

CUSHMAN & WAKEFIELD

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

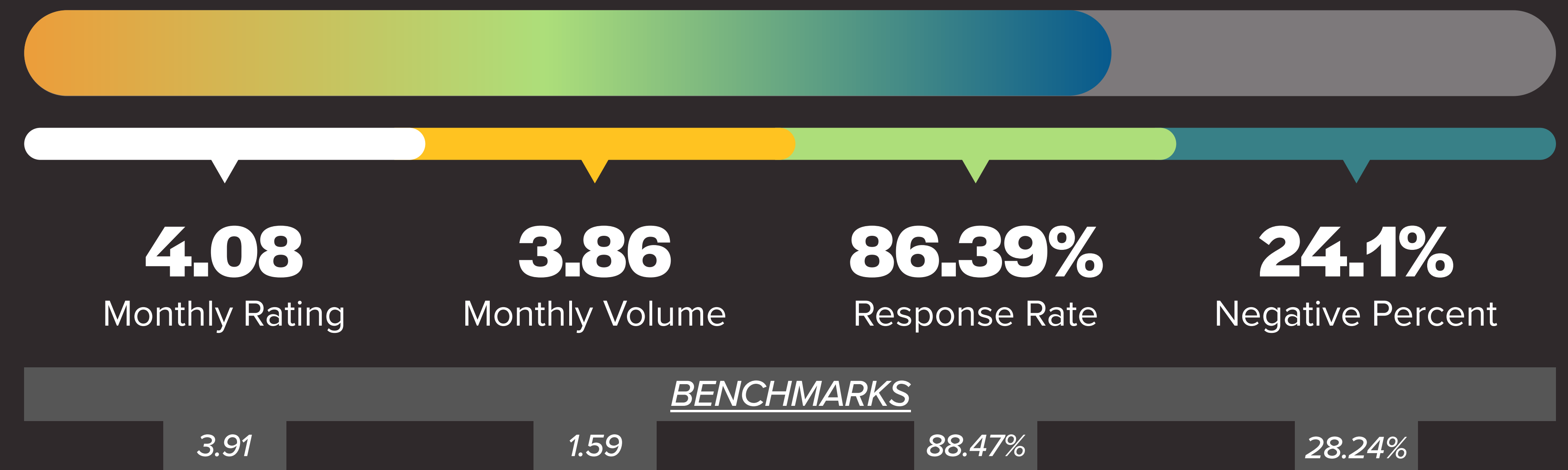
TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.

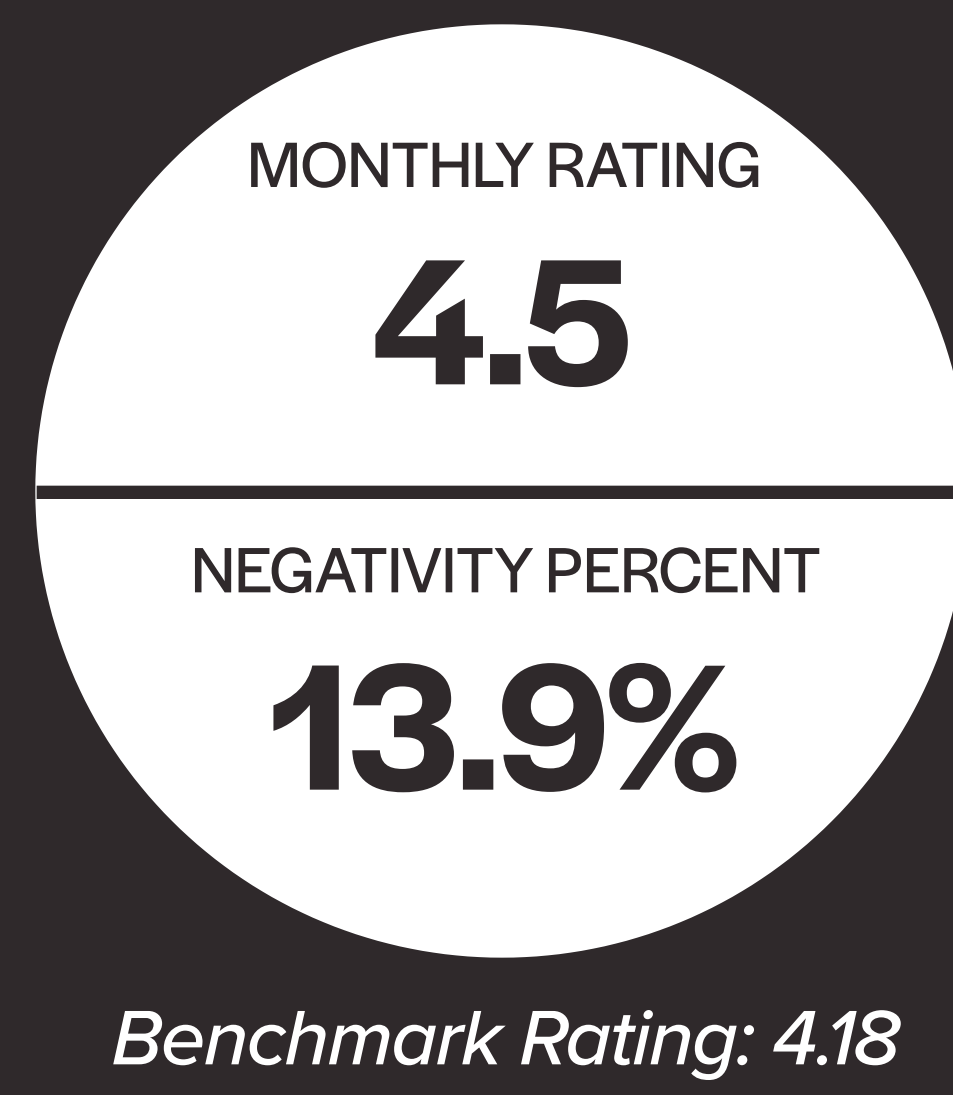
POSITIVE REVIEWS
NEGATIVE REVIEWS

LEASING PROCESS	8.75%
BILLING / FEES	5.95%
MANAGEMENT	0.12%
MOVE OUT	8.49%
MAINTENANCE	10.97%
MOVE IN	29.82%
NOISE	0.56%
MAINTENANCE STAFF	5.71%
PESTS	20.06%
PARKING	43.10%
FRIENDLINESS	10.34%
CUSTOMER SERVICE	6.73%
NEIGHBORS	0.92%
PRICING	6.30%
HELPFULNESS	9.93%
STAFF	2.39%
COMMUNITY	0.20%
TOUR	10.36%
PROFESSIONALISM	0.93%
PROPERTY MANAGER	8.36%
AMBIANCE	10.27%
COMMUNICATION	0.33%
AMENITIES	14.65%
SAFETY / SECURITY	8.91%
LOCATION	2.70%
AESTHETICS	8.99%
CLEANLINESS	1.13%
RENT	9.15%
	12.96%
	0.55%
	38.67%
	14.74%
	7.79%
	1.08%
	4.84%
	1.37%
	5.09%
	1.97%
	3.09%
	1.57%
	1.44%
	0.07%
	4.10%
	19.25%
	9.41%
	6.25%
	2.54%
	11.82%
	11.36%
	1.01%
	6.85%
	0.65%
	7.29%
	12.91%
	0.53%
	8.50%

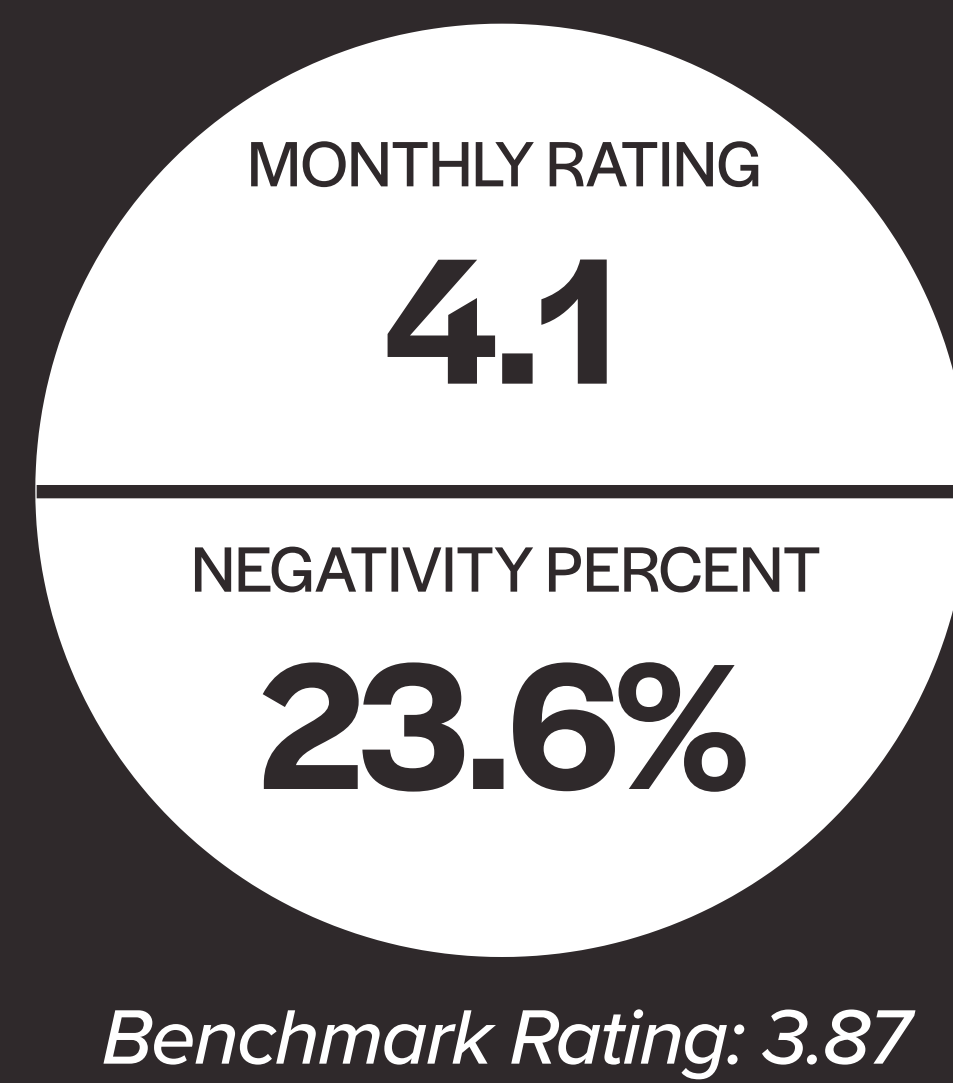
REPUTATION HEALTH SCORE: 65%



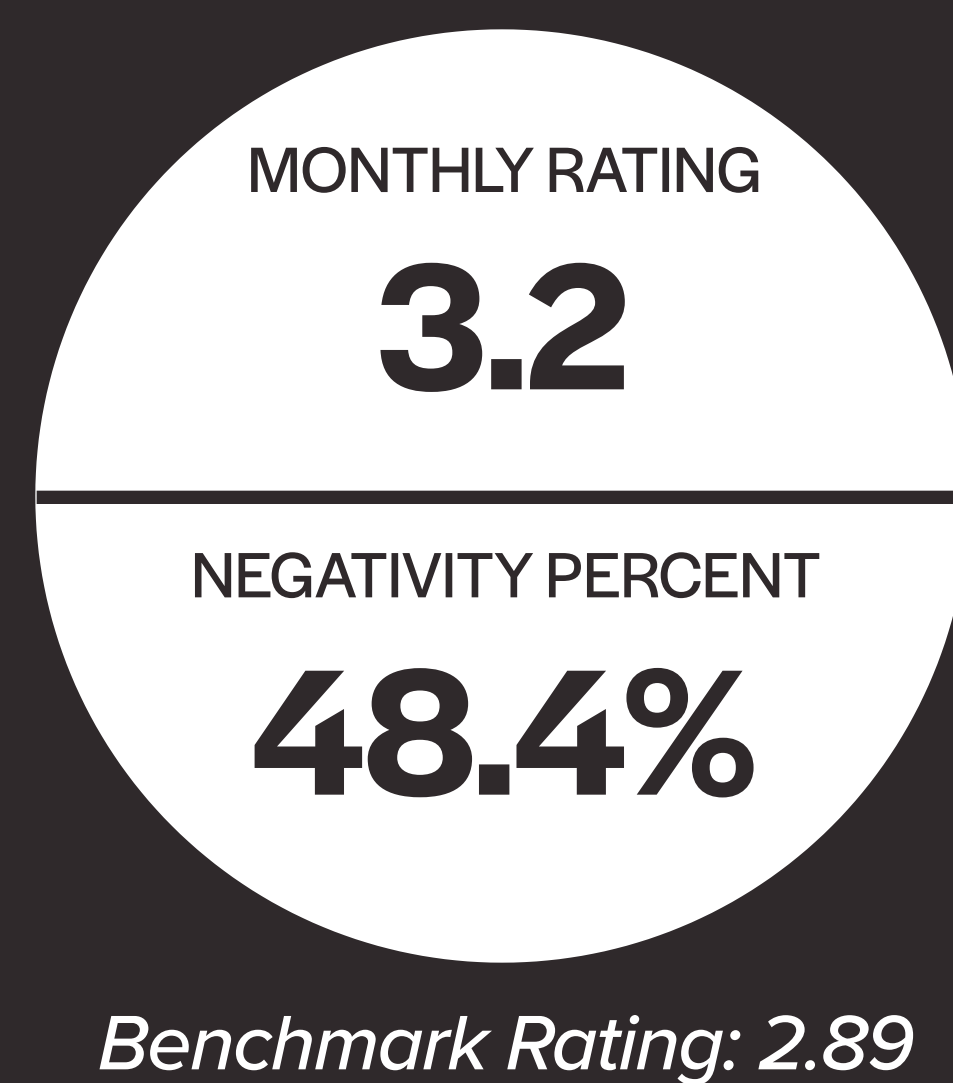
TOUR



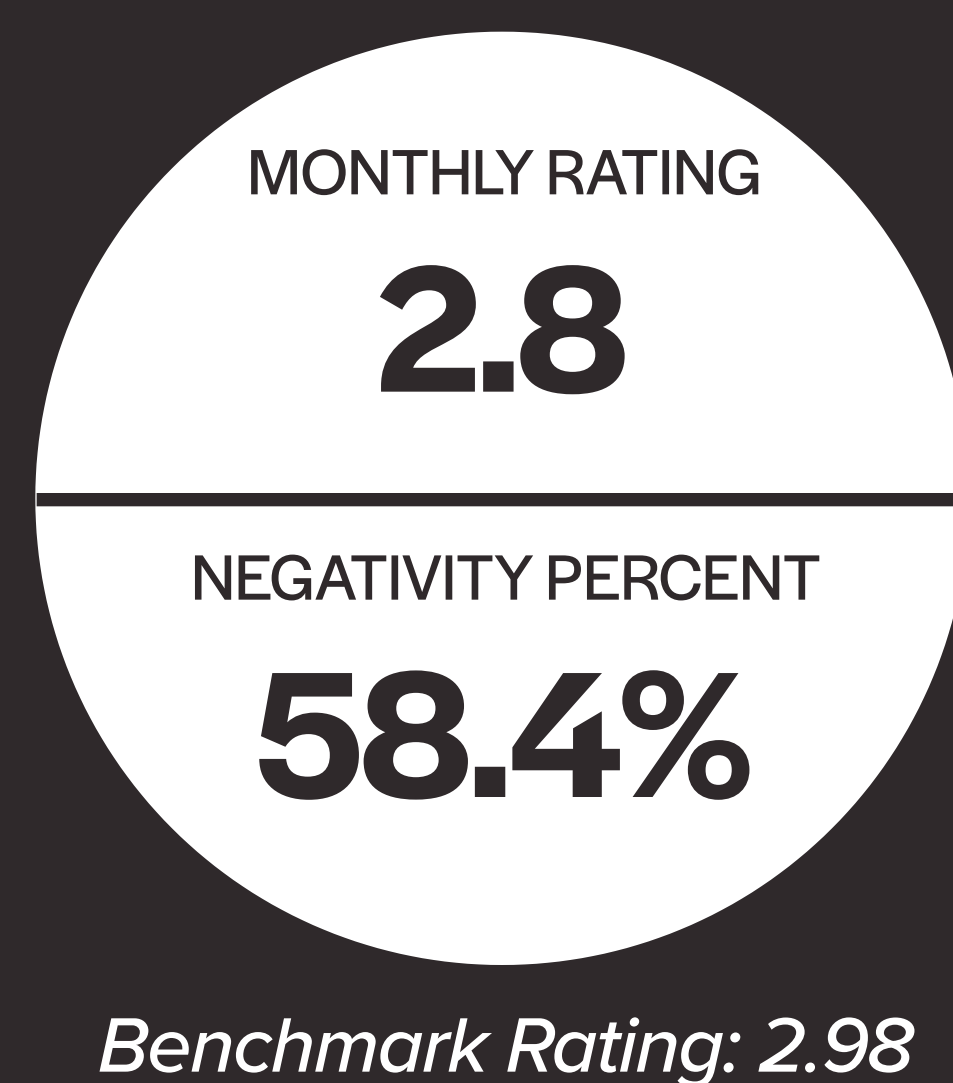
MOVE-IN



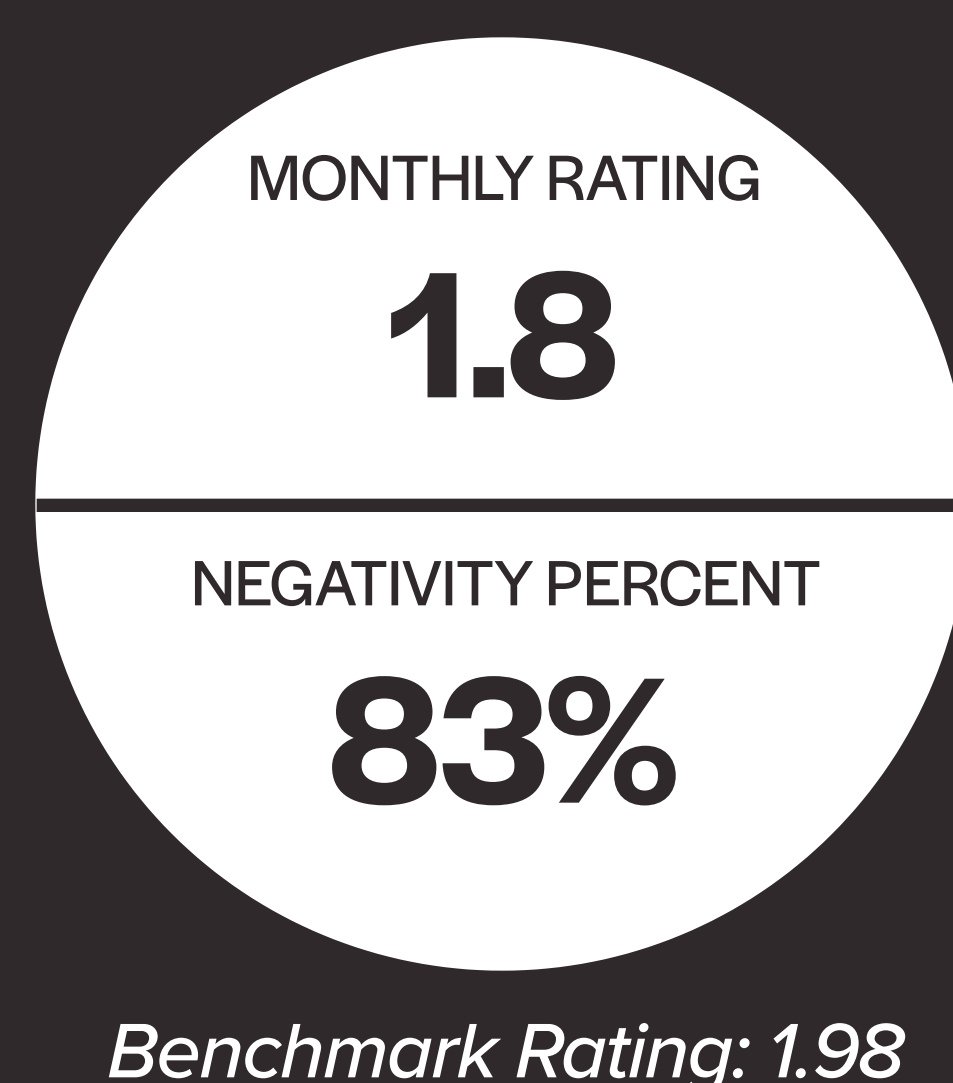
MAINTENANCE



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	+23.5% above benchmark	●
MANAGEMENT	+3.4% above benchmark	●
COMMUNICATION	-14.6% below benchmark	●
STAFF	-27.9% below benchmark	●
SAFETY/SECURITY	-23.7% below benchmark	●
BILLING/FEES	-24.4% below benchmark	●
PARKING	-23.6% 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	-43% below benchmark	●
LOCATION	-19.6% below benchmark	●
MAINTENANCE STAFF	-28.3% below benchmark	●
MAINTENANCE	+46.2% above benchmark	●
AMENITIES	-29.2% below benchmark	●
HELPFULNESS	+7.8% above benchmark	●
AESTHETICS	-37.6% 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.

APPLIANCES	Mentioned in 1.1% of positive reviews	+138.3% above the industry benchmark
UNIT CONDITION	Mentioned in 6% of positive reviews	+133.5% above the industry benchmark
TOUR GUIDE	Mentioned in 2.4% of positive reviews	+79.2% above the industry benchmark
CUSTOMER SERVICE	Mentioned in 14.6% of positive reviews	+69.8% above the industry benchmark
MAINTENANCE	Mentioned in 20.1% of positive reviews	+46.2% 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.