

# CORTLAND

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

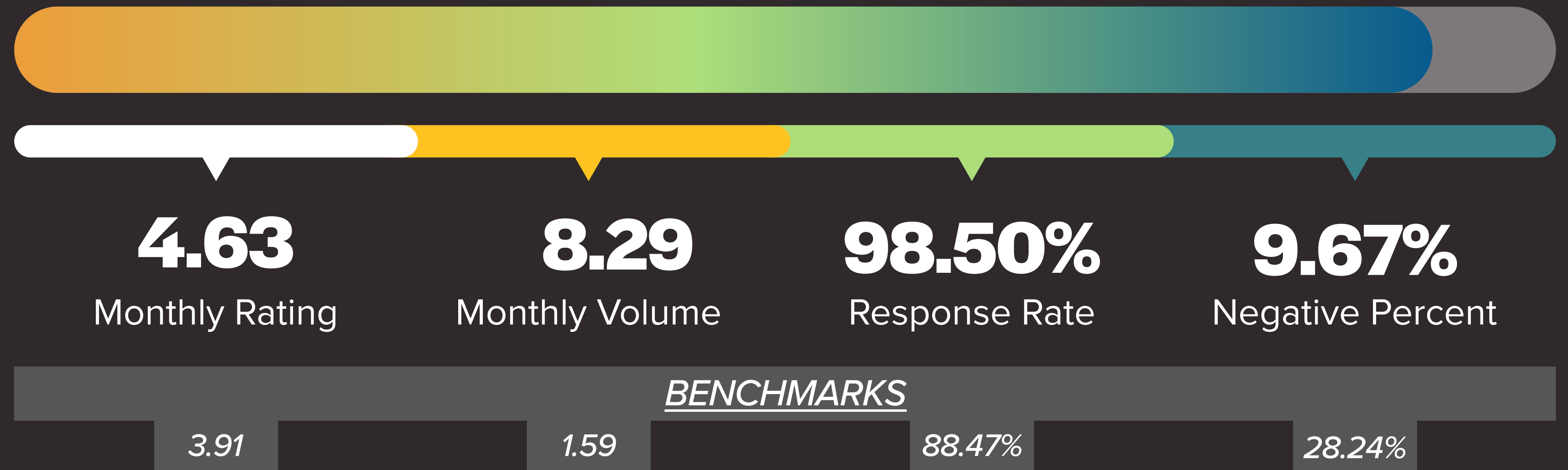
## TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.

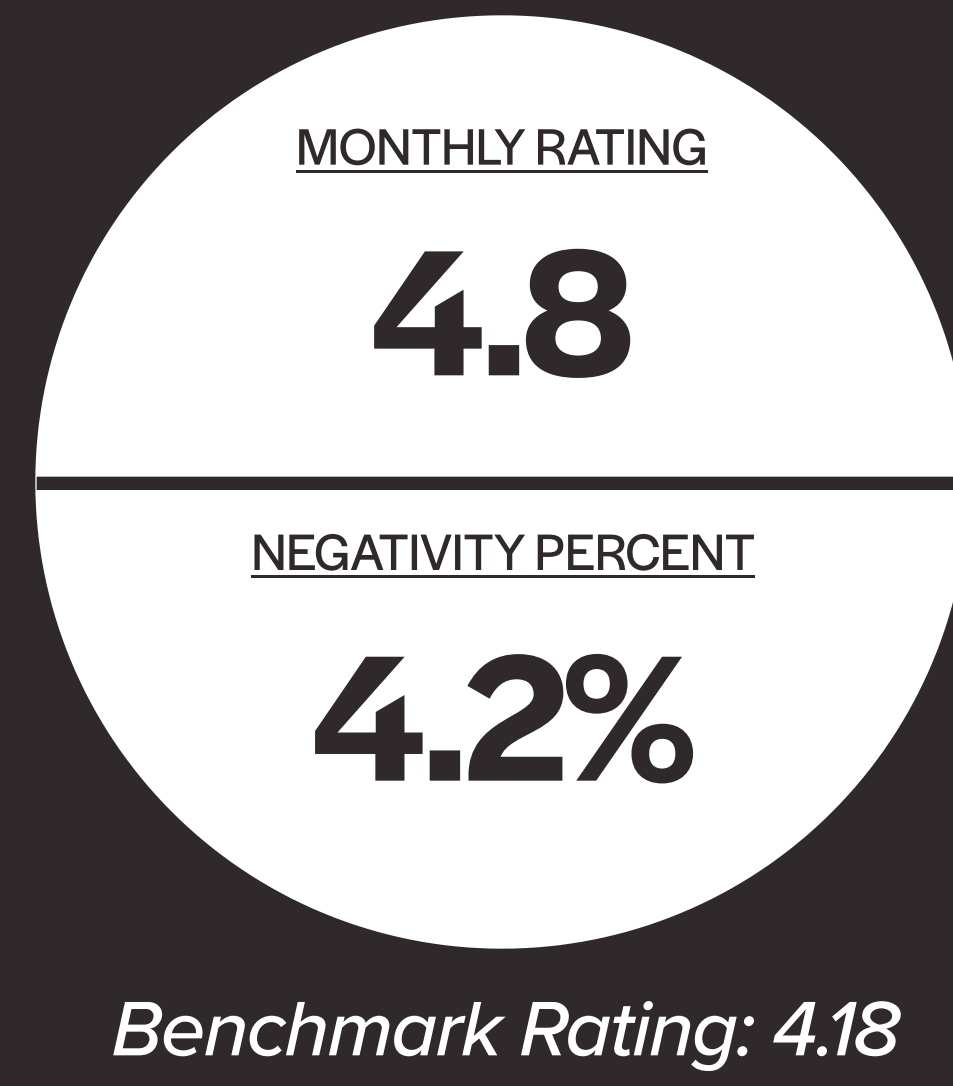
POSITIVE REVIEWS  
NEGATIVE REVIEWS

LEASING PROCESS	10.11%
BILLING / FEES	7.63%
MANAGEMENT	6.22%
MOVE OUT	8.96%
MAINTENANCE	29.21%
MOVE IN	0.48%
NOISE	5.43%
MAINTENANCE STAFF	12.21%
PESTS	30.04%
PARKING	9.59%
FRIENDLINESS	5.87%
CUSTOMER SERVICE	0.47%
NEIGHBORS	11.08%
PRICING	14.12%
HELPFULNESS	2.84%
STAFF	0.19%
COMMUNITY	8.36%
TOUR	0.56%
PROFESSIONALISM	10.63%
PROPERTY MANAGER	12.34%
AMBIANCE	0.57%
COMMUNICATION	13.72%
AMENITIES	8.65%
SAFETY / SECURITY	2.05%
LOCATION	13.50%
AESTHETICS	0.96%
CLEANLINESS	12.58%
RENT	16.30%
	0.57%
	50.99%
	15.61%
	14.90%
	2.39%
	6.28%
	1.76%
	5.15%
	1.56%
	3.45%
	1.15%
	1.66%
	0.10%
	3.87%
	15.58%
	14.25%
	8.33%
	2.44%
	14.43%
	13.25%
	1.85%
	9.18%
	0.38%
	10.10%
	11.33%
	0.27%
	9.10%

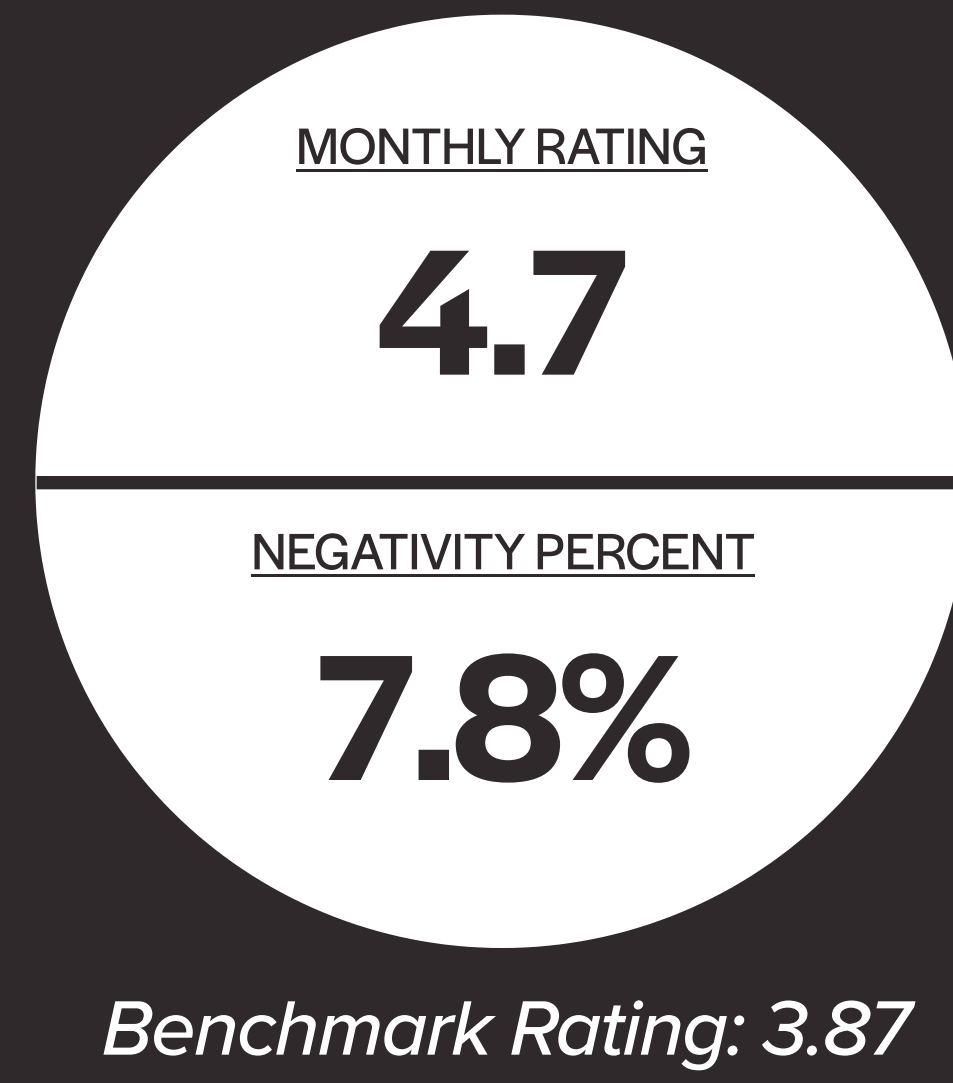
# REPUTATION HEALTH SCORE: 92%



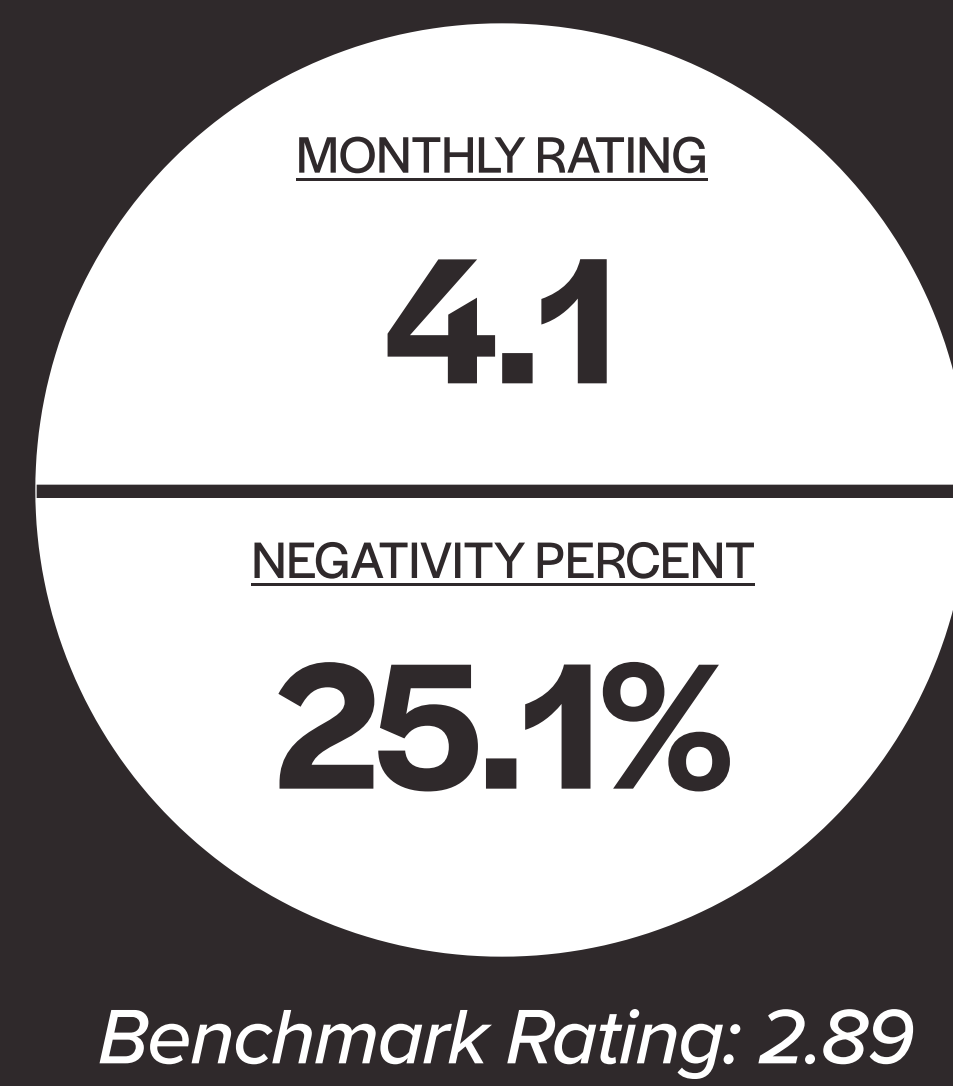
## TOUR



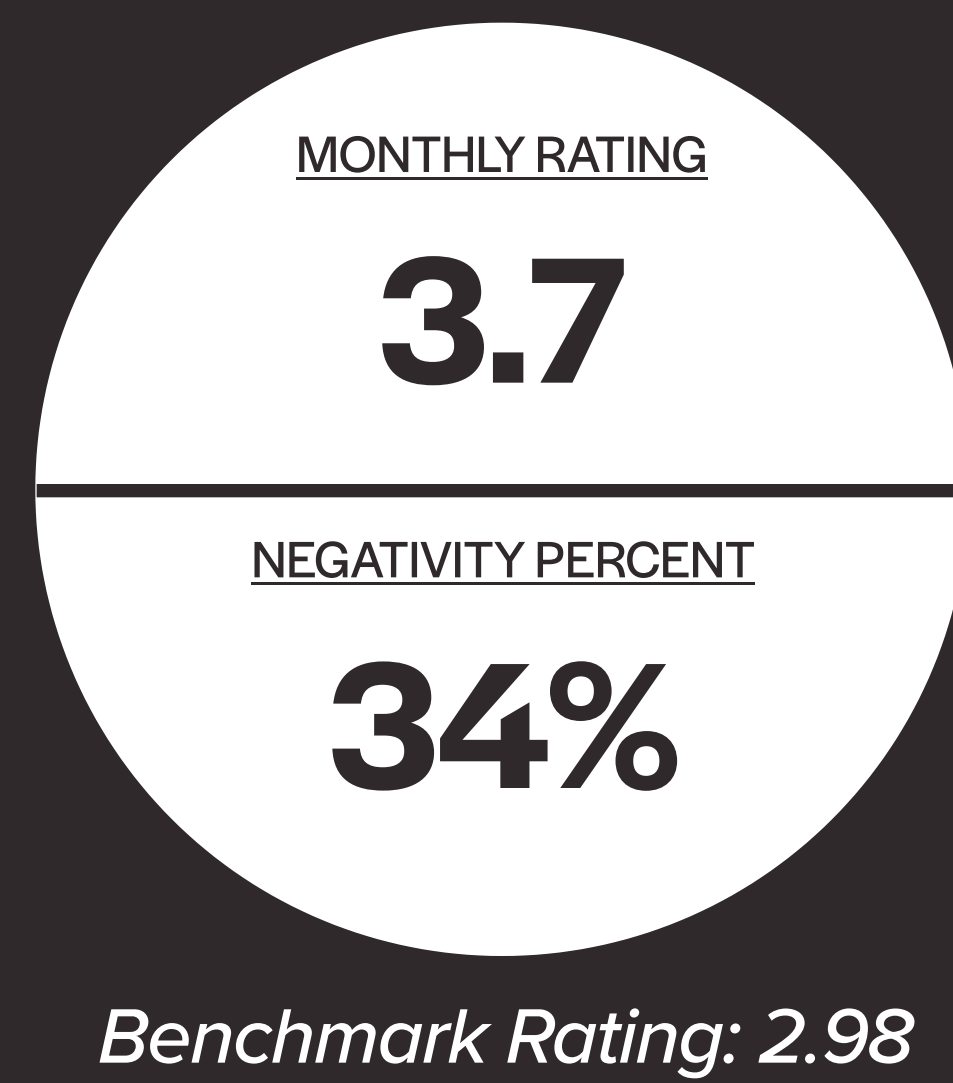
## MOVE-IN



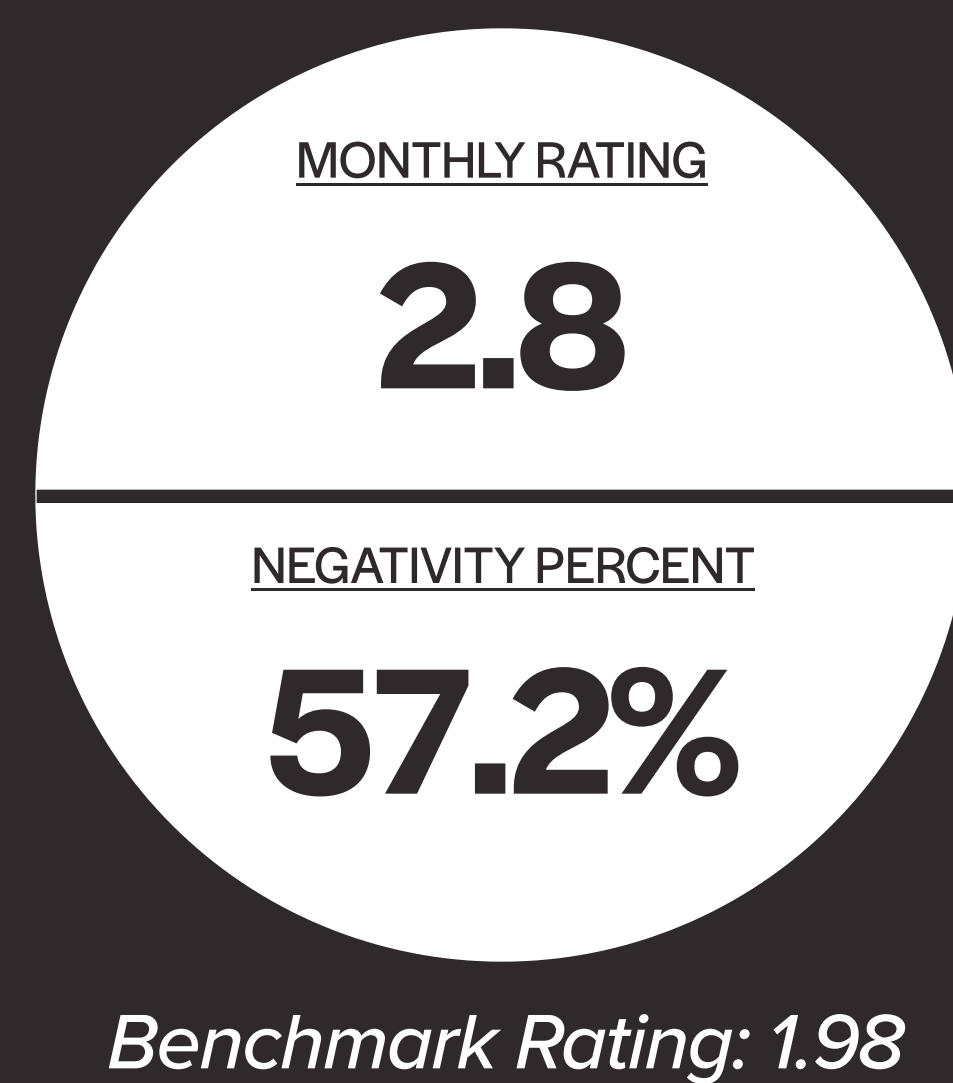
## MAINTENANCE



## 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	-12.9% below benchmark	●
MANAGEMENT	-0.1% below benchmark	●
COMMUNICATION	-29.4% below benchmark	●
STAFF	-22.0% below benchmark	●
SAFETY/SECURITY	-7.5% below benchmark	●
BILLING/FEES	-42.6% below benchmark	●
PARKING	-3.5% 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	-21.4% below benchmark	●
LOCATION	-6.6% below benchmark	●
MAINTENANCE STAFF	+1.1% above benchmark	●
MAINTENANCE	-10.9% below benchmark	●
AMENITIES	+6.8% above benchmark	●
HELPFULNESS	+30.0% above benchmark	●
AESTHETICS	-13.3% 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.

COMMUNITY	Mentioned in 14.9% of positive reviews	+75.3% above the industry benchmark
CUSTOMER SERVICE	Mentioned in 13.7% of positive reviews	+48.4% above the industry benchmark
FRIENDLINESS	Mentioned in 12.3% of positive reviews	+39.1% above the industry benchmark
HELPFULNESS	Mentioned in 16.30% of positive reviews	+30% above the industry benchmark
CLEANLINESS	Mentioned in 10.1% of positive reviews	+20.1% 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.