

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

POSITIVE REVIEWS **NEGATIVE REVIEWS** 8.59% 7.31%

0.20% 18.00% 6.14%

> 23.79% 1.34%

11.43% 17.49%

43.26% 12.41% 12.26%

1.93% 6.96%

20.83% 2.94%

0.20% 13.09%

0.95% 8.44%

5.59%

0.15% 5.20%

8.14% 3.03%

8.19% 0.79%

3.87% 8.90%

1.18%

76.37% 24.03%

6.89% 1.77%

4.33% 2.26%

6.07%

5.20% 6.46%

9.56% 8.35% 1.08%

6.50% 26.92%

8.82% 6.52%

3.74% 15.06%

12.45% 0.88%

11.34% 6.47% 9.22%

11.62% 0.71%

8.58%

REPUTATION HEALTH SCORE: 57%

3.67 86.47% 2.25 39.42% Monthly Rating Monthly Volume **Negative Percent** Response Rate

BENCHMARKS

1.59 88.47%

TOUR

3.91

MONTHLY RATING NEGATIVITY PERCENT 31.9%

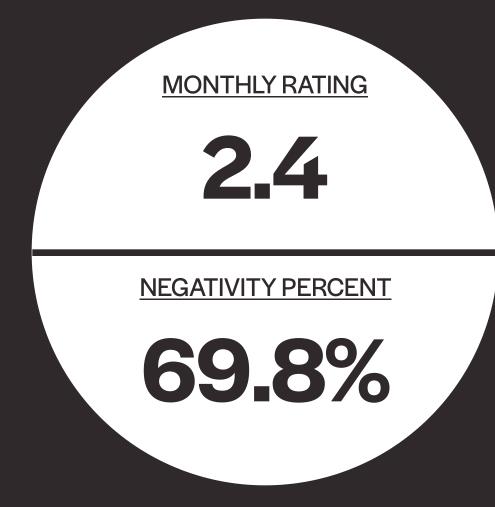
Benchmark Rating: 4.18

MOVE-IN



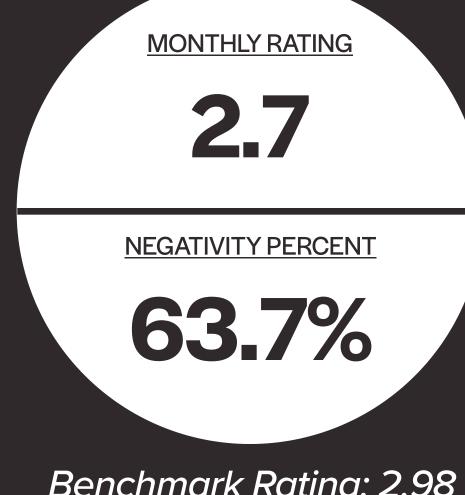
Benchmark Rating: 3.87

MAINTENANCE



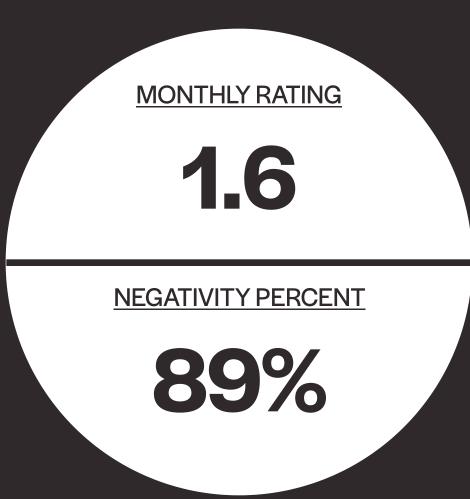
Benchmark Rating: 2.89

RENEWAL



Benchmark Rating: 2.98

MOVE-OUT



Benchmark Rating: 1.98

MINIMIZE NEGATIVITY

28.24%

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

MAINTENANCE	+25.5% above benchmark	
MANAGEMENT	-18.6% below benchmark	
COMMUNICATION	+22.1% above benchmark	
STAFF	+20.2% above benchmark	
SAFETY/SECURITY	-3.4% below benchmark	
BILLING/FEES	+65.9% above benchmark	
PARKING	-23.4% 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	+17.7% above benchmark	
LOCATION	-12.3% below benchmark	
MAINTENANCE STAFF	+49.1% above benchmark	
MAINTENANCE	+27.5% above benchmark	
AMENITIES	-33.9% below benchmark	
HELPFULNESS	-29% below benchmark	
AESTHETICS	+7.10% 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.

MAINTENANCE STAFF	Mentioned in 20.8% of positive reviews	+49.1% above the industry benchmark
AMBIANCE	Mentioned in 8.4% of positive reviews	+43.3% above the industry benchmark
MAINTENANCE	Mentioned in 17.5% of positive reviews	+27.5% above the industry benchmark
STAFF	Mentioned in 76.4% of positive reviews	+17.7% above the industry benchmark
MOVE-IN	Mentioned in 12.4% of positive reviews	+13.1% 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

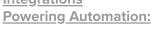
Integrations



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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