

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

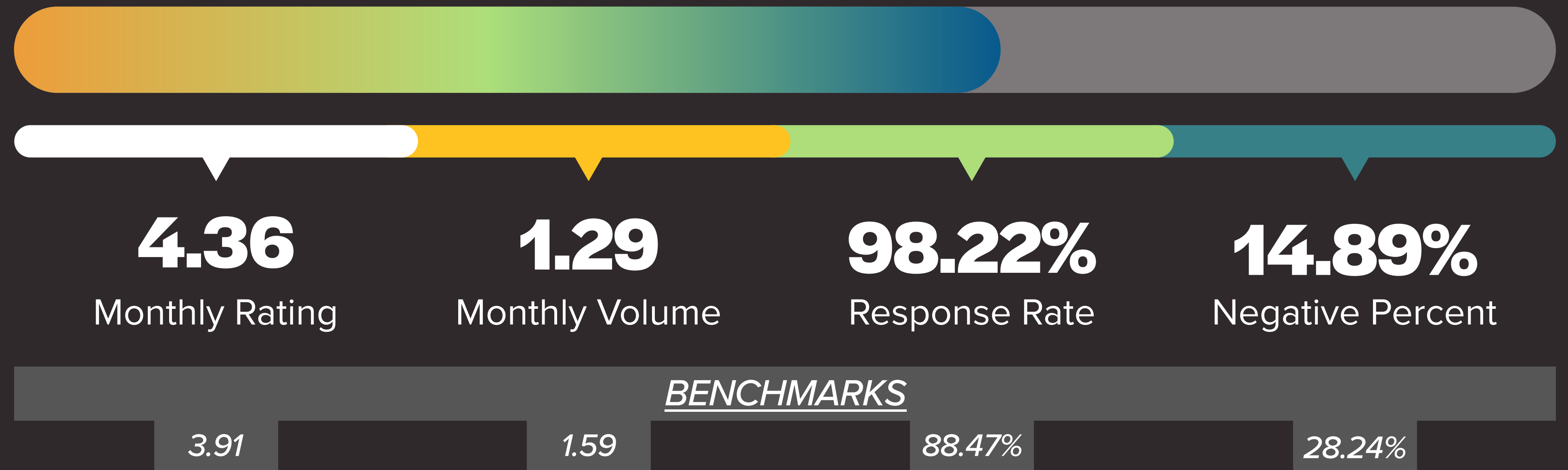
## TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.

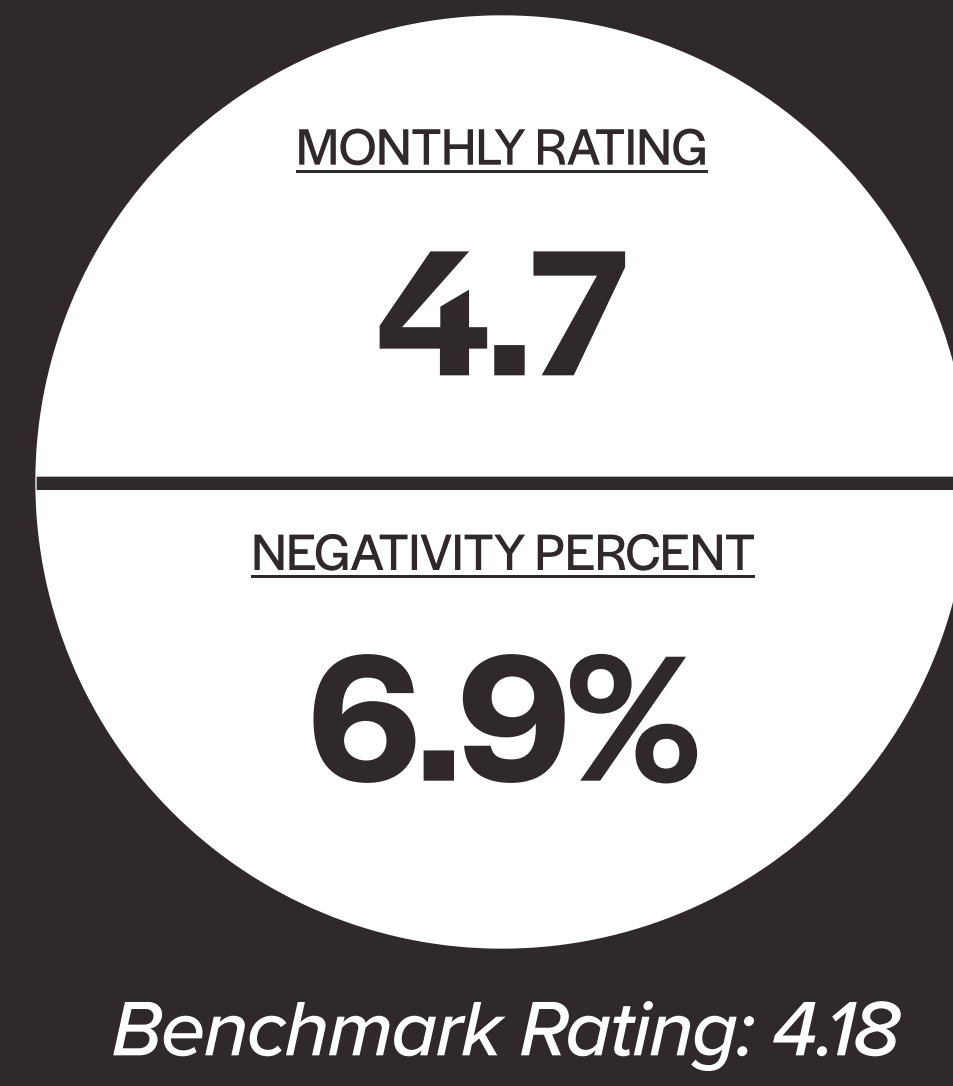
■ POSITIVE REVIEWS  
■ NEGATIVE REVIEWS

LEASING PROCESS	8.55%
BILLING / FEES	6.21%
MANAGEMENT	9.05%
MOVE OUT	5.76%
MAINTENANCE	24.48%
MOVE IN	0.51%
NOISE	7.02%
MAINTENANCE STAFF	14.92%
PESTS	31.21%
PARKING	10.43%
FRIENDLINESS	7.13%
CUSTOMER SERVICE	1.10%
NEIGHBORS	8.82%
PRICING	17.79%
HELPFULNESS	2.09%
STAFF	0.15%
COMMUNITY	10.32%
TOUR	0.66%
PROFESSIONALISM	10.50%
PROPERTY MANAGER	10.46%
AMBIANCE	0.23%
COMMUNICATION	12.81%
AMENITIES	8.12%
SAFETY / SECURITY	2.36%
LOCATION	10.09%
AESTHETICS	0.95%
CLEANLINESS	12.06%
RENT	16.23%
	0.41%
	49.68%
	14.85%
	8.72%
	1.62%
	5.50%
	1.45%
	5.69%
	1.68%
	3.27%
	2.32%
	2.61%
	0.17%
	3.71%
	12.59%
	8.62%
	6.55%
	2.56%
	15.55%
	11.96%
	1.04%
	6.87%
	1.57%
	7.11%
	14.10%
	0.41%
	10.73%

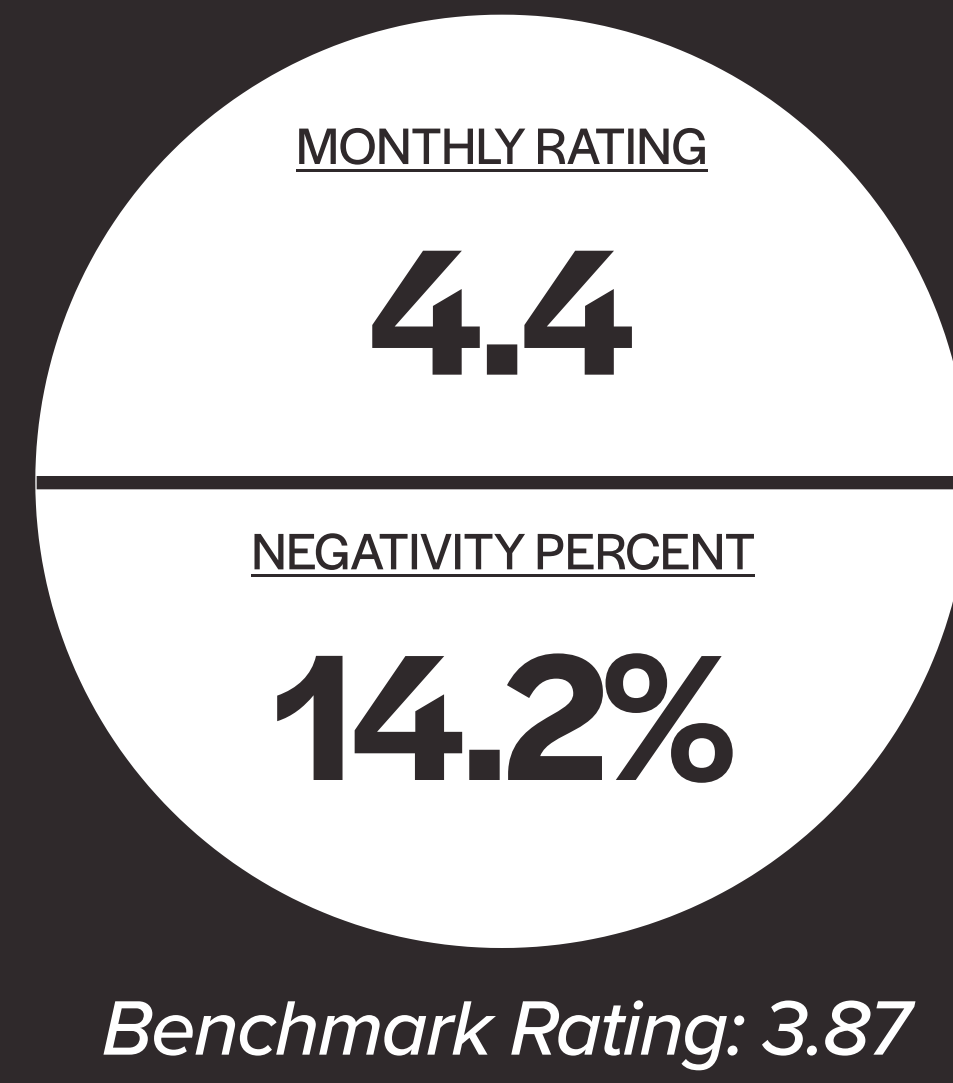
# REPUTATION HEALTH SCORE: 64%



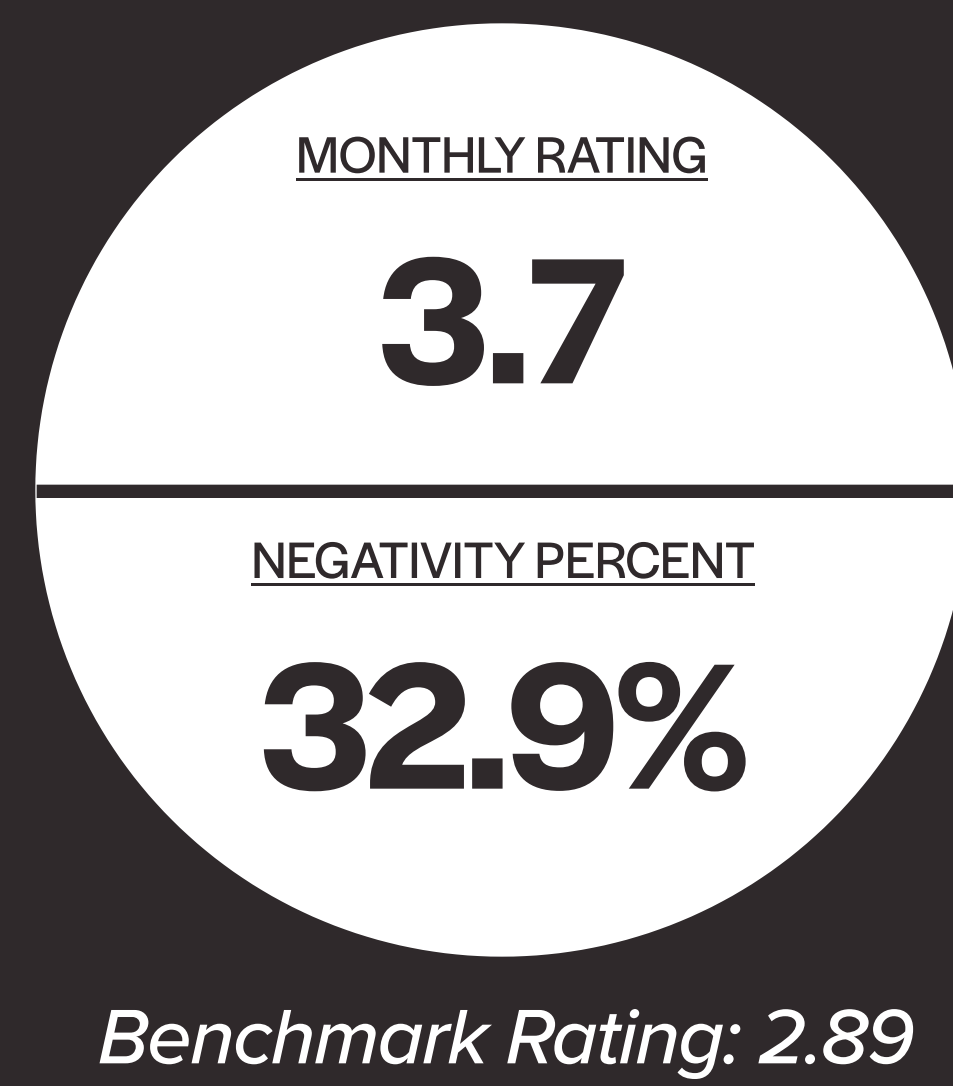
## TOUR



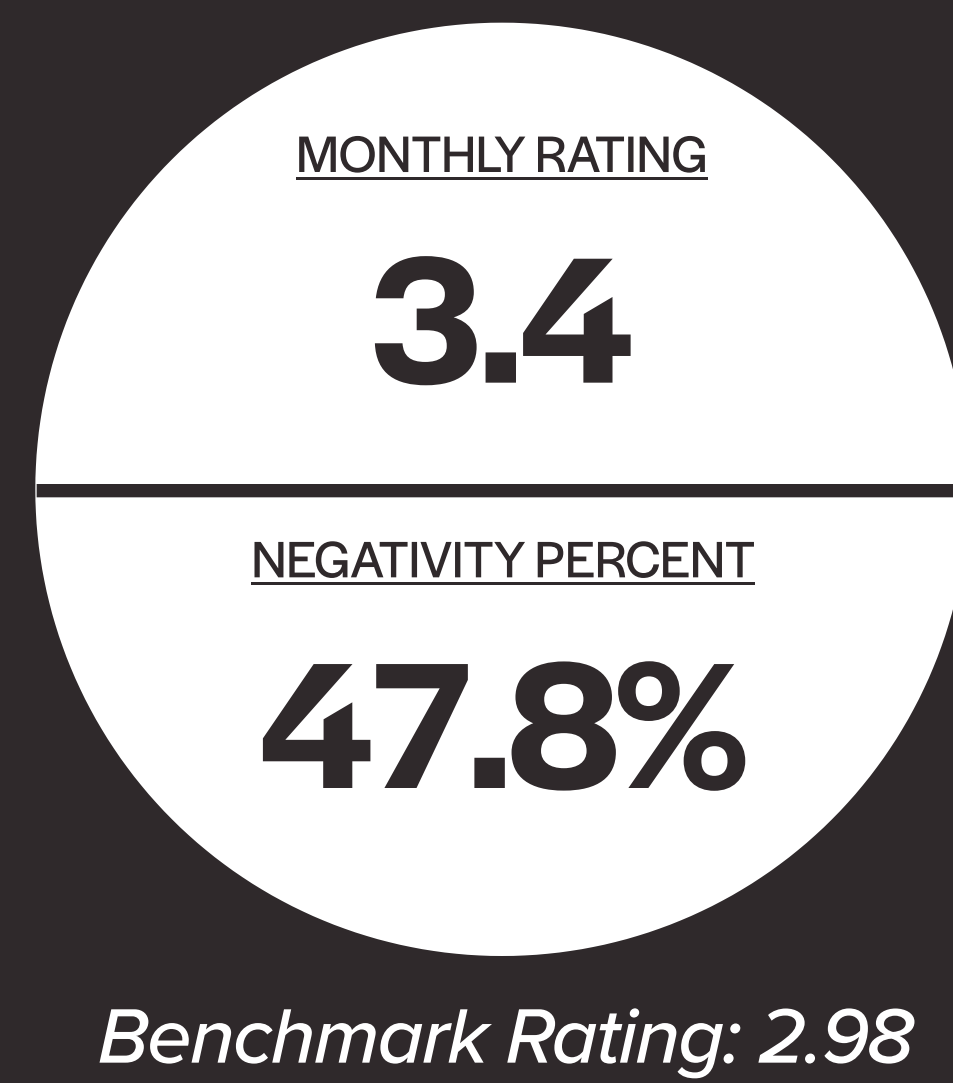
## MOVE-IN



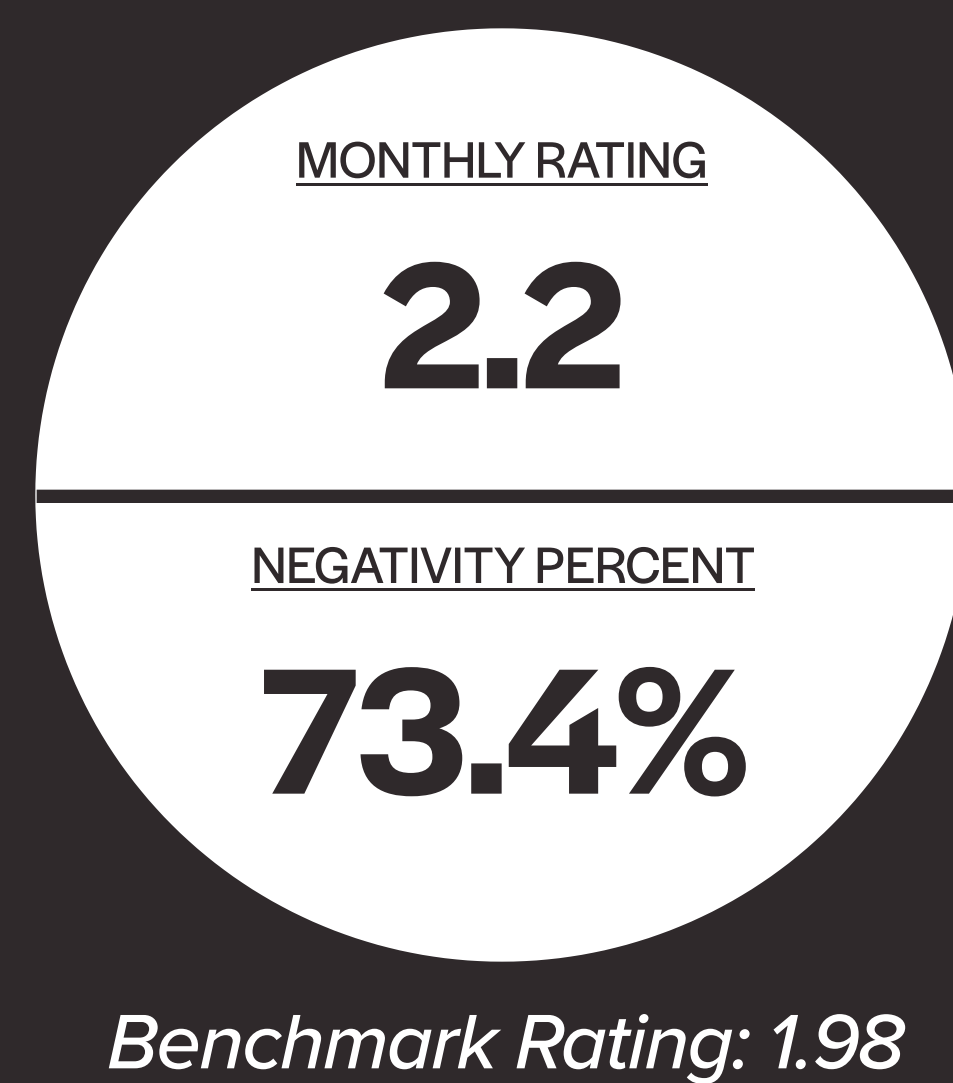
## MAINTENANCE



## 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	-9.5% below benchmark	●
MANAGEMENT	-16.3% below benchmark	●
COMMUNICATION	-42.9% below benchmark	●
STAFF	-25.8% below benchmark	●
SAFETY/SECURITY	-0.3% below benchmark	●
BILLING/FEES	-16.6% below benchmark	●
PARKING	-4.7% 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	-23.5% below benchmark	●
LOCATION	-15.7% below benchmark	●
MAINTENANCE STAFF	+27.3% above benchmark	●
MAINTENANCE	+8.9% above benchmark	●
AMENITIES	-35.4% below benchmark	●
HELPFULNESS	+29.4% above benchmark	●
AESTHETICS	-35.2% 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.

TOUR GUIDE	Mentioned in 3.1% of positive reviews	+90.2% above the industry benchmark
CUSTOMER SERVICE	Mentioned in 12.8% of positive reviews	+38.6% above the industry benchmark
HELPFULNESS	Mentioned in 16.2% of positive reviews	+29.4% above the industry benchmark
MAINTENANCE STAFF	Mentioned in 17.8% of positive reviews	+27.3% above the industry benchmark
FRIENDLINESS	Mentioned in 10.5% of positive reviews	+17.9% 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.