



# TRINITY PROPERTY CONSULTANTS

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

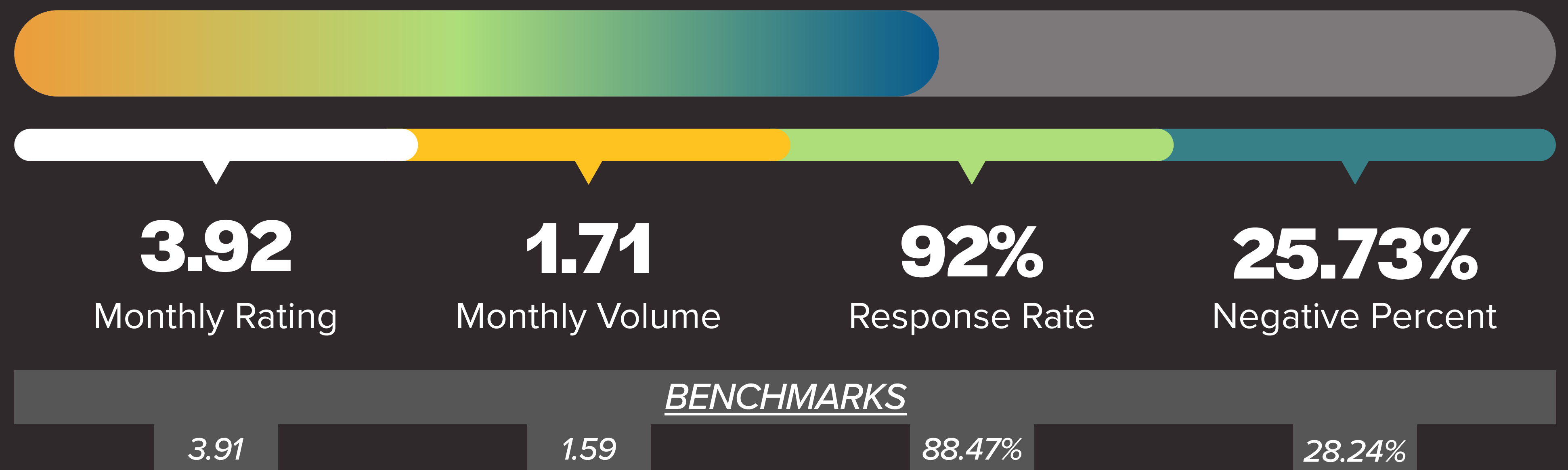
## TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.

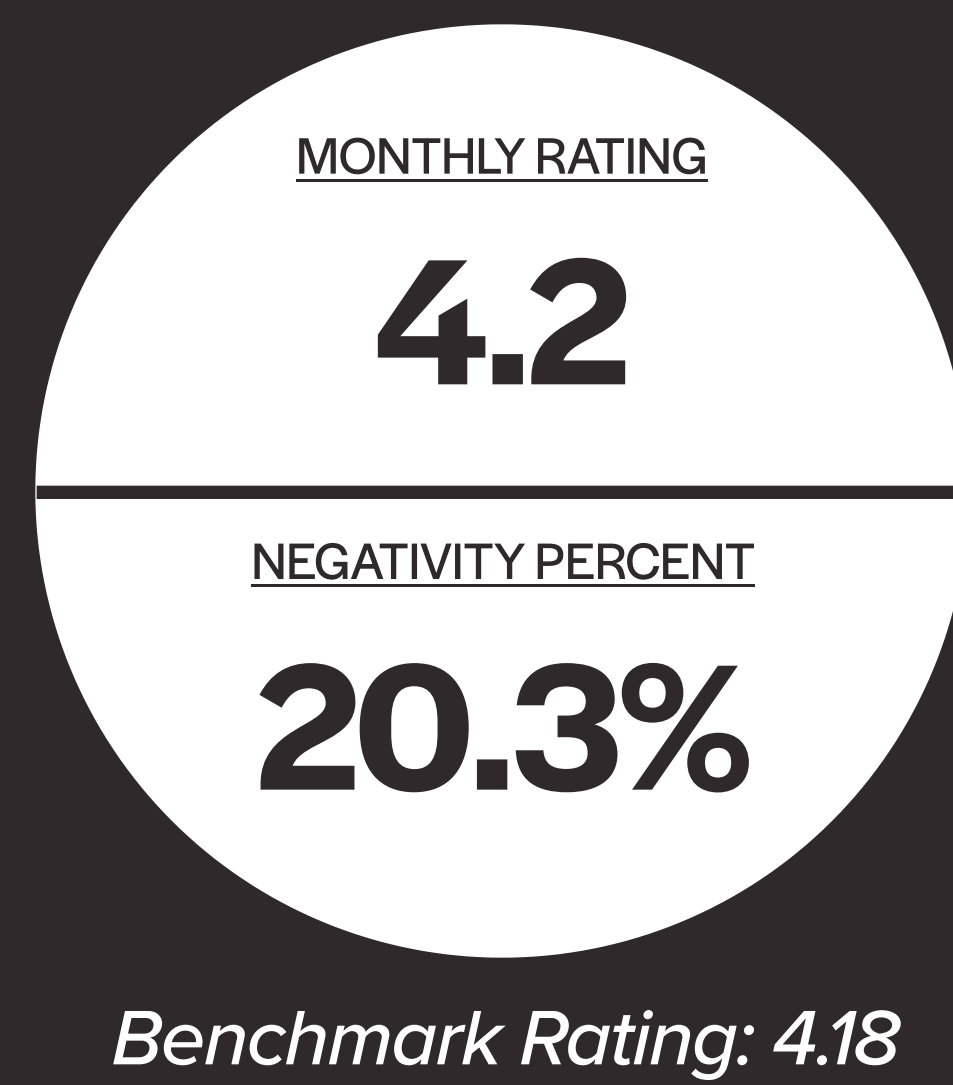
 POSITIVE REVIEWS  
 NEGATIVE REVIEWS

LEASING PROCESS	9.96%
BILLING / FEES	7.89%
MANAGEMENT	0.23%
MOVE OUT	12.17%
MAINTENANCE	6.02%
MOVE IN	28.32%
NOISE	0.82%
MAINTENANCE STAFF	8.20%
PESTS	12.41%
PARKING	38.61%
FRIENDLINESS	10.35%
CUSTOMER SERVICE	12.59%
NEIGHBORS	1.51%
PRICING	7.31%
HELPFULNESS	14.12%
STAFF	2.51%
COMMUNITY	0.18%
TOUR	11.76%
PROFESSIONALISM	1.65%
PROPERTY MANAGER	8.83%
AMBIANCE	6.52%
COMMUNICATION	0.26%
AMENITIES	5.04%
SAFETY / SECURITY	5.54%
LOCATION	2.95%
AESTHETICS	6.01%
CLEANLINESS	0.53%
RENT	3.50%
	9.93%
	0.94%
	81.25%
	21.26%
	5.22%
	1.04%
	6.36%
	2.77%
	5.13%
	4.44%
	5.52%
	7.31%
	7.30%
	1.93%
	5.75%
	24.66%
	11.65%
	6.37%
	2.68%
	15.15%
	12.09%
	1.04%
	8.65%
	9.14%
	5.95%
	10.24%
	0.85%
	10.34%

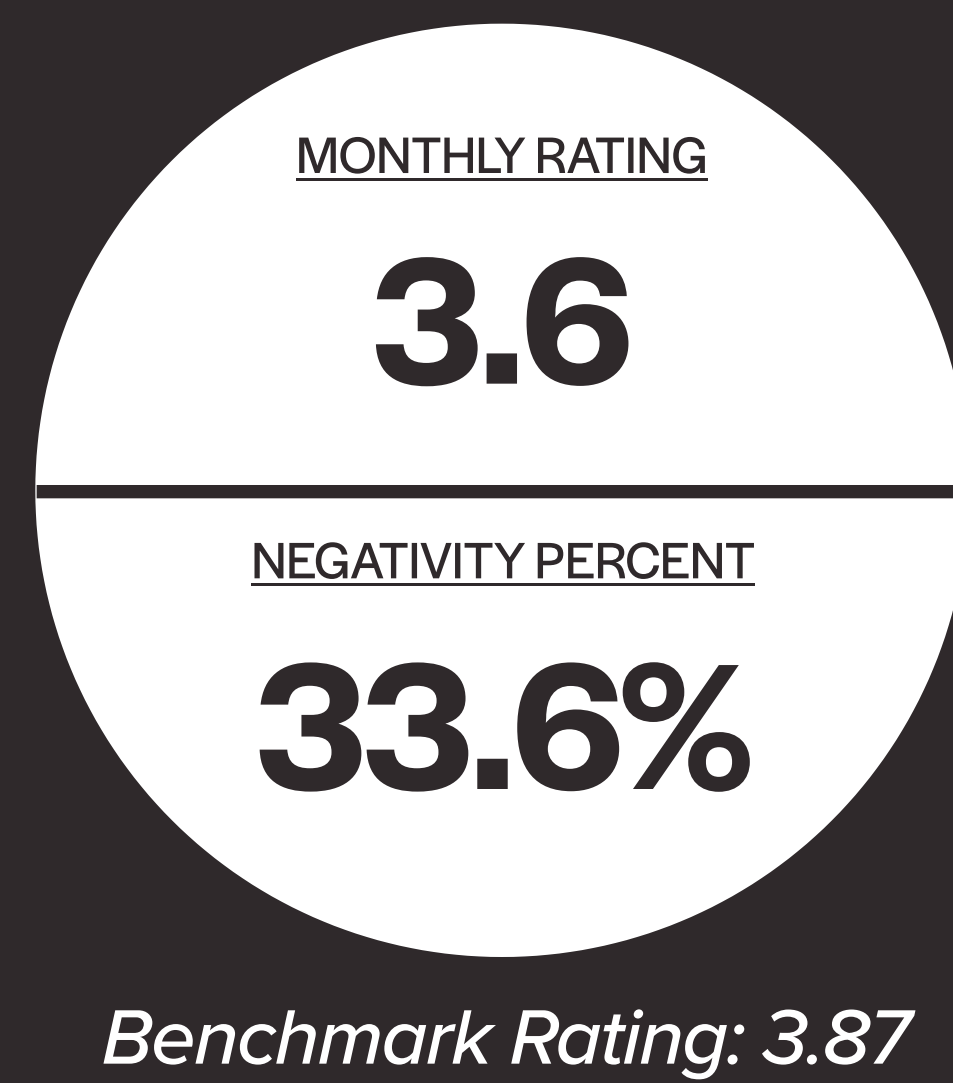
# REPUTATION HEALTH SCORE: 60%



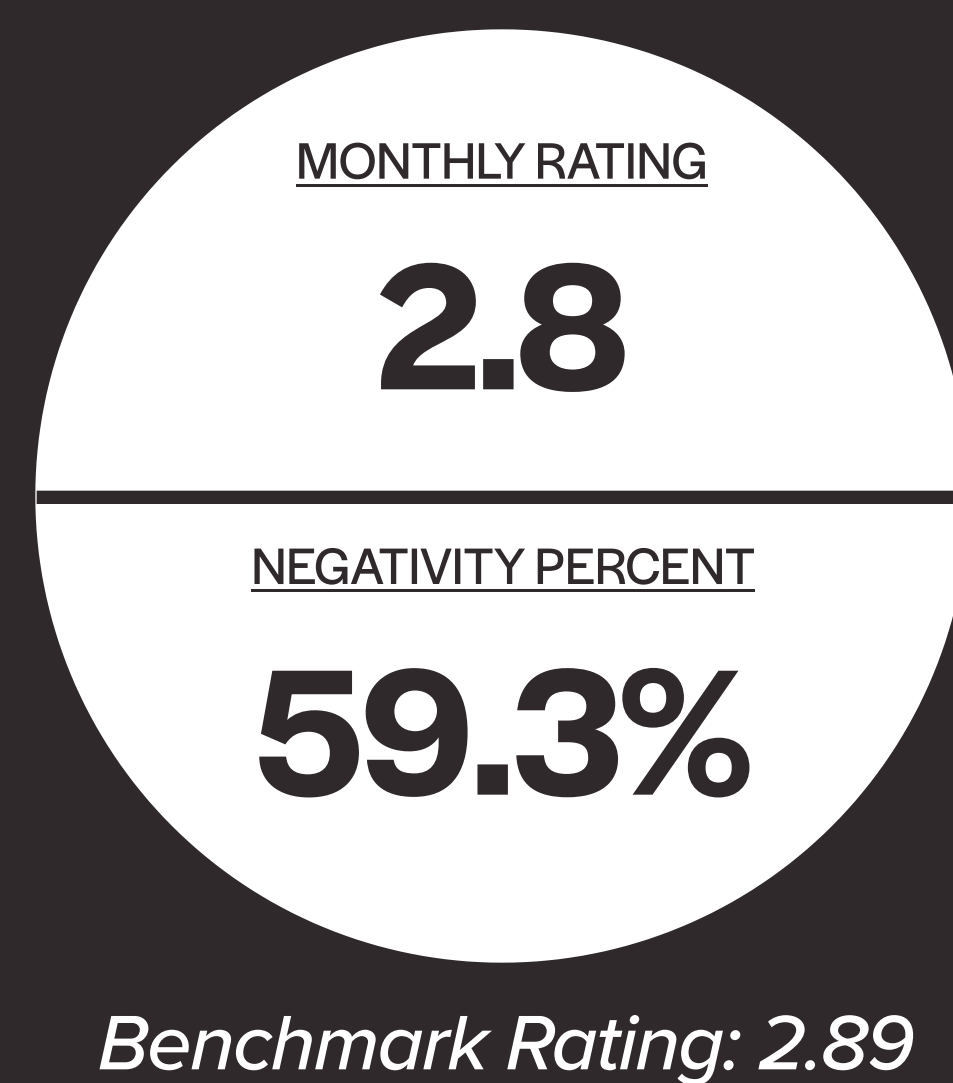
## TOUR



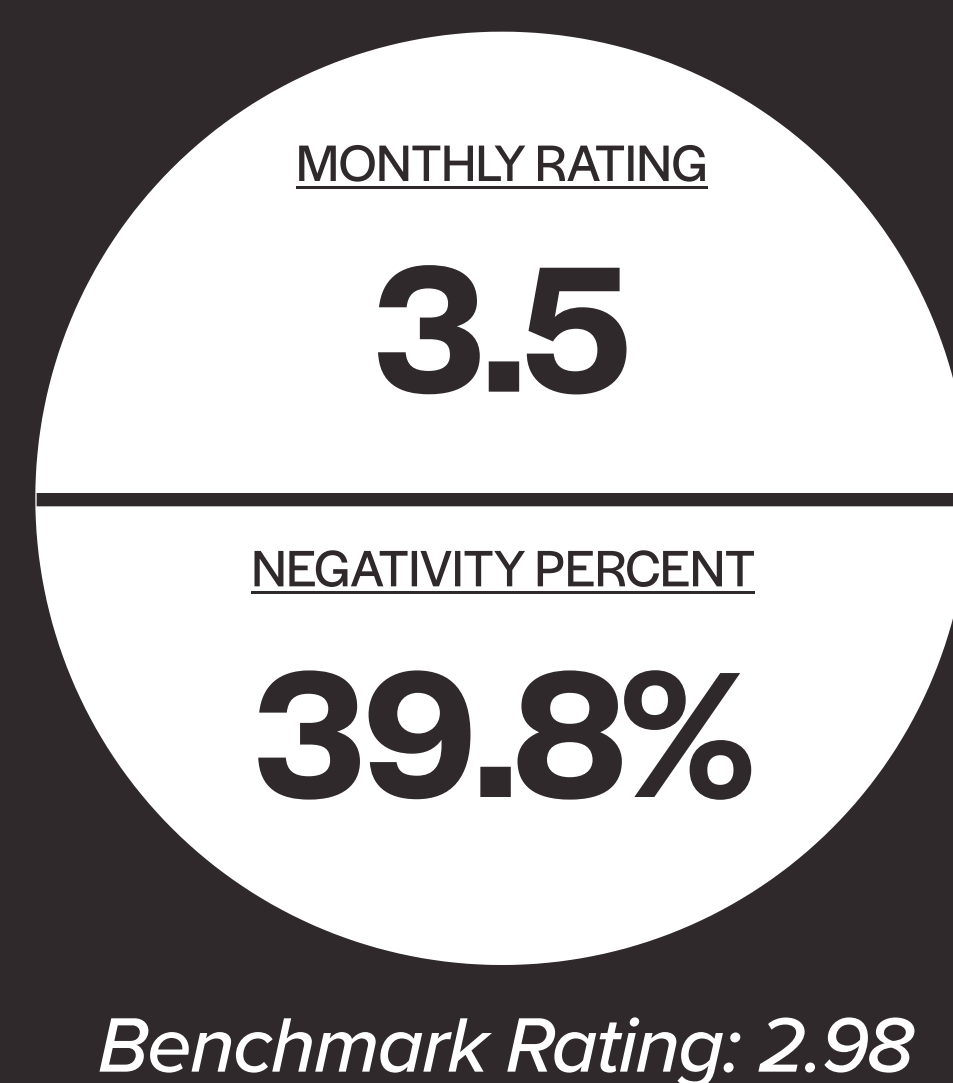
## MOVE-IN



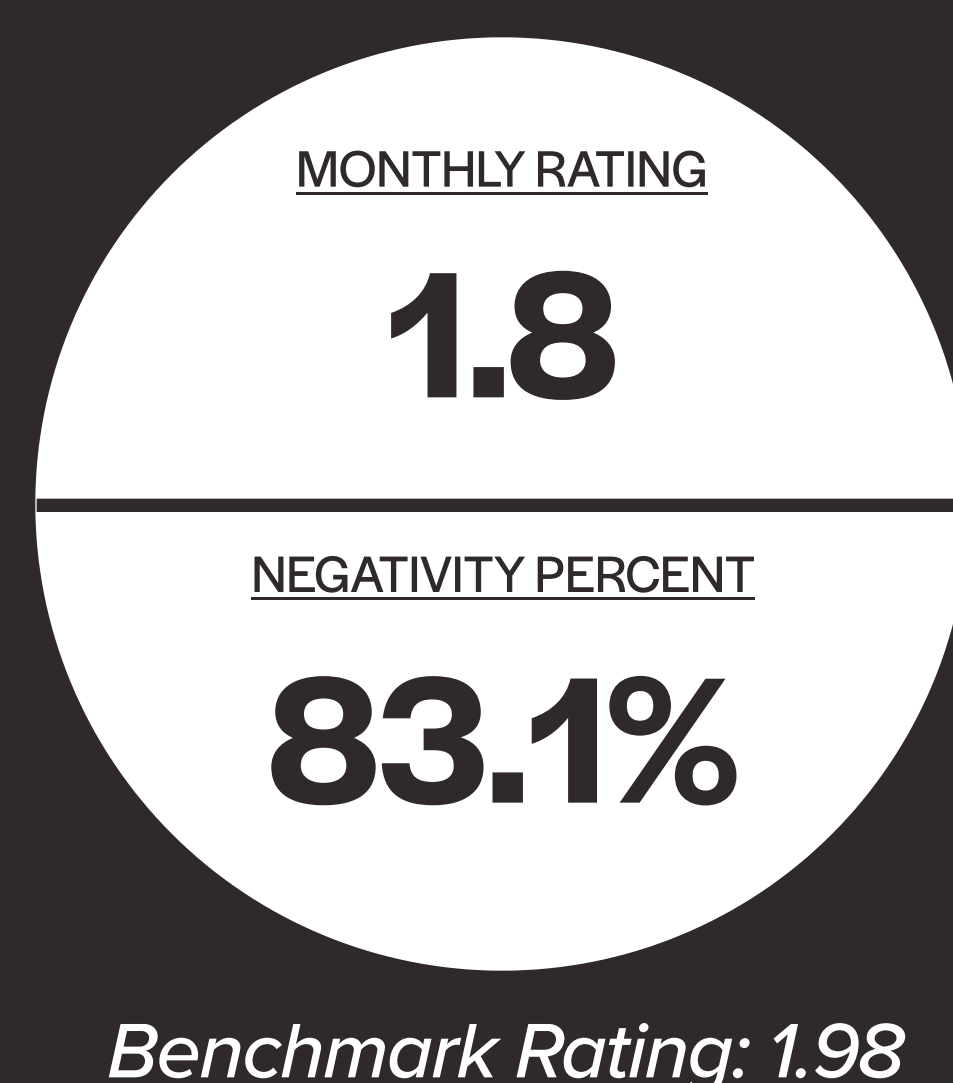
## MAINTENANCE



## 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% above benchmark	<span style="color: red;">●</span>
MANAGEMENT	-3.1% below benchmark	<span style="color: yellow;">●</span>
COMMUNICATION	+11.8% above benchmark	<span style="color: red;">●</span>
STAFF	+6.3% above benchmark	<span style="color: red;">●</span>
SAFETY/SECURITY	-2.8% below benchmark	<span style="color: yellow;">●</span>
BILLING/FEES	+12.2% above benchmark	<span style="color: red;">●</span>
PARKING	-19.9% below benchmark	<span style="color: green;">●</span>

## 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	+25.2% above benchmark	<span style="color: green;">●</span>
LOCATION	-14.8% below benchmark	<span style="color: red;">●</span>
MAINTENANCE STAFF	+1.1% above benchmark	<span style="color: yellow;">●</span>
MAINTENANCE	-9.5% below benchmark	<span style="color: red;">●</span>
AMENITIES	-12.7% below benchmark	<span style="color: red;">●</span>
HELPFULNESS	-20.8% below benchmark	<span style="color: red;">●</span>
AESTHETICS	-18.3% below benchmark	<span style="color: red;">●</span>

## 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.

AMBIANCE	Mentioned in 7.3% of positive reviews	+25.3% above the industry benchmark
STAFF	Mentioned in 81.3% of positive reviews	+25.2% above the industry benchmark
COMMUNICATION	Mentioned in 5.8% of positive reviews	+12.9% above the industry benchmark
PROPERTY MANAGER	Mentioned in 5.5% of positive reviews	+7.2% above the industry benchmark
EVENTS	Mentioned in 3.3% of positive reviews	+4.4% 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.