# ELMINGTON PROPERTY MANAGEMENT

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

9.26% 6.86% 0.00% 12.95% 9.26%

24.19%

1.09% 8.76%

12.42% 36.19%

15.14% 11.81%

1.96% 7.62%

12.31%

2.48% 0.44%

12.95% 1.96%

9.33%

6.75% 0.19%

5.45%

5.90%

5.12% 10.67%

0.33%

3.43% 9.80%

0.76%

79.52%

25.90% 7.08%

1.71% 6.21%

2.10%

4.68% 3.81%

11.22% 10.29% 11.87%

1.14%

6.32% 26.86%

11.87% 6.86%

5.66% 15.62%

15.90%

2.67% 21.24%

7.62% 10.02% **7.43**%

1.20% 11.62%

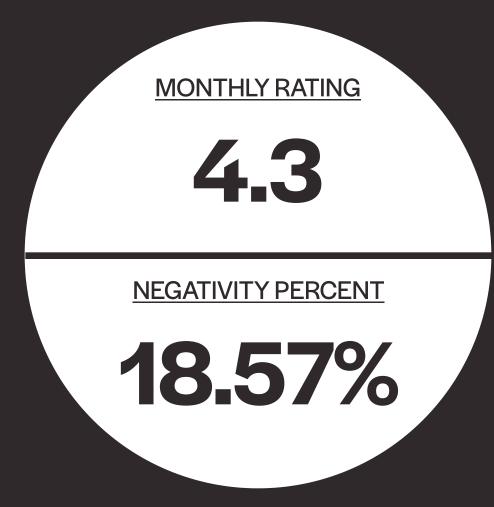
# REPUTATION HEALTH SCORE: 41%

0.64 55.74% 32.84% Monthly Rating Monthly Volume **Negative Percent** Response Rate BENCHMARKS

1.59

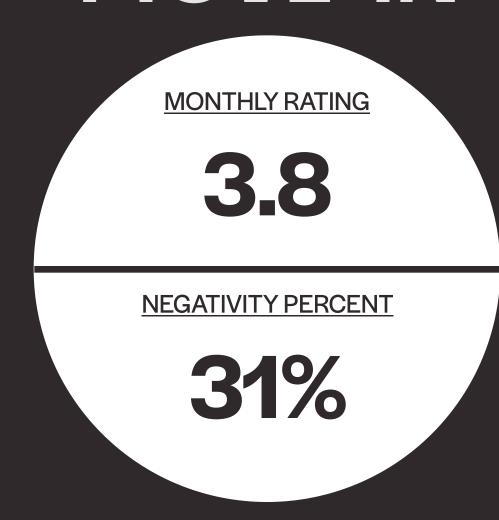
### **TOUR**

3.91



Benchmark Rating: 4.18

### MOVE-IN



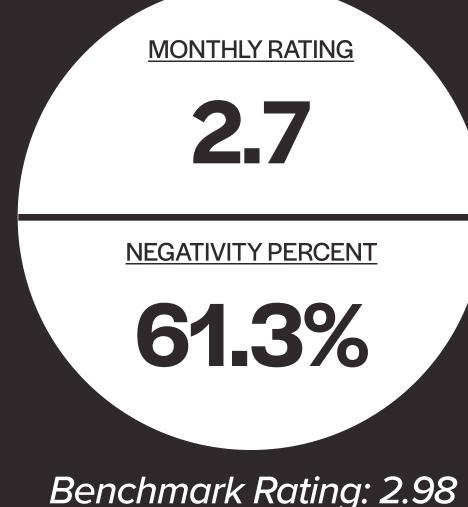
Benchmark Rating: 3.87

# MAINTENANCE



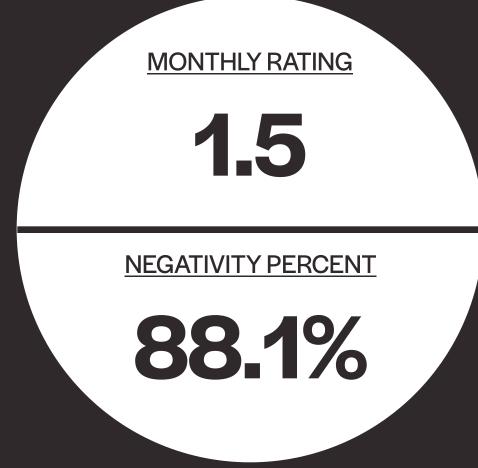
Benchmark Rating: 2.89

# RENEWAL



Benchmark Rating: 2.98

# MOVE-OUT



Benchmark Rating: 1.98

### MINIMIZE NEGATIVITY

28.24%

88.47%

\*The 7 topics most often mentioned in **negative** reviews. Below benchmark is preferred, meaning the group has fewer negative mentions of each topic.

MAINTENANCE	+5% above benchmark	
MANAGEMENT	-17.3% below benchmark	
COMMUNICATION	+21.8% above benchmark	
STAFF	+29.52% above benchmark	
SAFETY/SECURITY	+0.2% above benchmark	
BILLING/FEES	+19.4% above benchmark	
PARKING	-15.3% 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	+22.5% above benchmark	
LOCATION	+12.1% above benchmark	
MAINTENANCE STAFF	-11.9% below benchmark	
MAINTENANCE	-9.4% below benchmark	
AMENITIES	-11% below benchmark	
HELPFULNESS	-21.8% below benchmark	
AESTHETICS	+100.5% above 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.

PROPERTY MANAGER	Mentioned in 11.2% of positive reviews	+118% above the industry benchmark
AMBIANCE	Mentioned in 11.9% of positive reviews	+103.7% above the industry benchmark
AESTHETICS	Mentioned in 21.2% of positive reviews	+100.5% above the industry benchmark
SAFETY/ SECURITY	Mentioned in 5.7% of positive reviews	+76.7% above the industry benchmark
NEIGHBORS	Mentioned in 5.1% of positive reviews	+62.9% 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:** 





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

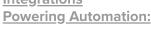
Integrations



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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