



FPI MANAGEMENT

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

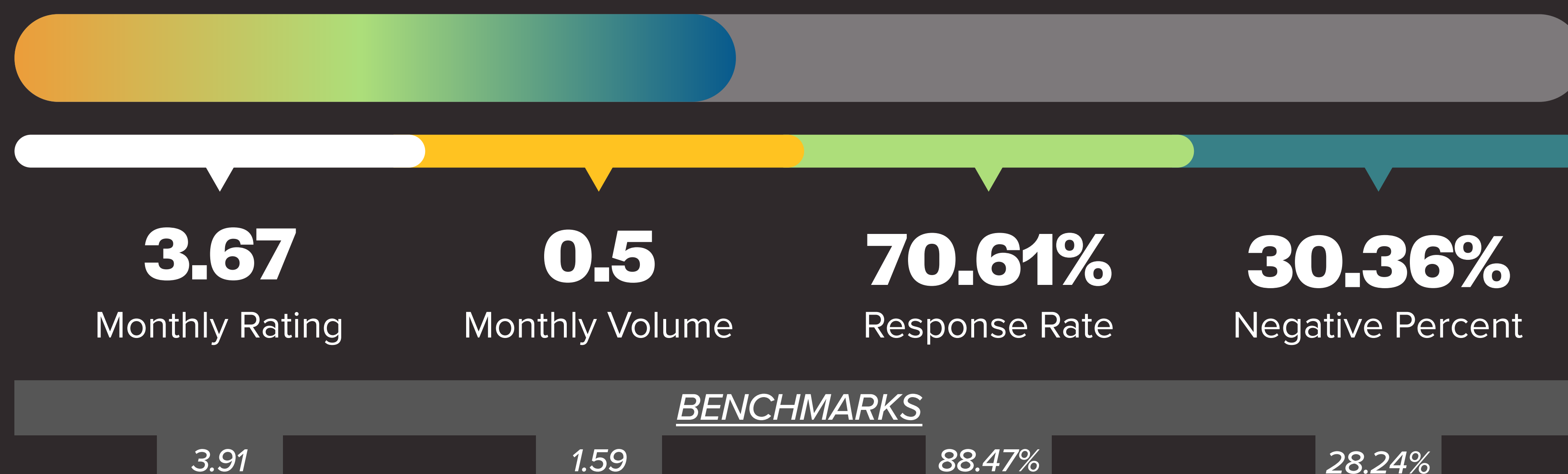
TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.

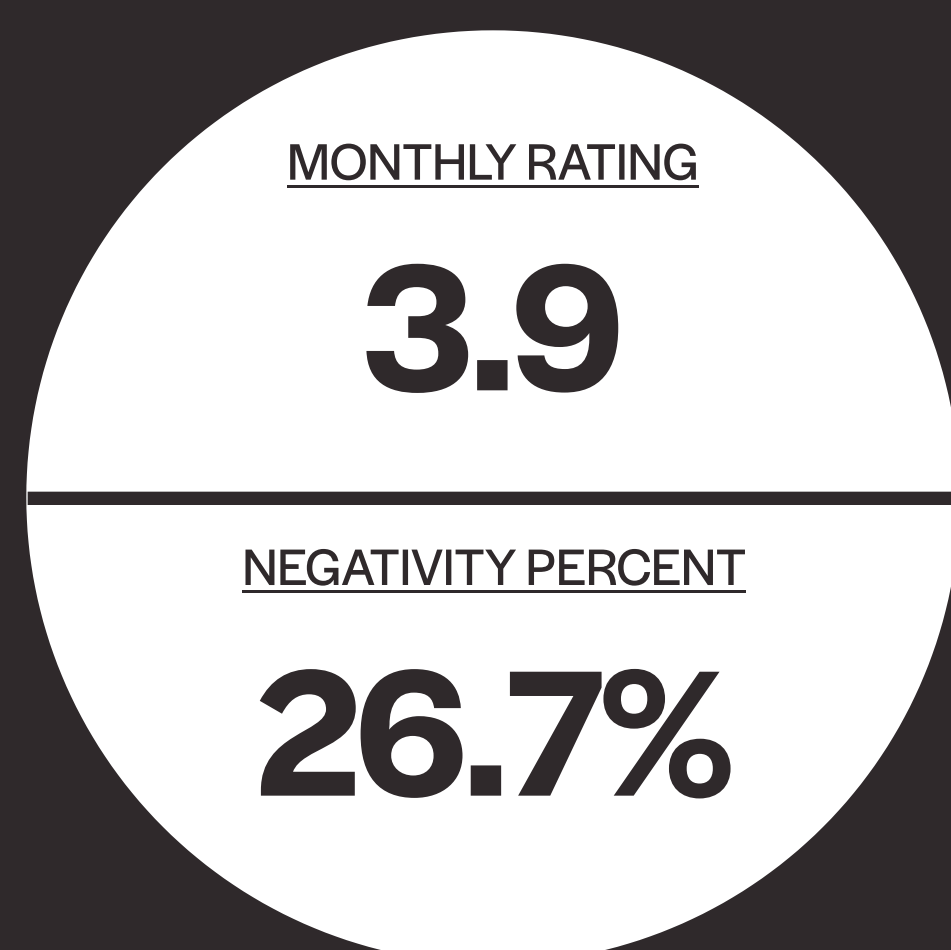
 POSITIVE REVIEWS
 NEGATIVE REVIEWS

LEASING PROCESS	5.59%
BILLING / FEES	6.88%
MANAGEMENT	10.78%
MOVE OUT	12.95%
MAINTENANCE	31.52%
MOVE IN	0.79%
NOISE	9.02%
MAINTENANCE STAFF	18.97%
PESTS	34.34%
PARKING	9.18%
FRIENDLINESS	8.48%
CUSTOMER SERVICE	2.17%
NEIGHBORS	6.68%
PRICING	15.63%
HELPFULNESS	2.42%
STAFF	0.12%
COMMUNITY	9.41%
TOUR	1.47%
PROFESSIONALISM	11.99%
PROPERTY MANAGER	8.60%
AMBIANCE	0.51%
COMMUNICATION	8.08%
AMENITIES	6.29%
SAFETY / SECURITY	4.54%
LOCATION	10.94%
AESTHETICS	0.79%
CLEANLINESS	5.12%
RENT	10.74%
	0.78%
	56.52%
	20.08%
	6.87%
	1.37%
	3.70%
	2.03%
	5.87%
	4.02%
	7.81%
	6.52%
	6.34%
	0.43%
	5.92%
	23.83%
	9.34%
	6.21%
	4.24%
	15.90%
	12.05%
	1.21%
	11.44%
	4.34%
	9.34%
	9.49%
	0.93%
	10.20%

REPUTATION HEALTH SCORE: 46%

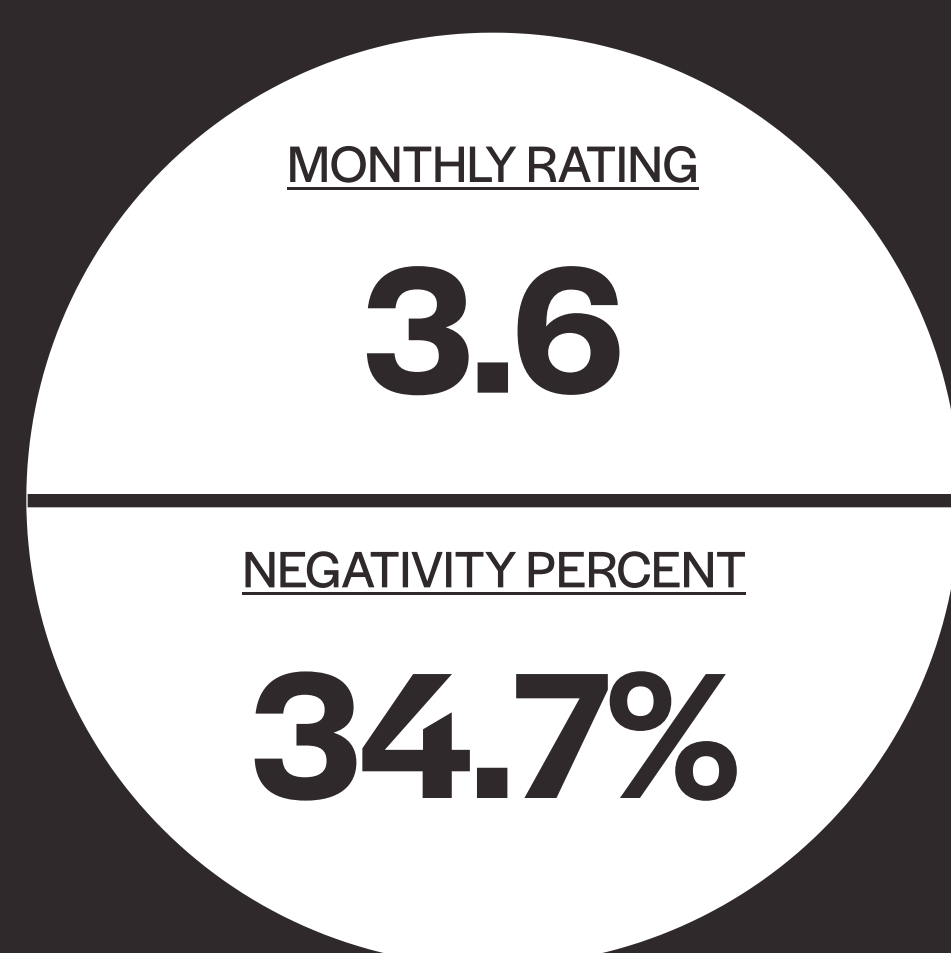


TOUR



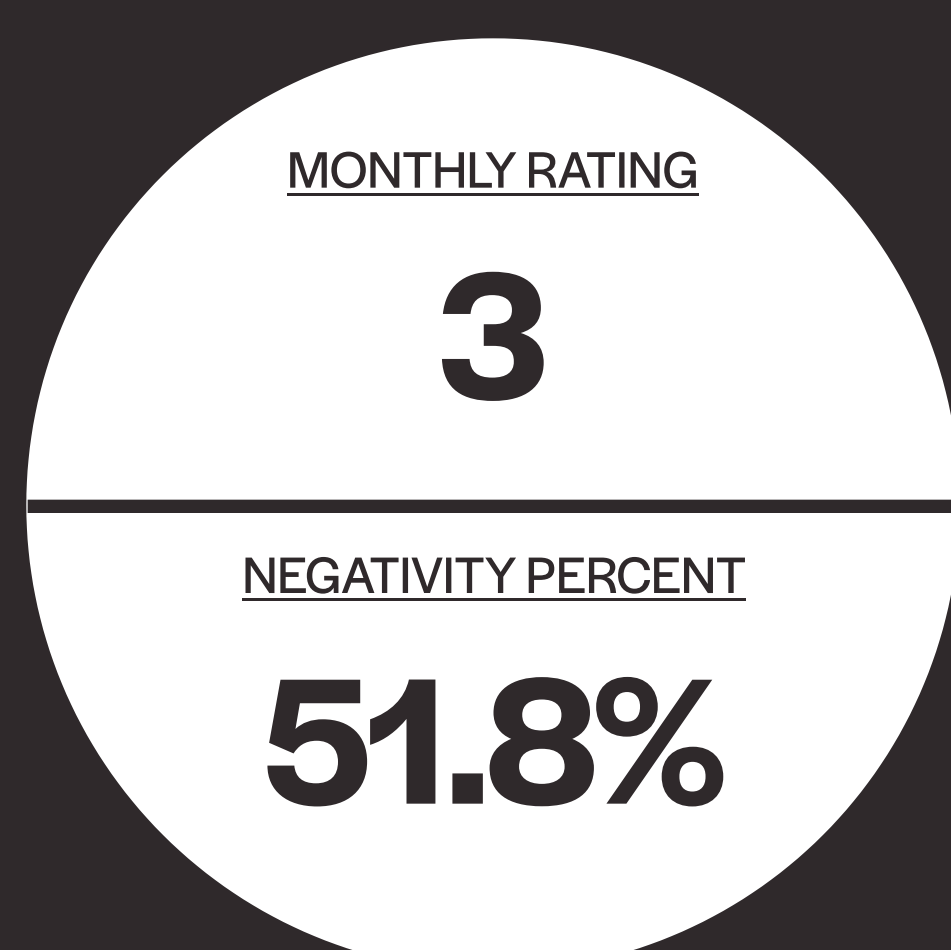
Benchmark Rating: 4.18

MOVE-IN



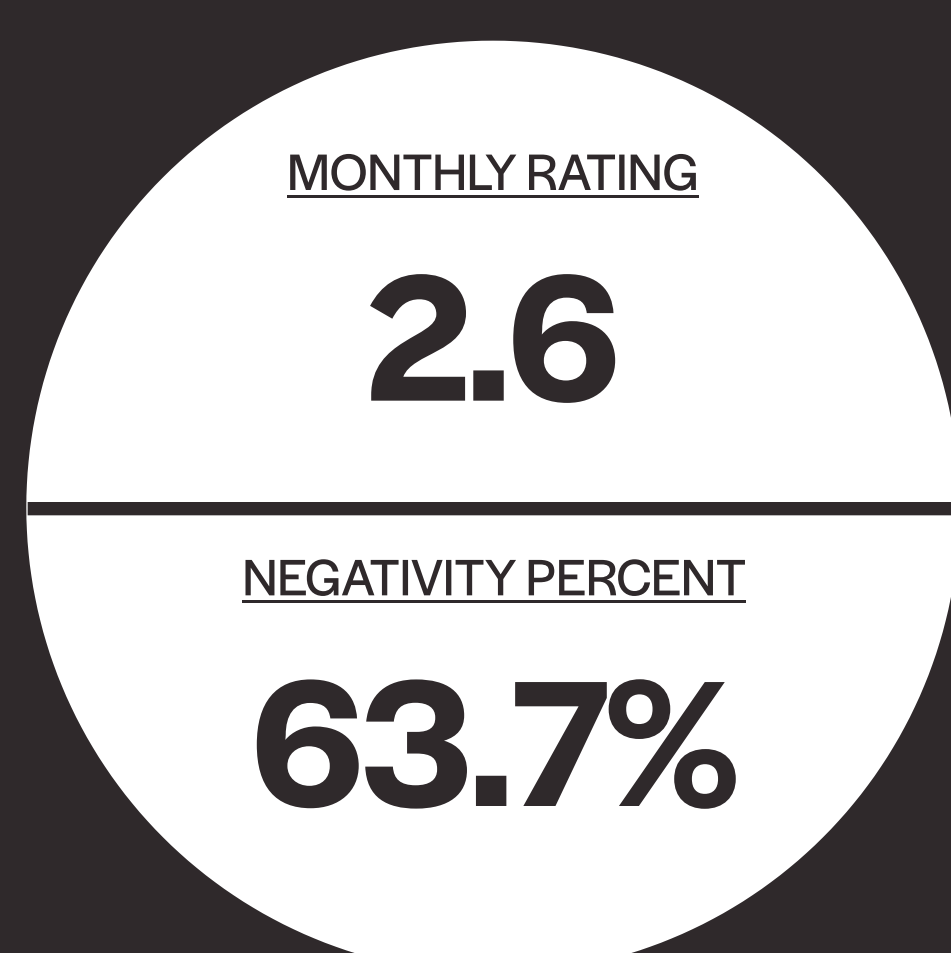
Benchmark Rating: 3.87

MAINTENANCE



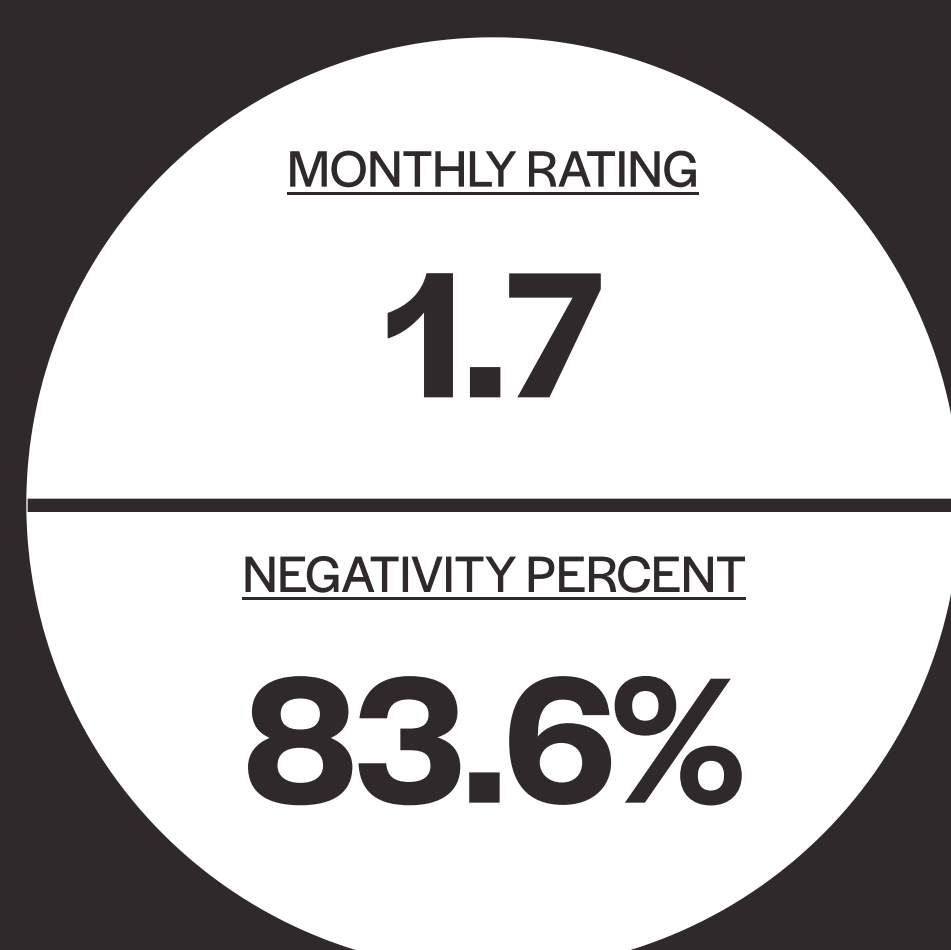
Benchmark Rating: 2.89

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	-0.4% below benchmark	
MANAGEMENT	+7.8% above benchmark	
COMMUNICATION	+8% above benchmark	
STAFF	+0.4% above benchmark	
SAFETY/SECURITY	+2.0% above benchmark	
BILLING/FEES	-0.7% below benchmark	
PARKING	+8.9% 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	-12.9% below benchmark	
LOCATION	-15.1% below benchmark	
MAINTENANCE STAFF	+11.9% above benchmark	
MAINTENANCE	+38.3% above benchmark	
AMENITIES	-30% below benchmark	
HELPFULNESS	-14.3% below benchmark	
AESTHETICS	+8% 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 7.8% of positive reviews	+51.6% above the industry benchmark
MANAGEMENT	Mentioned in 13% of positive reviews	+48.9% above the industry benchmark
MAINTENANCE	Mentioned in 19% of positive reviews	+38.3% above the industry benchmark
MAINTENANCE STAFF	Mentioned in 15.6% of positive reviews	+11.9% above the industry benchmark
AESTHETICS	Mentioned in 11.4% of positive reviews	+8% 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.