



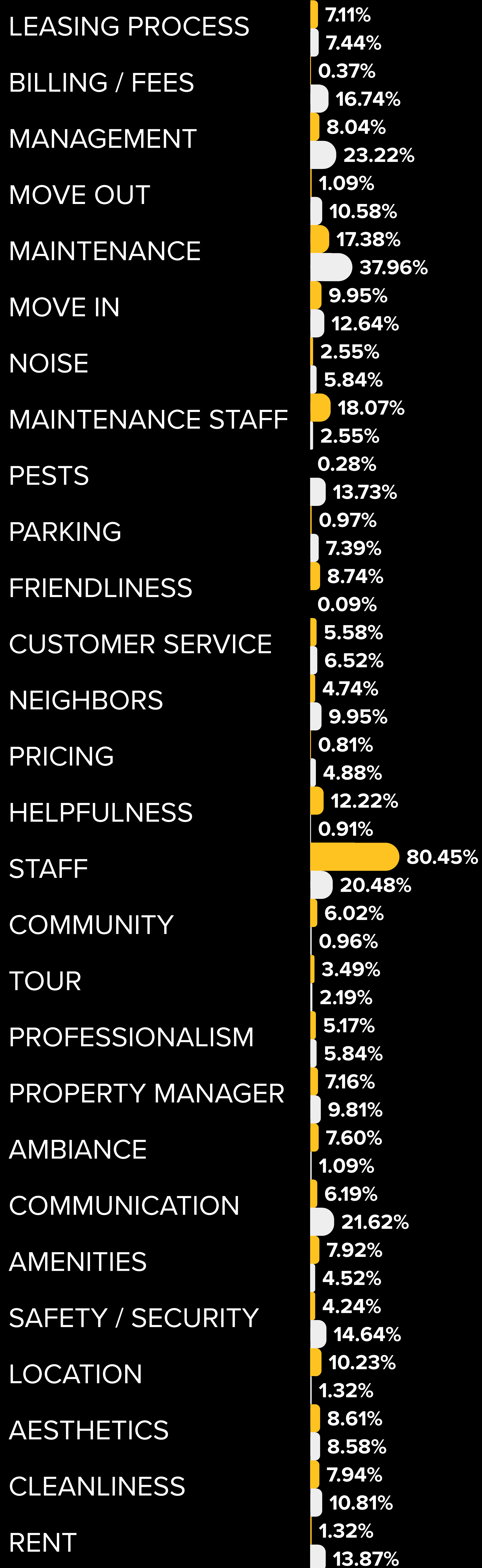
# MONARCH INVESTMENT

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

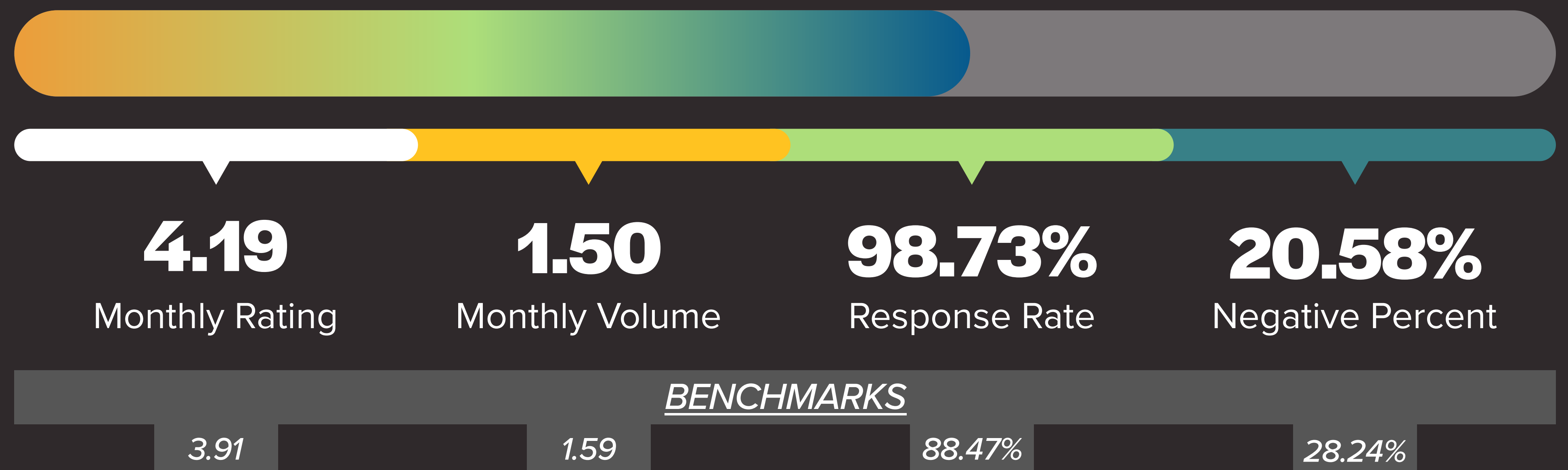
## TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.

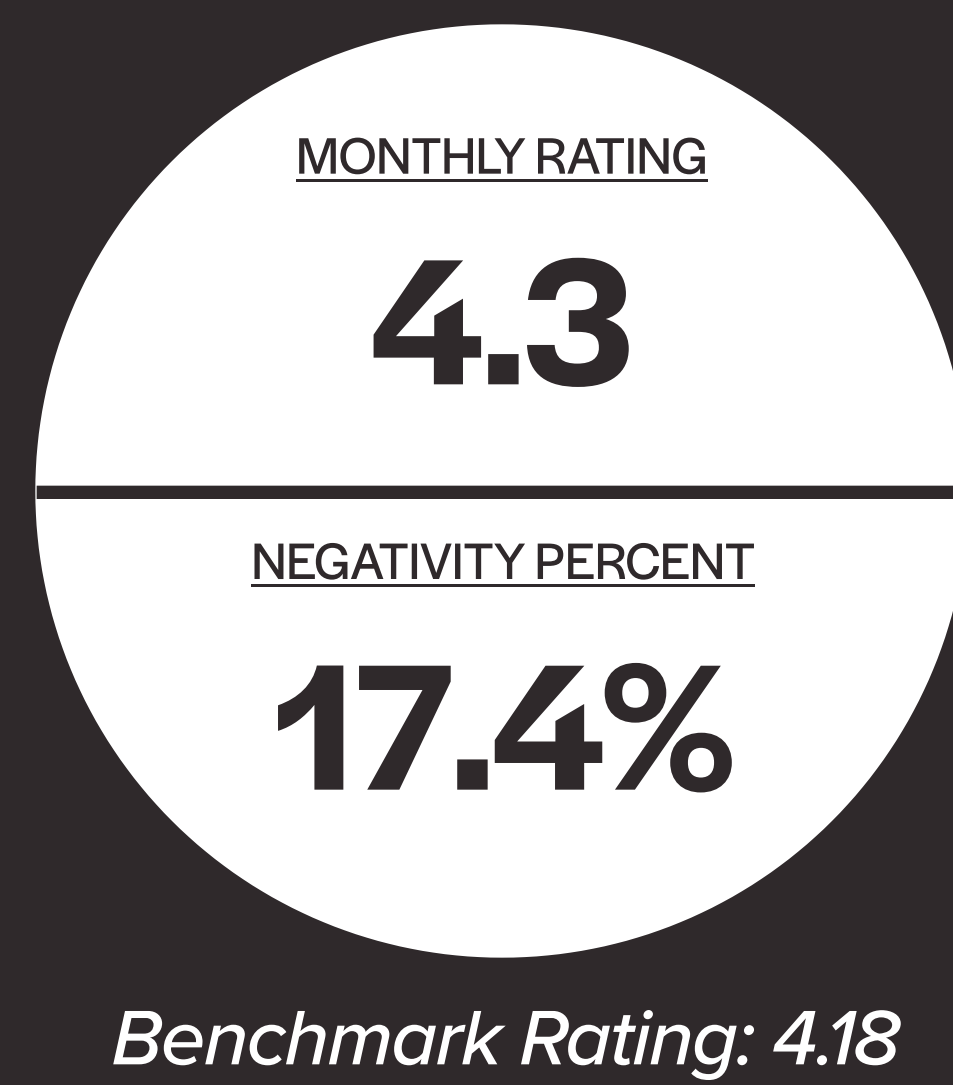
 POSITIVE REVIEWS  
 NEGATIVE REVIEWS



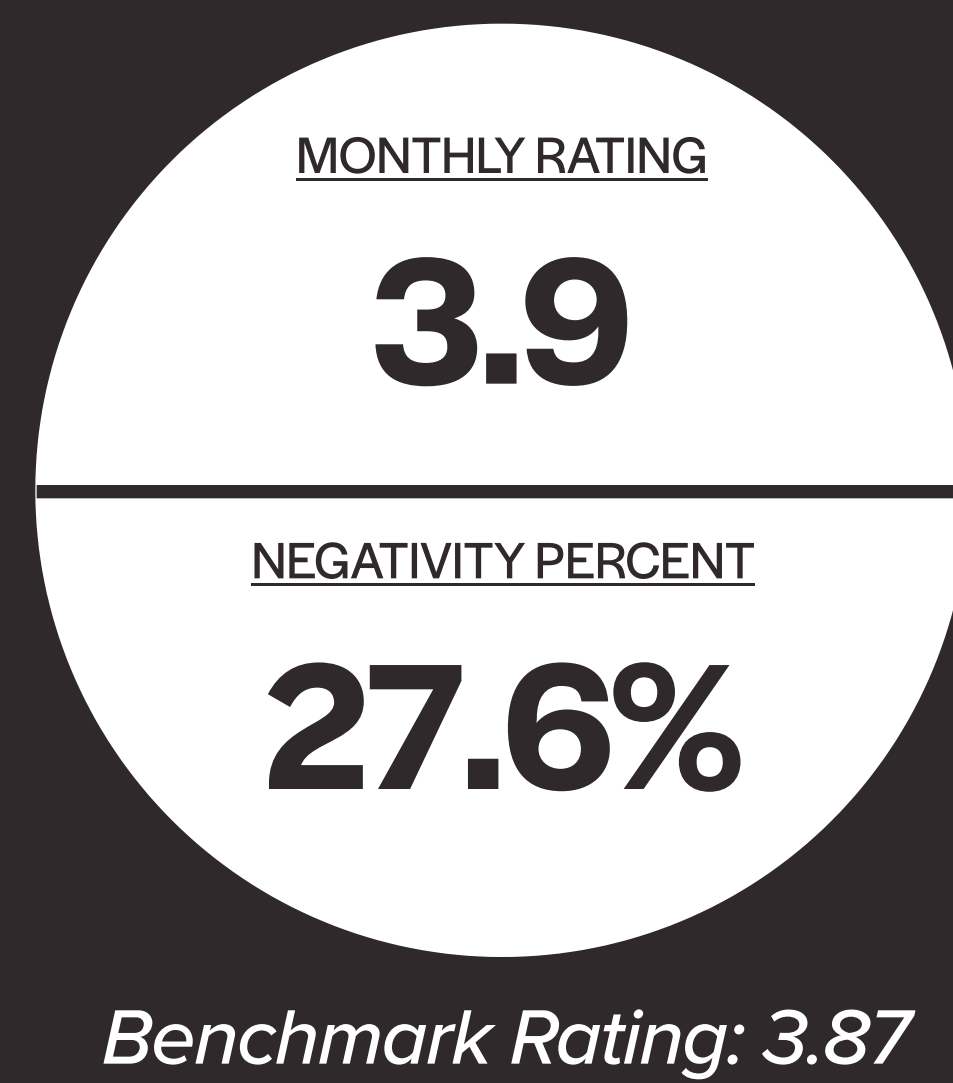
## HEALTH SCORE: 62%



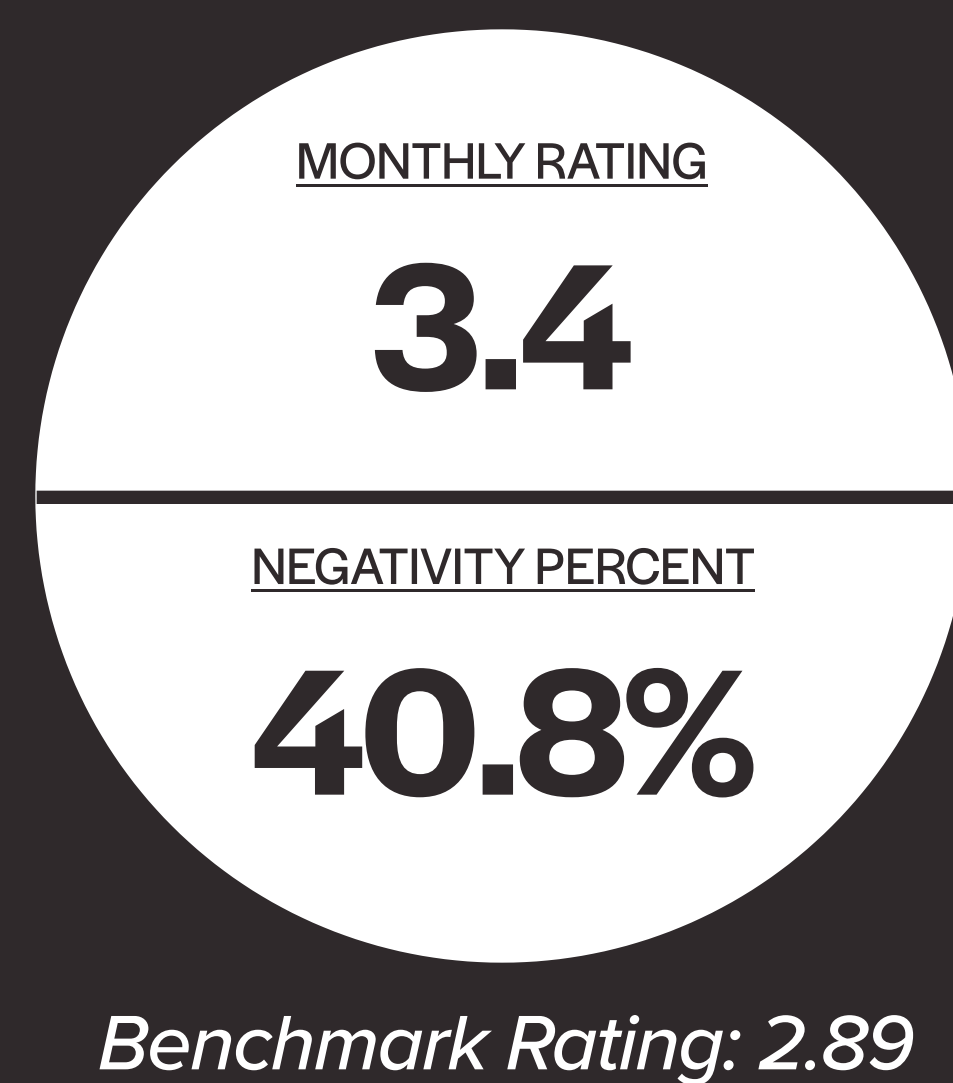
### TOUR



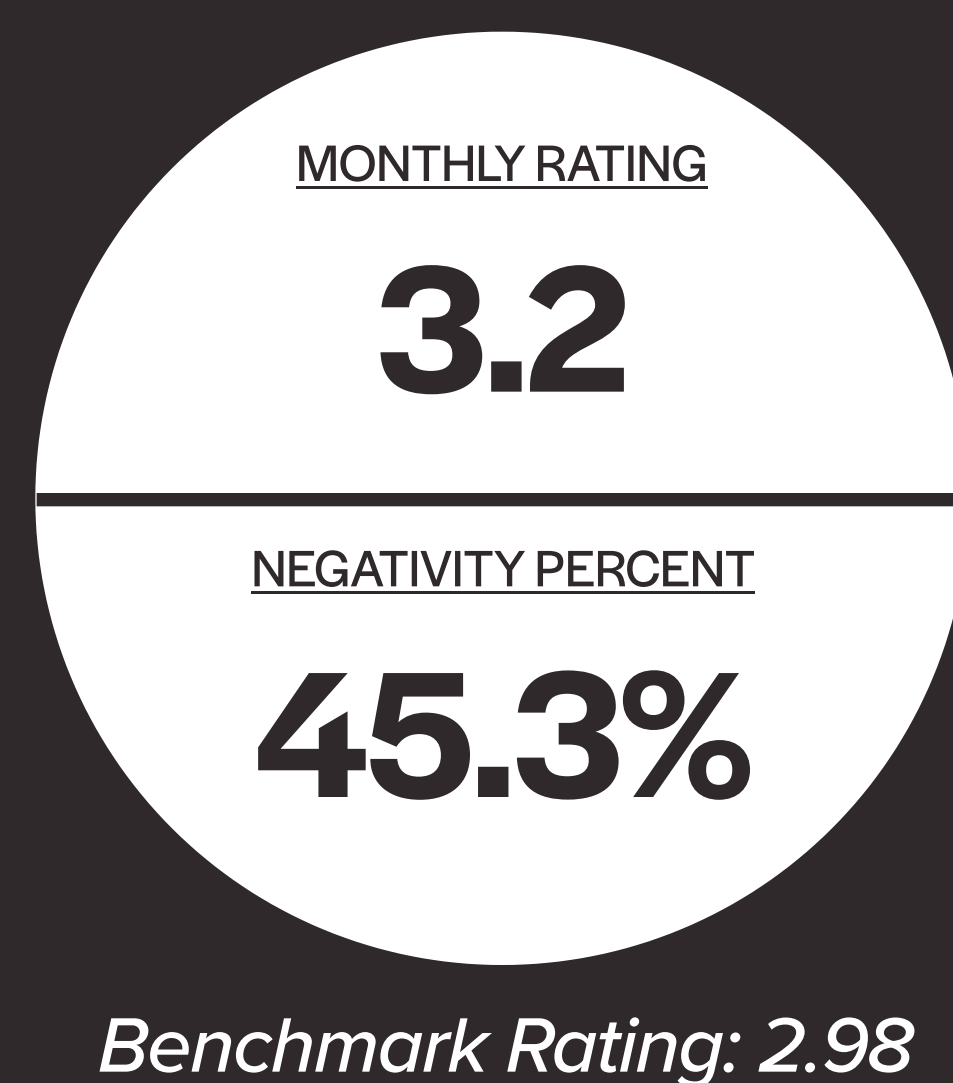
### MOVE-IN



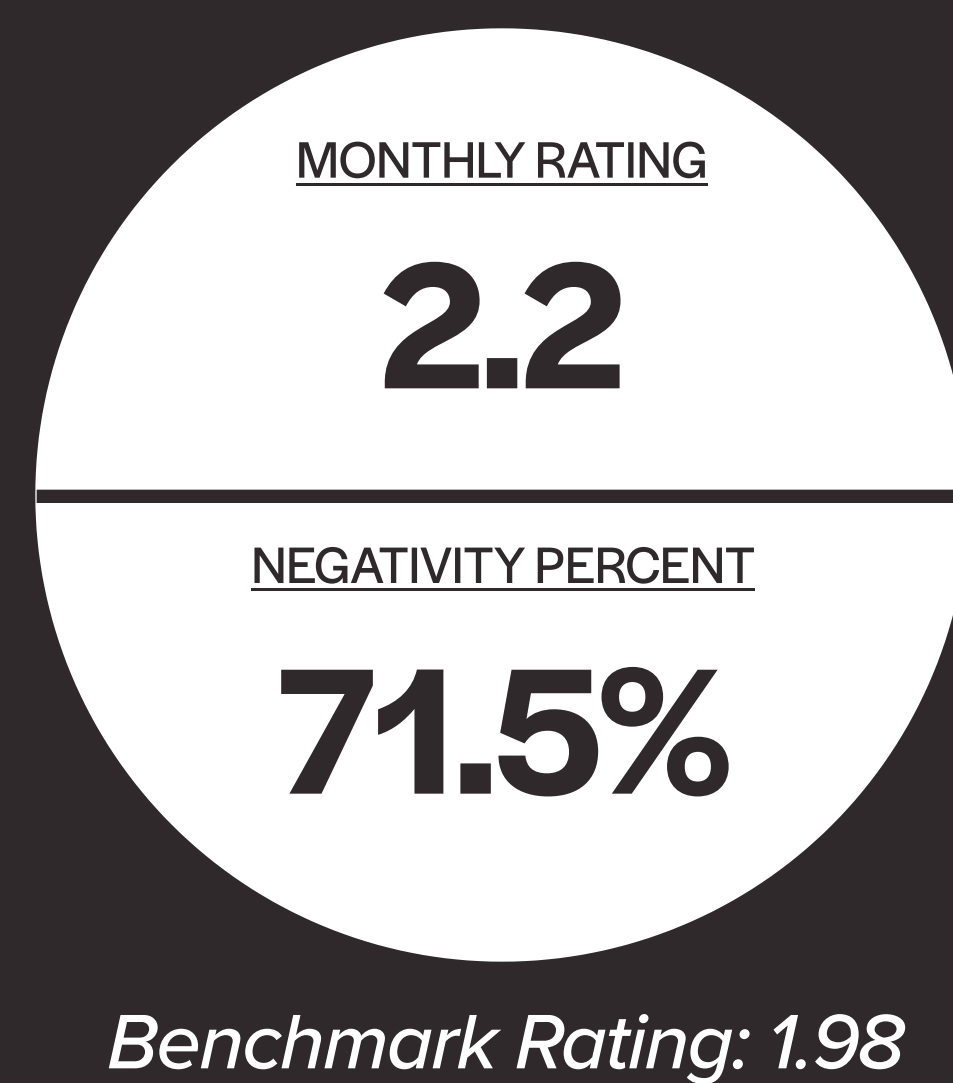
### MAINTENANCE



### 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	+10.1% above benchmark	<span style="color: red;">●</span>
MANAGEMENT	-20.6% below benchmark	<span style="color: green;">●</span>
COMMUNICATION	-2% below benchmark	<span style="color: orange;">●</span>
STAFF	+2.4% above benchmark	<span style="color: orange;">●</span>
SAFETY/SECURITY	-6.1% below benchmark	<span style="color: green;">●</span>
BILLING/FEES	+54.3% above benchmark	<span style="color: red;">●</span>
PARKING	-32.9% 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	+23.9% above benchmark	<span style="color: green;">●</span>
LOCATION	-27.9% below benchmark	<span style="color: red;">●</span>
MAINTENANCE STAFF	+29.3% above benchmark	<span style="color: green;">●</span>
MAINTENANCE	+26.7% above benchmark	<span style="color: green;">●</span>
AMENITIES	-40.7% below benchmark	<span style="color: red;">●</span>
HELPFULNESS	-2.5% below benchmark	<span style="color: orange;">●</span>
AESTHETICS	-18.7% 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.

NEIGHBORS	Mentioned in 4.7% of positive reviews	+50.9% above the industry benchmark
PROPERTY MANAGER	Mentioned in 7.2% of positive reviews	+39.1% above the industry benchmark
MAINTENANCE STAFF	Mentioned in 18.1% of positive reviews	+29.3% above the industry benchmark
MAINTENANCE	Mentioned in 17.4% of positive reviews	+26.7% above the industry benchmark
STAFF	Mentioned in 80.5% of positive reviews	+23.9% 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.