

# EQUITY RESIDENTIAL

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

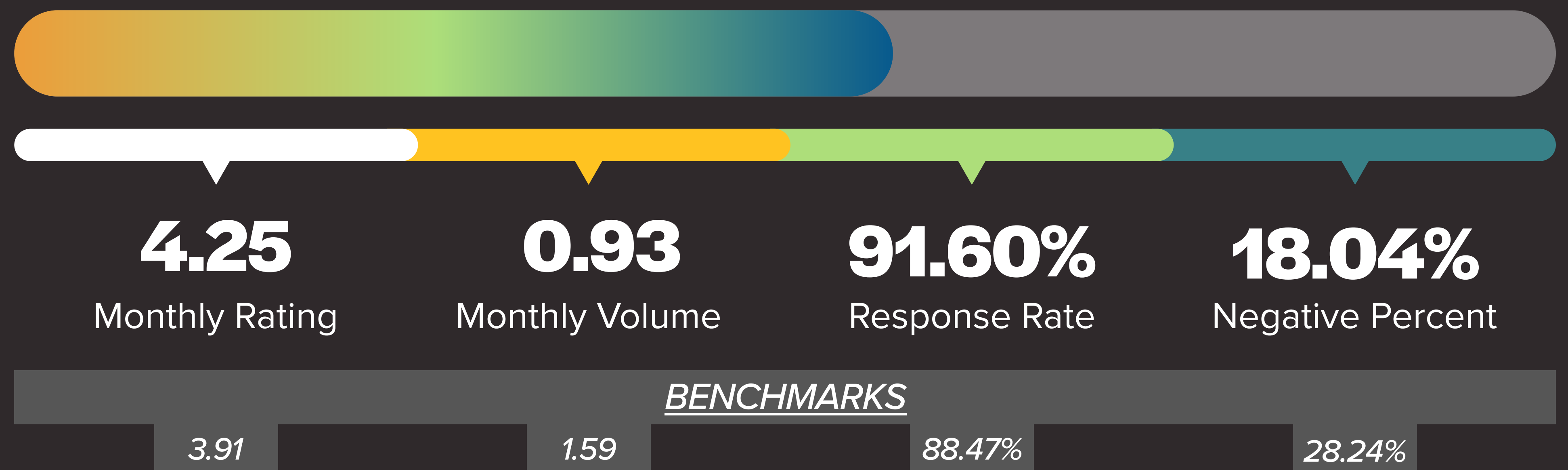
## TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.

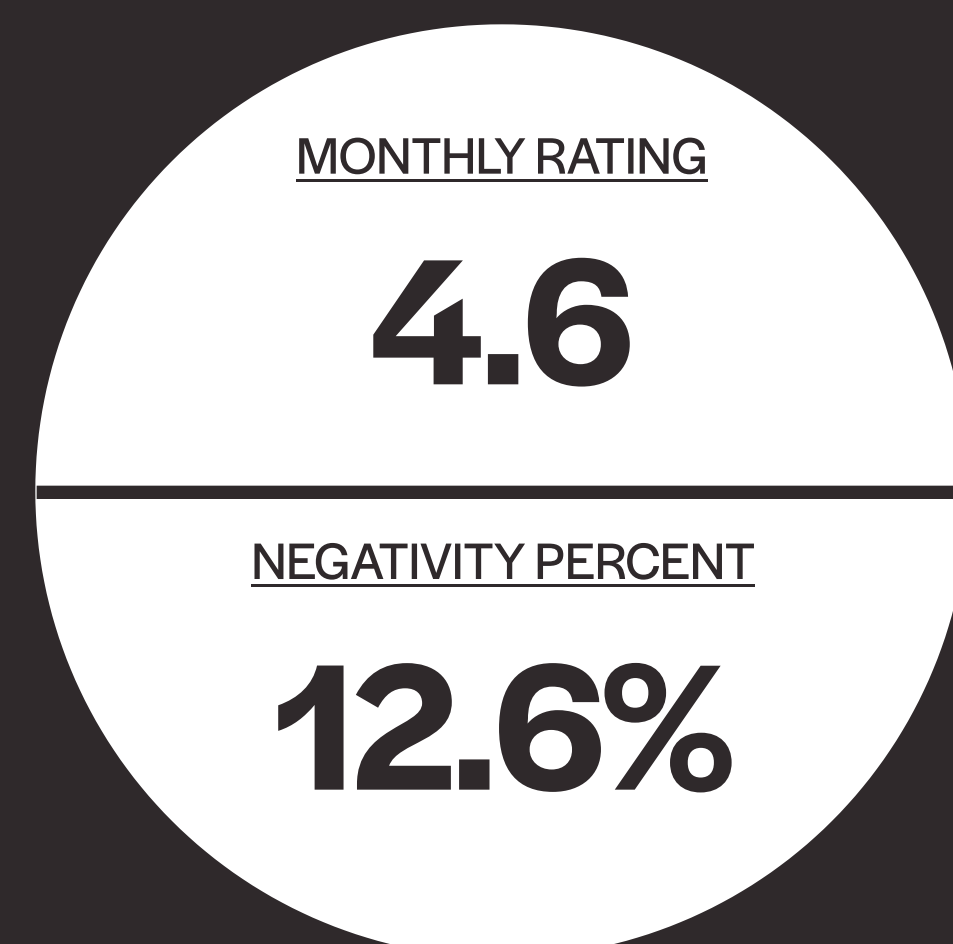
POSITIVE REVIEWS  
NEGATIVE REVIEWS

LEASING PROCESS	12.10%
BILLING / FEES	8.10%
MANAGEMENT	7.51%
MOVE OUT	9.48%
MAINTENANCE	36.08%
MOVE IN	0.71%
NOISE	9.72%
MAINTENANCE STAFF	13.71%
PESTS	29.46%
PARKING	9.91%
FRIENDLINESS	4.42%
CUSTOMER SERVICE	1.02%
NEIGHBORS	14.43%
PRICING	22.48%
HELPFULNESS	2.21%
STAFF	0.00%
COMMUNITY	3.68%
TOUR	0.86%
PROFESSIONALISM	13.55%
PROPERTY MANAGER	11.28%
AMBIANCE	0.44%
COMMUNICATION	10.89%
AMENITIES	7.36%
SAFETY / SECURITY	2.62%
LOCATION	11.19%
AESTHETICS	0.98%
CLEANLINESS	12.67%
RENT	17.74%
	0.59%
	47.71%
	13.25%
	8.73%
	2.65%
	4.39%
	2.06%
	5.33%
	2.80%
	2.08%
	1.18%
	1.53%
	0.59%
	4.66%
	14.73%
	15.59%
	7.95%
	2.59%
	17.97%
	18.53%
	1.62%
	6.27%
	0.15%
	6.54%
	13.25%
	0.43%
	10.60%

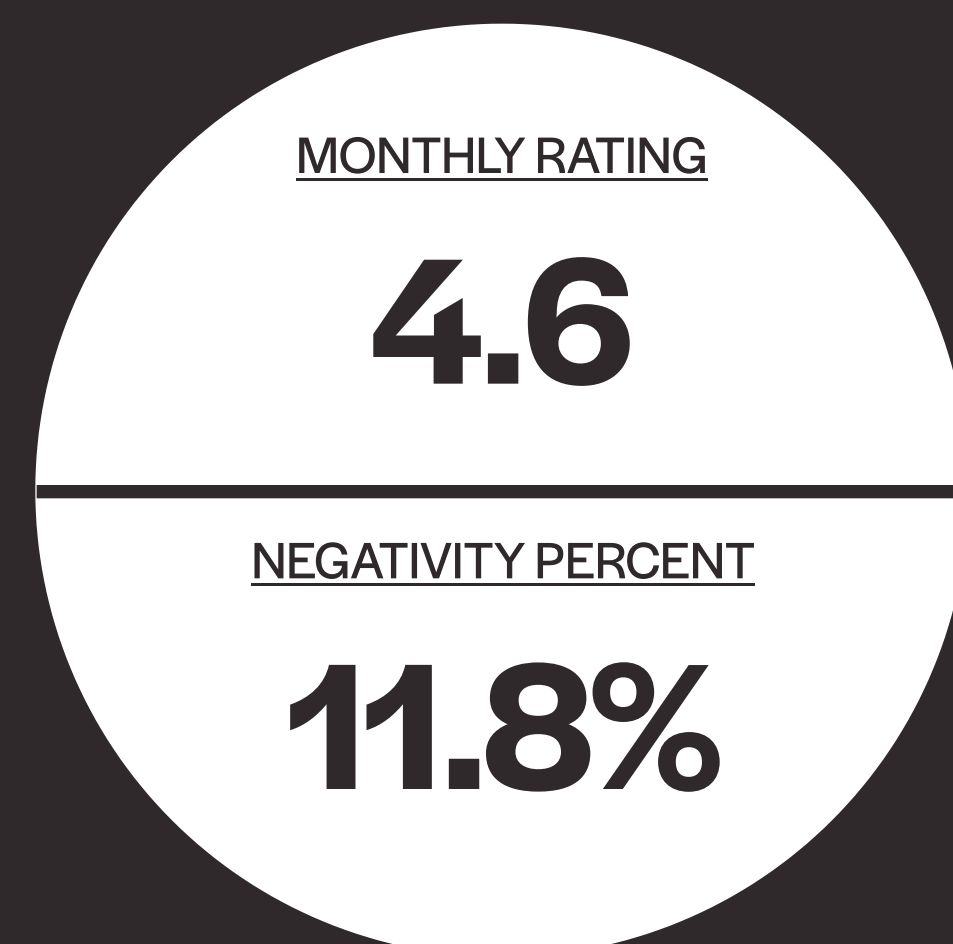
# REPUTATION HEALTH SCORE: 57%



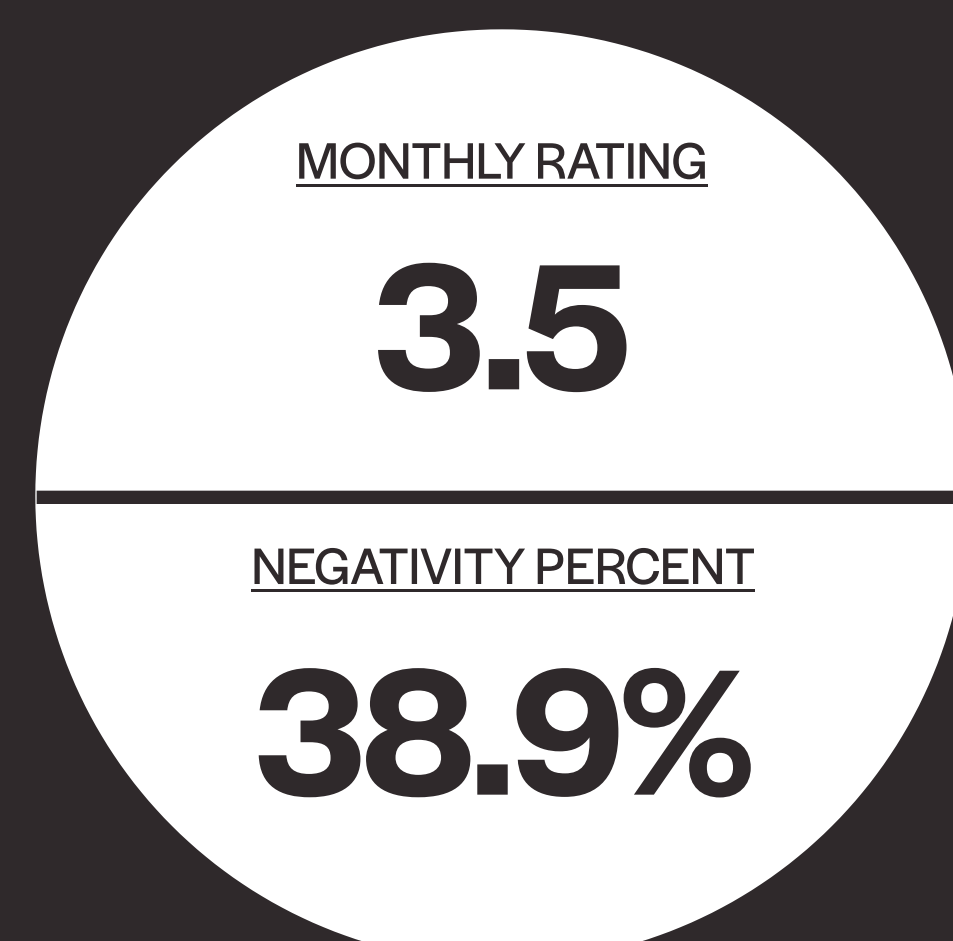
## TOUR



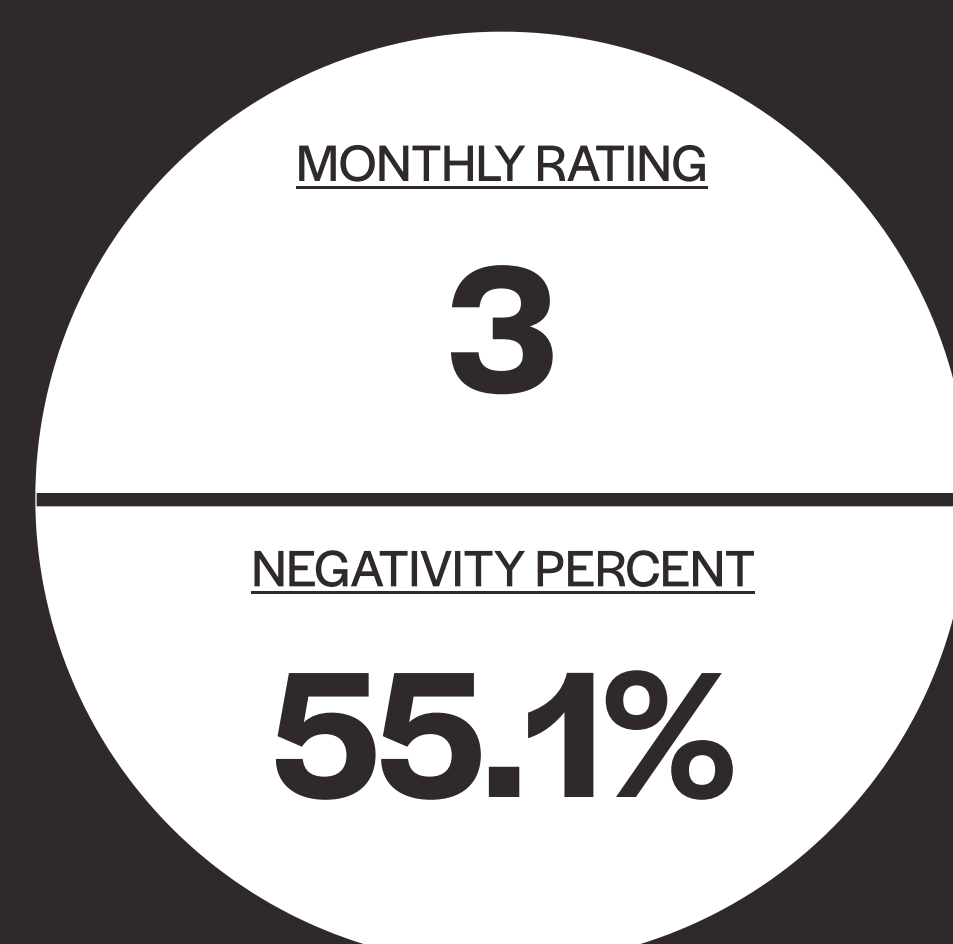
## MOVE-IN



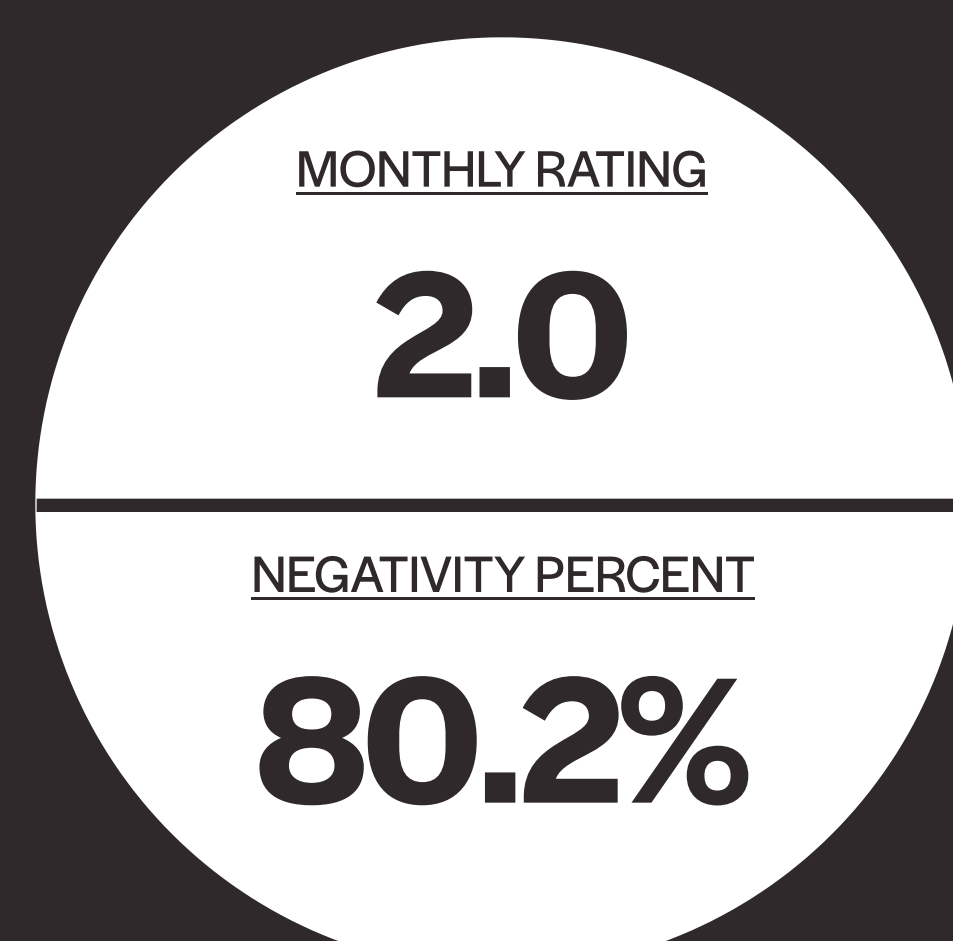
## MAINTENANCE



## 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	-14.6% below benchmark	●
MANAGEMENT	+23.4% above benchmark	●
COMMUNICATION	-33.2% below benchmark	●
STAFF	-33.7% below benchmark	●
SAFETY/SECURITY	+15.2% above benchmark	●
BILLING/FEES	-30.8% below benchmark	●
PARKING	+23% above 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	-26.5% below benchmark	●
LOCATION	+30.6% above benchmark	●
MAINTENANCE STAFF	+60.9% above benchmark	●
MAINTENANCE	Equal to benchmark	●
AMENITIES	+16.9% above benchmark	●
HELPFULNESS	+41.5% above benchmark	●
AESTHETICS	-40.8% 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.

UNIT CONDITION	Mentioned in 5.8% of positive reviews	+89.6% above the industry benchmark
MAINTENANCE STAFF	Mentioned in 22.5% of positive reviews	+60.9% above the industry benchmark
HELPFULNESS	Mentioned in 17.7% of positive reviews	+41.5% above the industry benchmark
LOCATION	Mentioned in 18.5% of positive reviews	+30.6% above the industry benchmark
AMENITIES	Mentioned in 15.6% of positive reviews	+16.9% 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.