITY	-5.3% below benchmark	
BILLING/FEES	+7.6% above benchmark	
PARKING	-26.8% 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	+25.5% above benchmark	
LOCATION	-61.7% below benchmark	
MAINTENANCE STAFF	-26.7% below benchmark	
MAINTENANCE	-0.4% below benchmark	
AMENITIES	-56.8% below benchmark	
HELPFULNESS	-17.4% below benchmark	
AESTHETICS	-21.3% 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.

COMMUNICATION	Mentioned in 6.6% of positive reviews	+28.8% above the industry benchmark
PROFESSIONALISM	Mentioned in 7.1% of positive reviews	+27.9% above the industry benchmark
TOUR	Mentioned in 8.2% of positive reviews	+26.8% above the industry benchmark
STAFF	Mentioned in 81.5% of positive reviews	+25.5% above the industry benchmark
AMBIANCE	Mentioned in 6.4% of positive reviews	+10.3% 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:** 





TRILOGY













#### 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

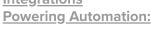
Integrations



entrata













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.

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