

# EDWARD ROSE & SONS

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

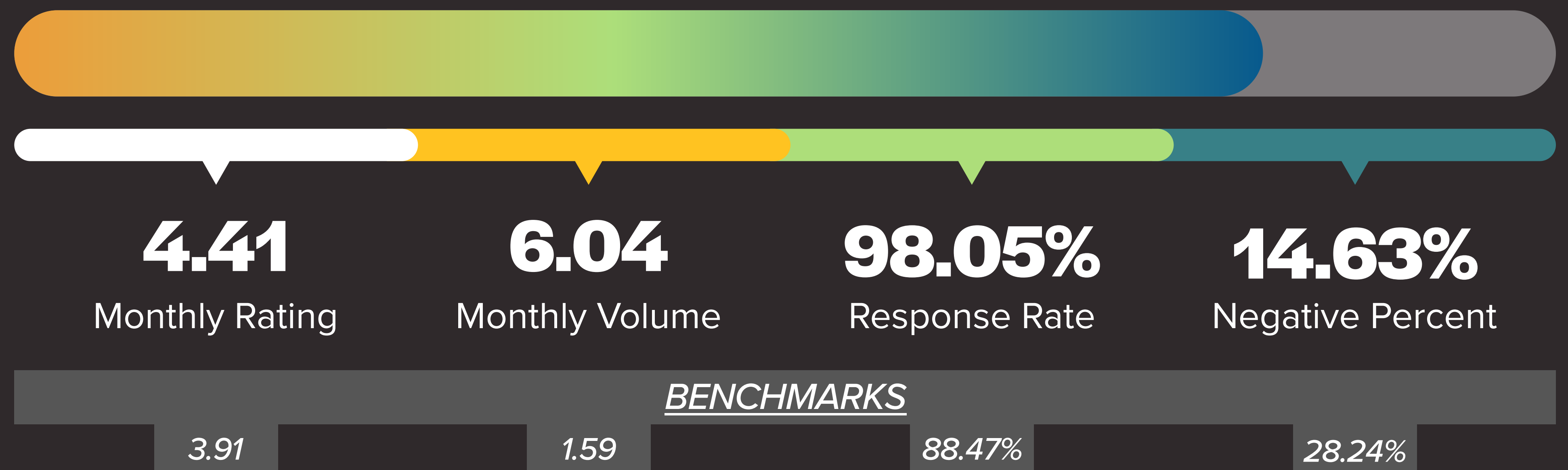
## TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.

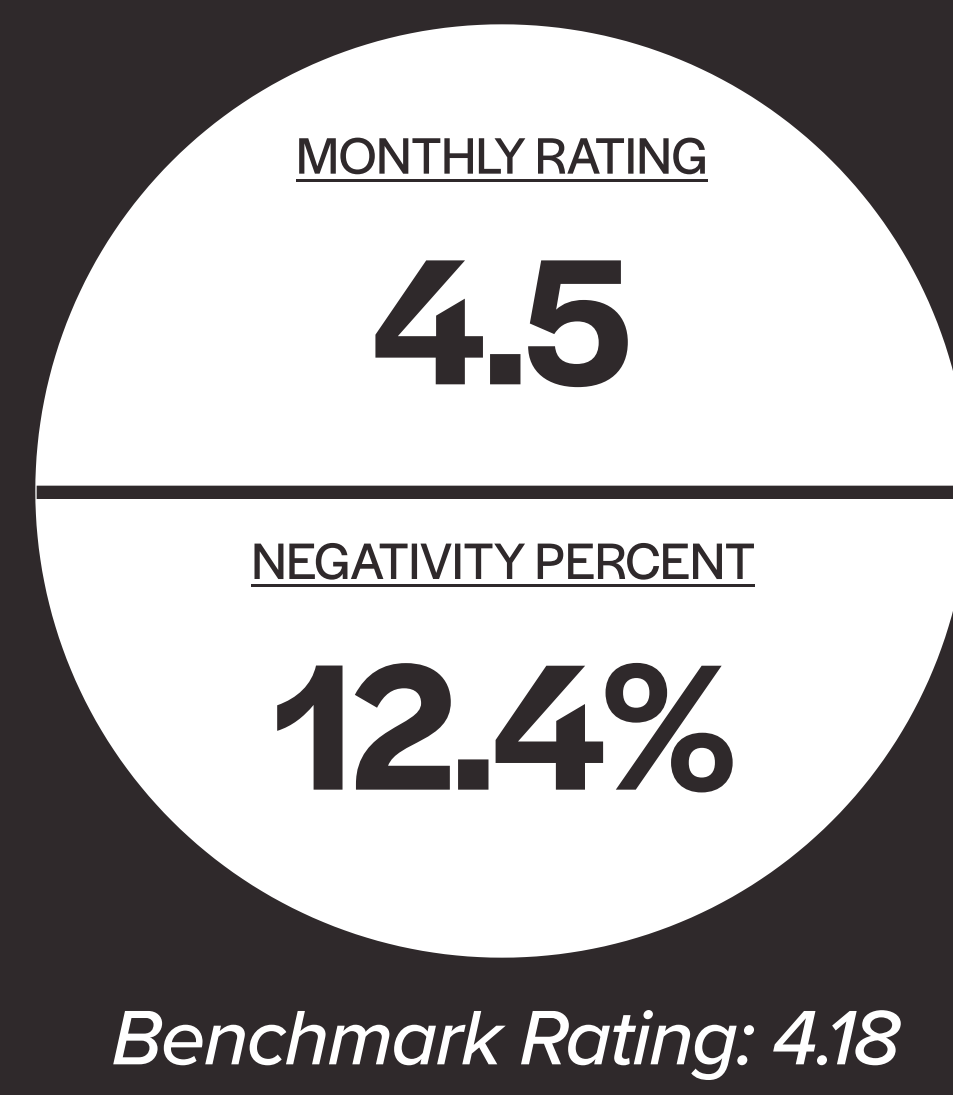
POSITIVE REVIEWS  
NEGATIVE REVIEWS

LEASING PROCESS	4.90%
BILLING / FEES	6.19%
MANAGEMENT	0.19%
MOVE OUT	8.49%
MAINTENANCE	3.04%
MOVE IN	13.21%
NOISE	0.65%
MAINTENANCE STAFF	6.76%
PESTS	27.32%
PARKING	38.20%
FRIENDLINESS	8.90%
CUSTOMER SERVICE	7.40%
NEIGHBORS	2.79%
PRICING	11.36%
HELPFULNESS	16.68%
STAFF	3.02%
COMMUNITY	0.15%
TOUR	6.80%
PROFESSIONALISM	0.69%
PROPERTY MANAGER	5.21%
AMBIANCE	7.05%
COMMUNICATION	0.19%
AMENITIES	6.43%
SAFETY / SECURITY	4.27%
LOCATION	3.33%
AESTHETICS	9.89%
CLEANLINESS	0.62%
RENT	5.85%
	8.05%
	0.60%
	58.63%
	14.01%
	4.27%
	0.98%
	4.35%
	1.25%
	5.60%
	2.45%
	2.78%
	5.36%
	7.05%
	0.76%
	5.79%
	17.78%
	5.85%
	3.74%
	3.08%
	12.04%
	6.80%
	0.91%
	10.54%
	7.66%
	7.94%
	7.47%
	1.11%
	10.95%

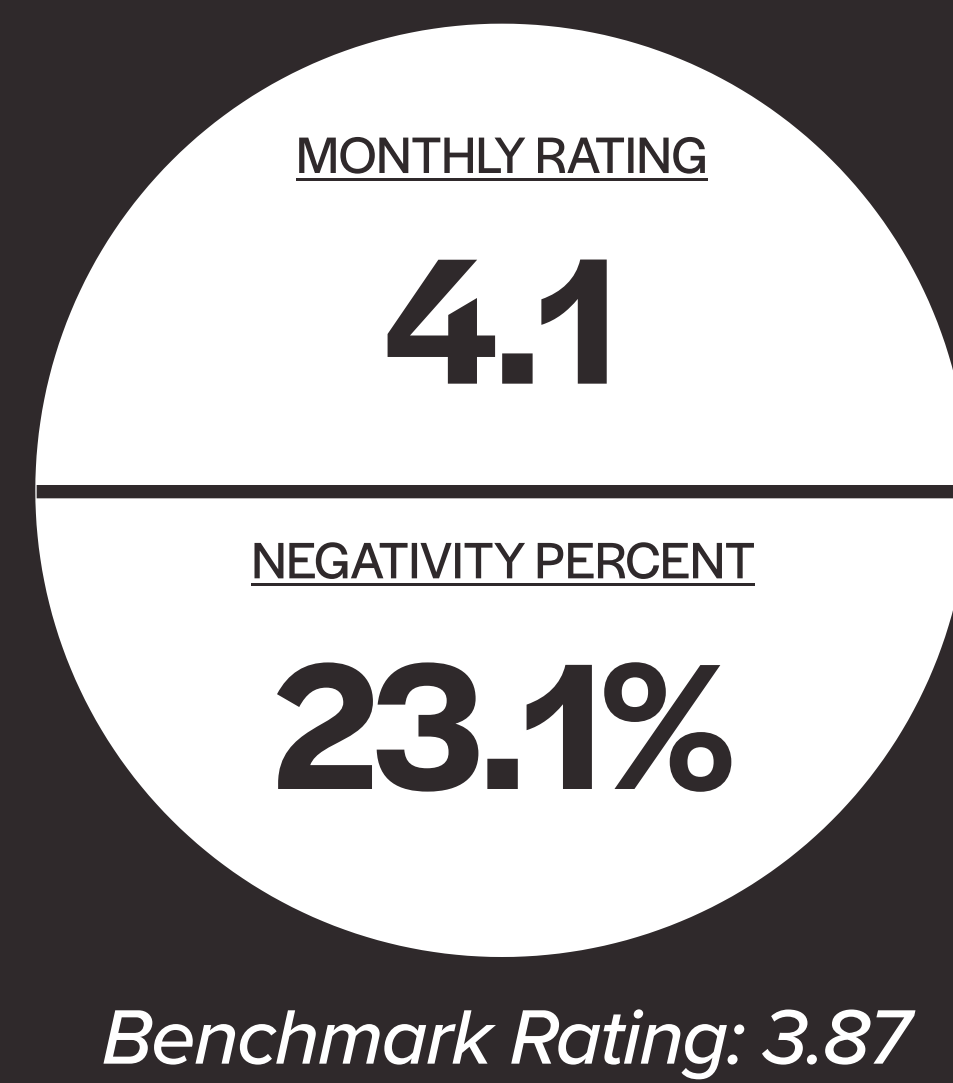
# REPUTATION HEALTH SCORE: 81%



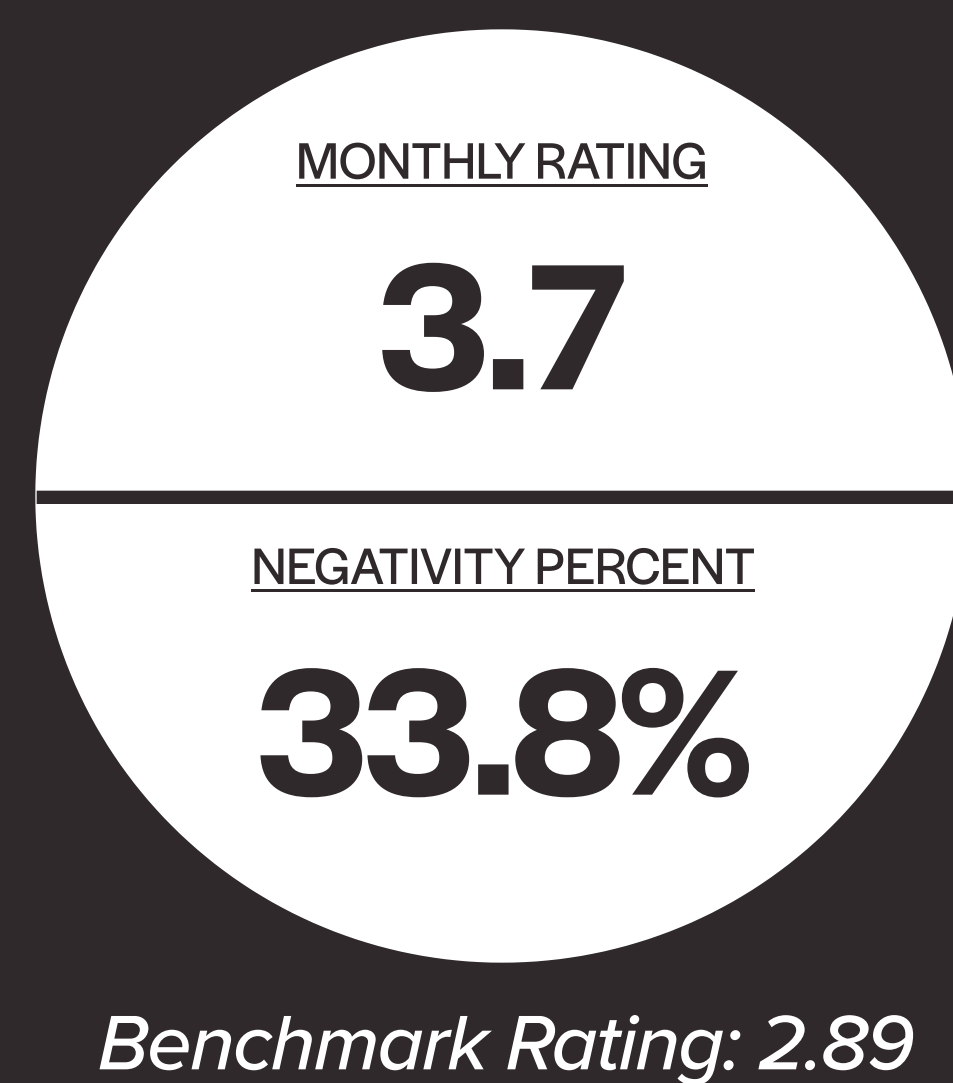
## TOUR



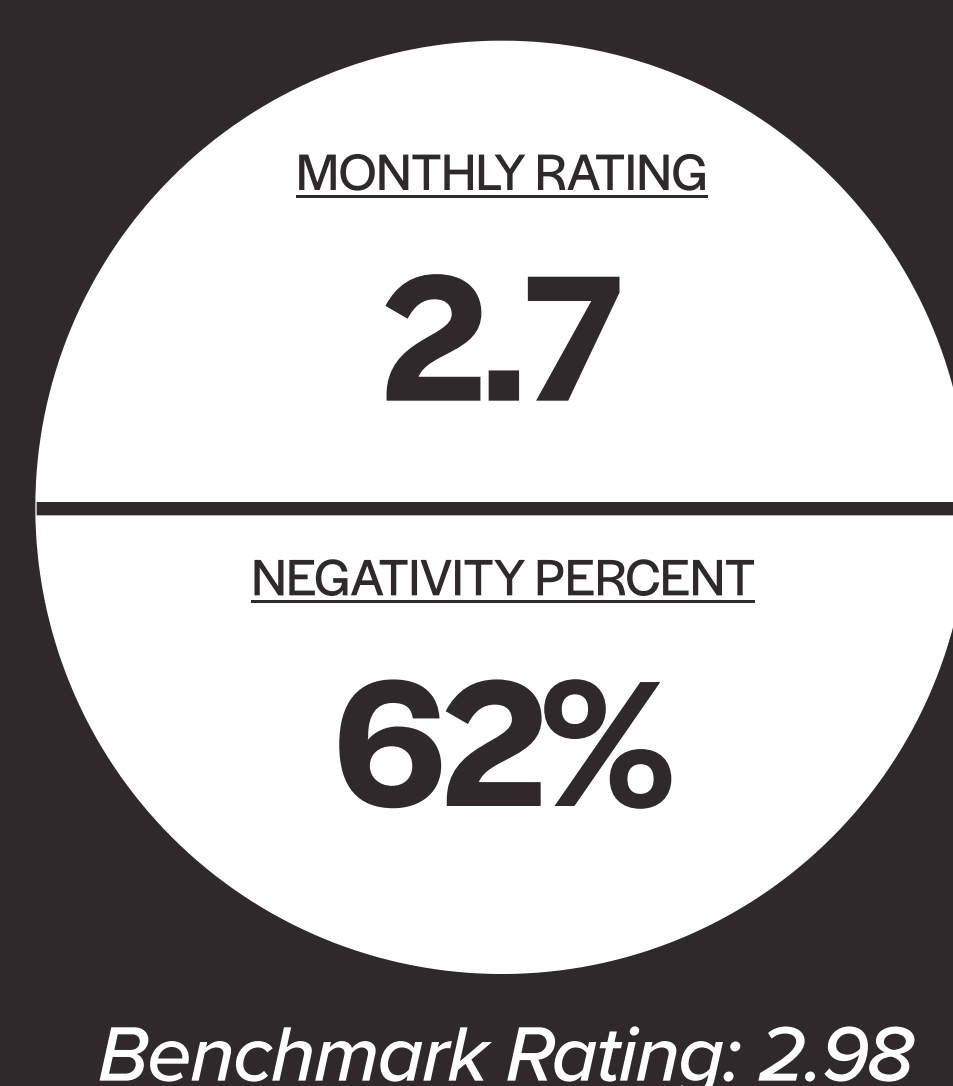
## MOVE-IN



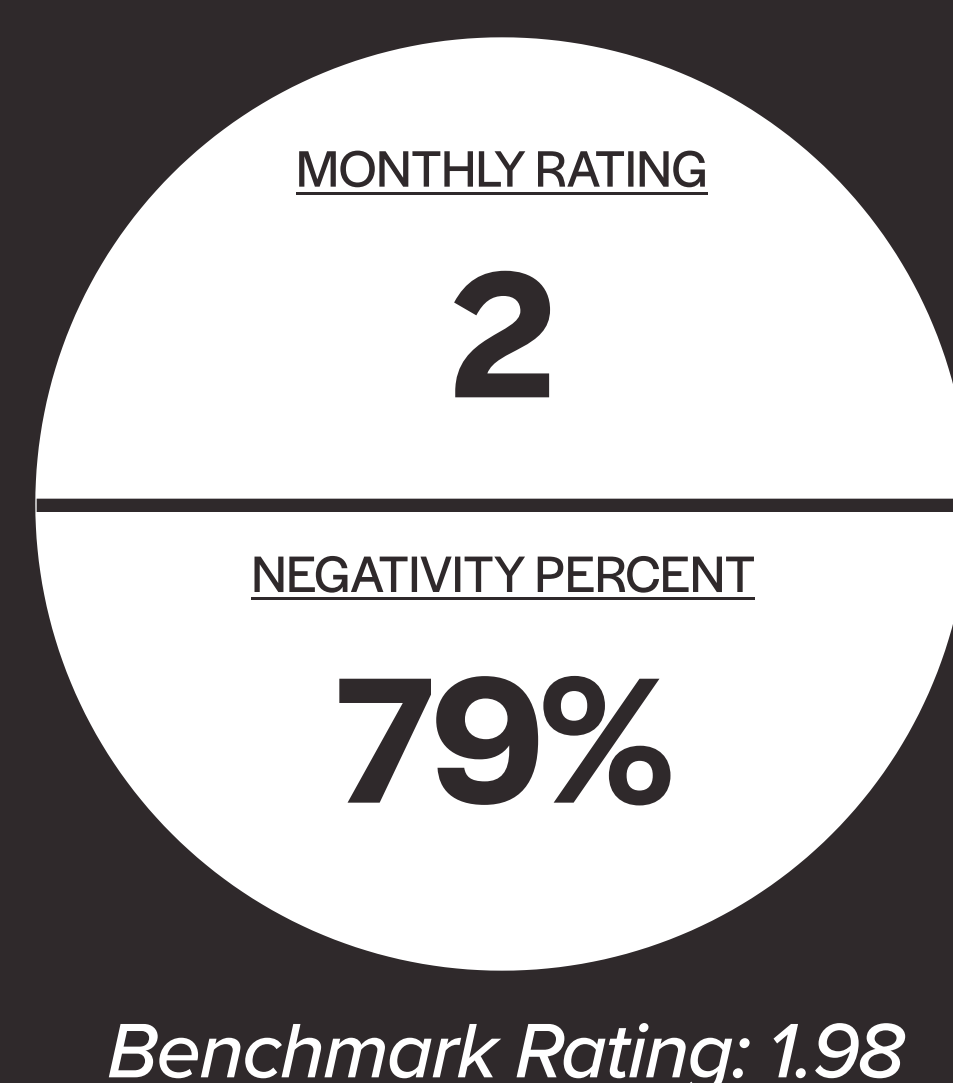
## MAINTENANCE



## 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	+10.8% above benchmark	●
MANAGEMENT	-54.8% below benchmark	●
COMMUNICATION	-19.4% below benchmark	●
STAFF	-30.0% below benchmark	●
SAFETY/SECURITY	-22.8% below benchmark	●
BILLING/FEES	-21.7% below benchmark	●
PARKING	-52.7% 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	-9.7% below benchmark	●
LOCATION	-52.1% below benchmark	●
MAINTENANCE STAFF	+19.3% above benchmark	●
MAINTENANCE	+99.2% above benchmark	●
AMENITIES	-56.2% below benchmark	●
HELPFULNESS	-35.8% below benchmark	●
AESTHETICS	-0.5% 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.

TECHNOLOGY	Mentioned in 1.6% of positive reviews	+286.5% above the industry benchmark
MAINTENANCE	Mentioned in 27.3% of positive reviews	+99.2% above the industry benchmark
AMBIANCE	Mentioned in 7.1% of positive reviews	+20.9% above the industry benchmark
MAINTENANCE STAFF	Mentioned in 16.7% of positive reviews	+19.4% above the industry benchmark
COMMUNICATION	Mentioned in 5.8% of positive reviews	+13.9% 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.