



ESSEX PROPERTY TRUST

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

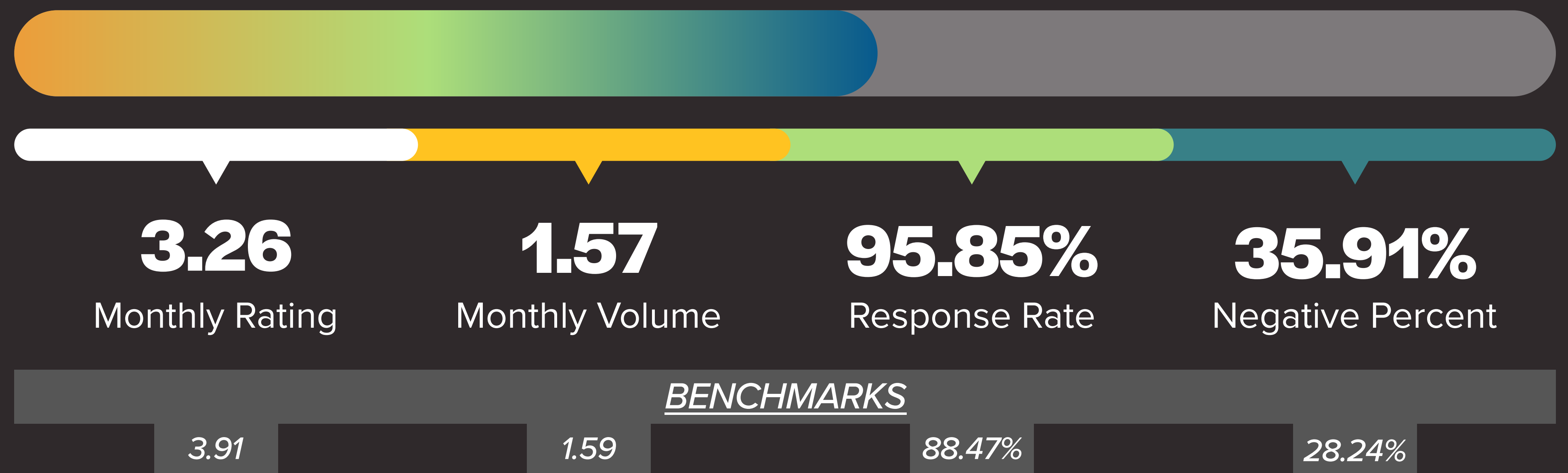
TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.

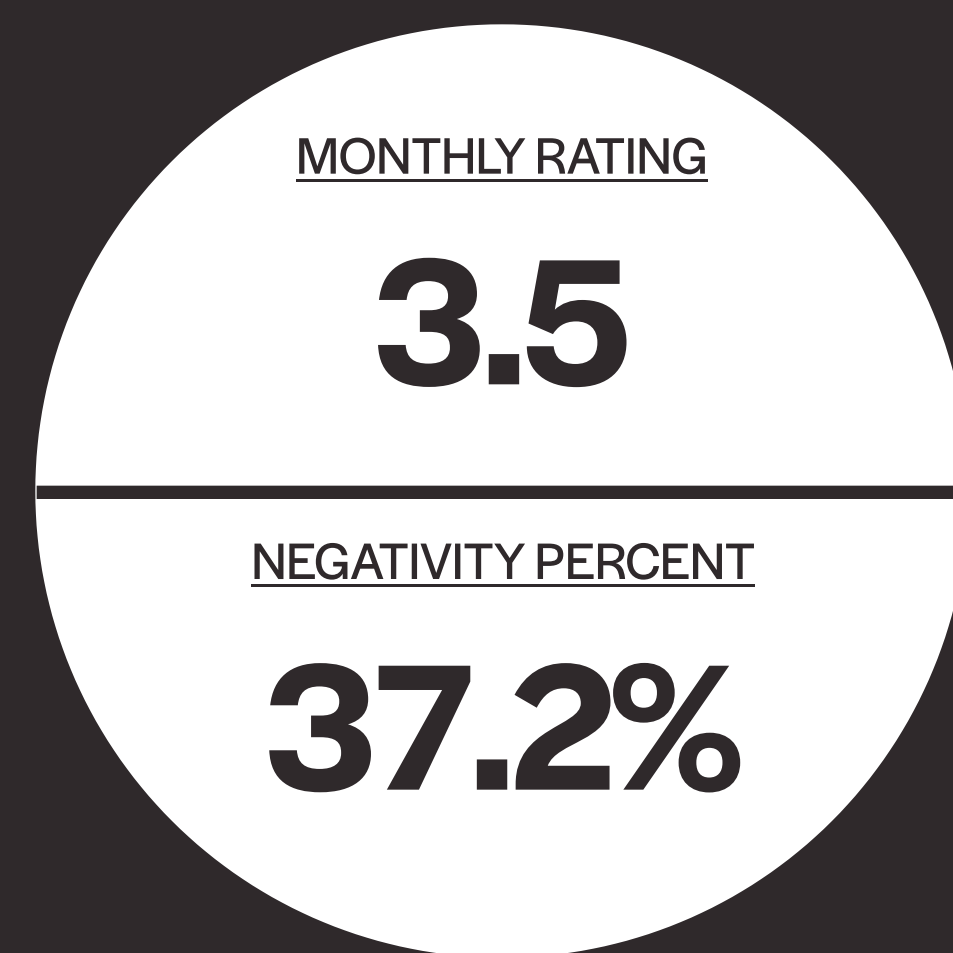
 POSITIVE REVIEWS
 NEGATIVE REVIEWS

| | |
|-------------------|--------|
| LEASING PROCESS | 7.92% |
| BILLING / FEES | 8.02% |
| MANAGEMENT | 0.17% |
| MOVE OUT | 7.27% |
| MAINTENANCE | 7.36% |
| MOVE IN | 41.94% |
| NOISE | 0.77% |
| MAINTENANCE STAFF | 11.26% |
| PESTS | 20.28% |
| PARKING | 7.10% |
| FRIENDLINESS | 7.58% |
| CUSTOMER SERVICE | 0.58% |
| NEIGHBORS | 9.16% |
| PRICING | 30.32% |
| HELPFULNESS | 2.37% |
| STAFF | 0.07% |
| COMMUNITY | 4.95% |
| TOUR | 1.30% |
| PROFESSIONALISM | 13.89% |
| PROPERTY MANAGER | 9.80% |
| AMBIANCE | 0.04% |
| COMMUNICATION | 12.07% |
| AMENITIES | 9.86% |
| SAFETY / SECURITY | 2.05% |
| LOCATION | 11.48% |
| AESTHETICS | 0.65% |
| CLEANLINESS | 8.76% |
| RENT | 16.97% |
| | 0.74% |
| | 32.62% |
| | 13.85% |
| | 6.16% |
| | 2.10% |
| | 2.90% |
| | 2.85% |
| | 5.84% |
| | 1.45% |
| | 0.99% |
| | 0.96% |
| | 0.70% |
| | 0.13% |
| | 6.90% |
| | 29.27% |
| | 5.79% |
| | 4.65% |
| | 1.96% |
| | 18.27% |
| | 9.56% |
| | 1.40% |
| | 2.85% |
| | 0.26% |
| | 7.34% |
| | 11.44% |
| | 0.63% |
| | 8.98% |

REPUTATION HEALTH SCORE: 56%

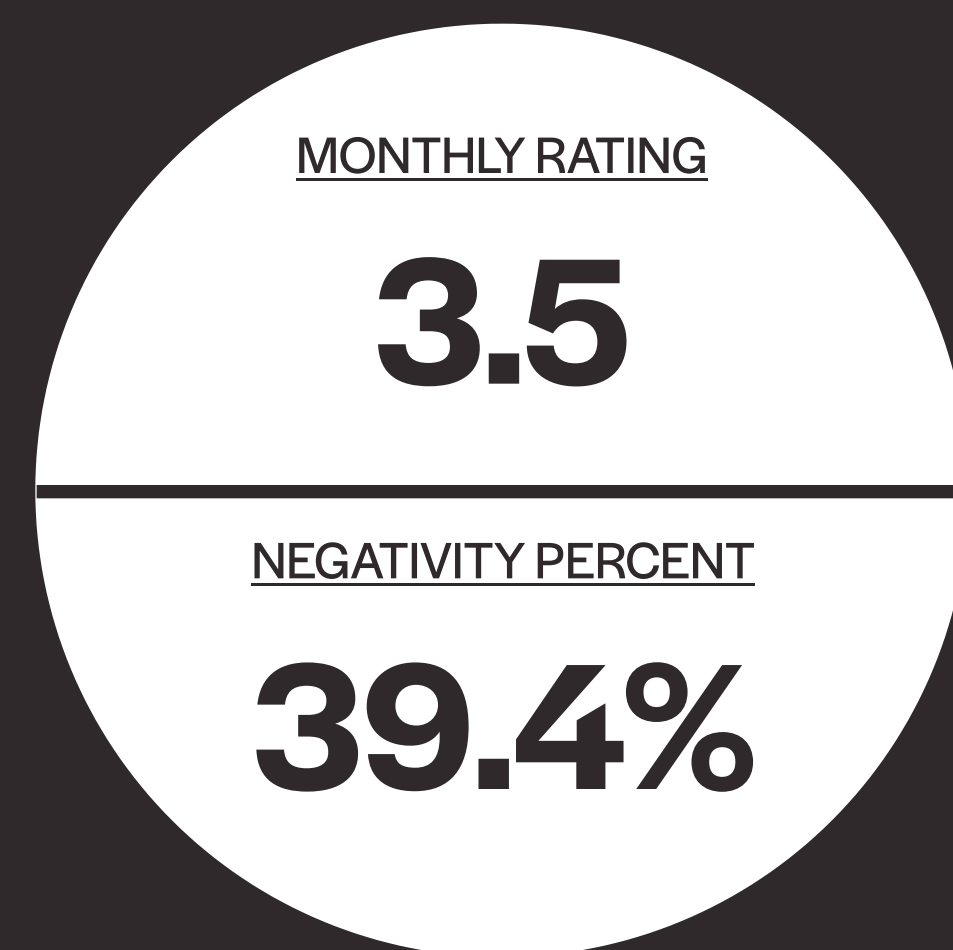


TOUR



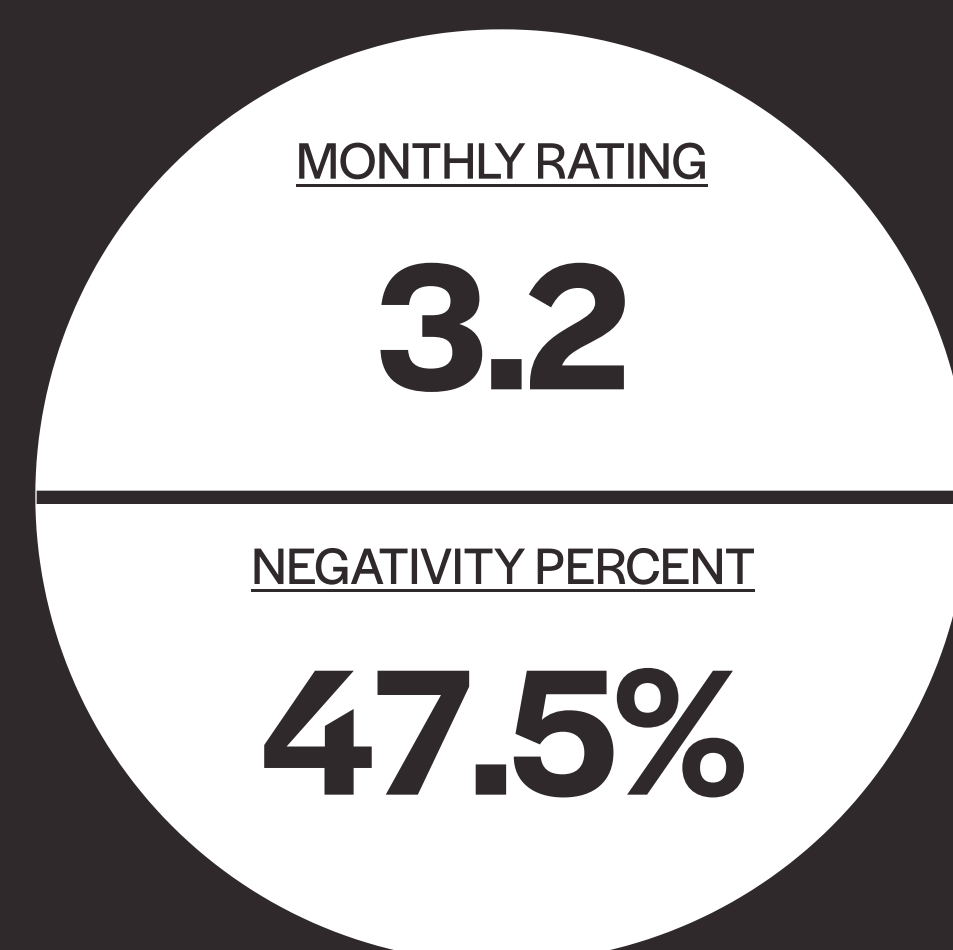
Benchmark Rating: 4.18

MOVE-IN



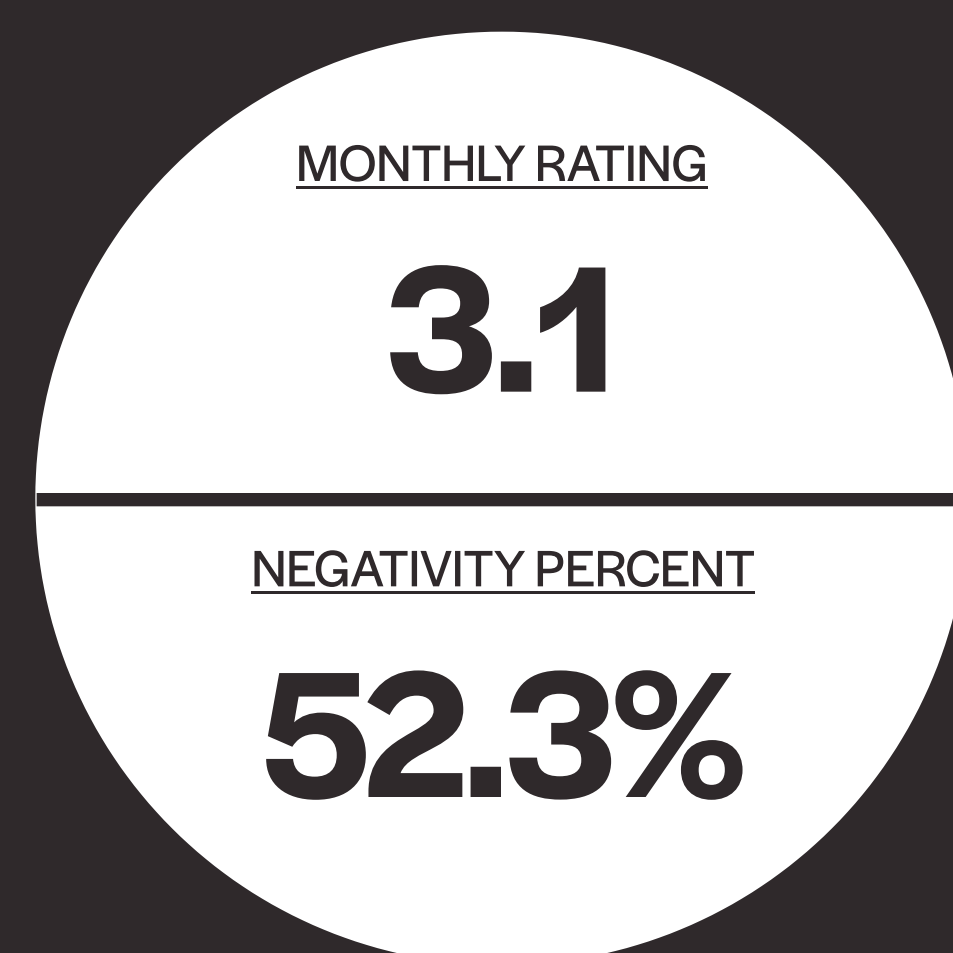
Benchmark Rating: 3.87

MAINTENANCE



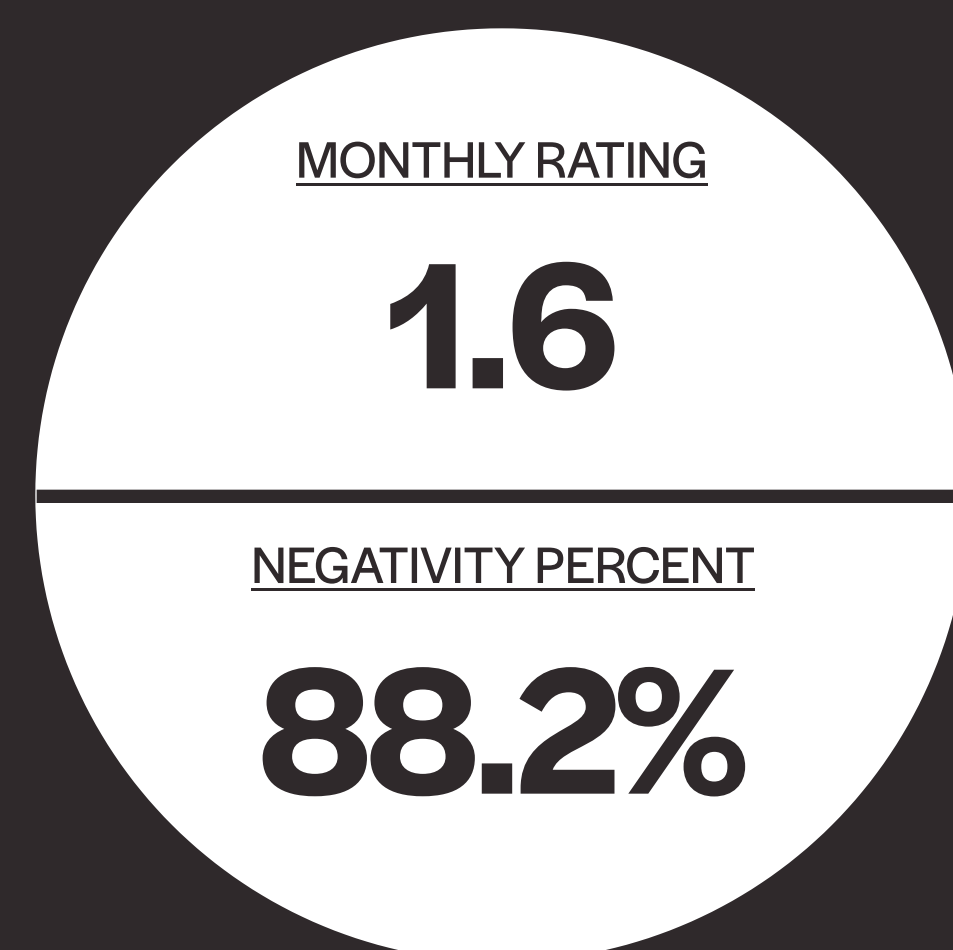
Benchmark Rating: 2.89

RENEWAL



Benchmark Rating: 2.98

MOVE-OUT



Benchmark Rating: 1.98

MINIMIZE NEGATIVITY

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

| | | |
|-----------------|------------------------|--------------------------------------|
| MAINTENANCE | -24.8% below benchmark | ● |
| MANAGEMENT | +43.4% above benchmark | ● |
| COMMUNICATION | +32.7% above benchmark | ● |
| STAFF | -30.8% below benchmark | ● |
| SAFETY/SECURITY | +17.2% above benchmark | ● |
| BILLING/FEES | -33% below benchmark | ● |
| PARKING | +26.1% 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 | -49.8% below benchmark | ● |
| LOCATION | -32.6% below benchmark | ● |
| MAINTENANCE STAFF | +117.0% above benchmark | ● |
| MAINTENANCE | +47.9% above benchmark | ● |
| AMENITIES | -56.6% below benchmark | ● |
| HELPFULNESS | +35.4% above benchmark | ● |
| AESTHETICS | -73.1% 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.

| | | |
|-------------------|--|-------------------------------------|
| MAINTENANCE STAFF | Mentioned in 30.3% of positive reviews | +117% above the industry benchmark |
| MAINTENANCE | Mentioned in 20.3% of positive reviews | +47.9% above the industry benchmark |
| COMMUNICATION | Mentioned in 6.9% of positive reviews | +35.7% above the industry benchmark |
| HELPFULNESS | Mentioned in 17% of positive reviews | +35.4% above the industry benchmark |
| CUSTOMER SERVICE | Mentioned in 12.1% of positive reviews | +30.6% 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.