

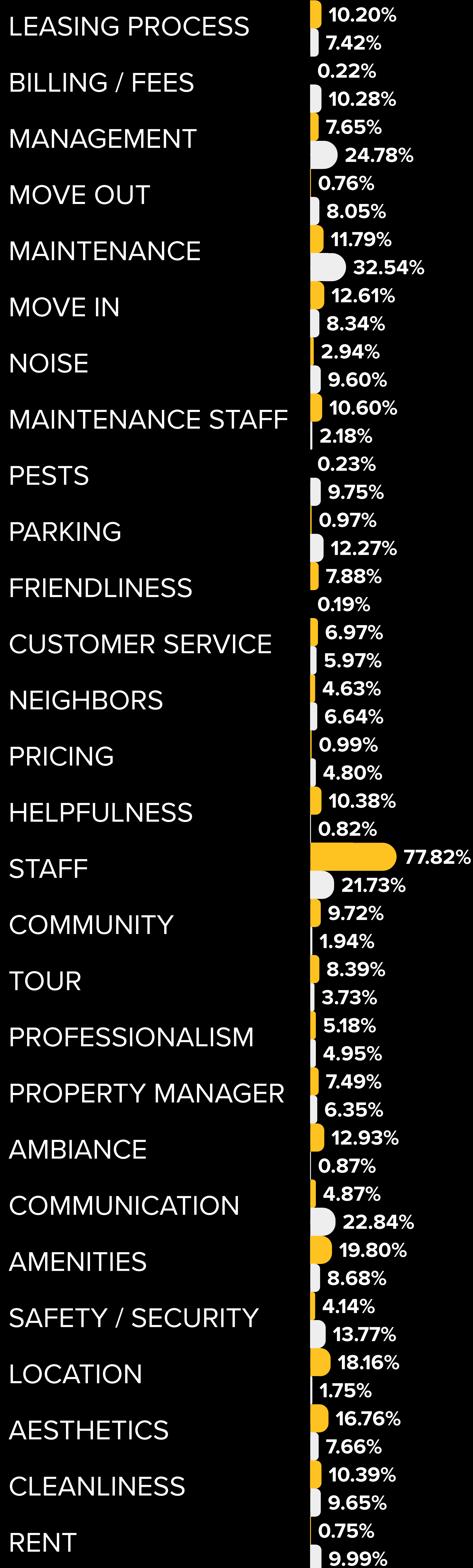
# RAM PARTNERS

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

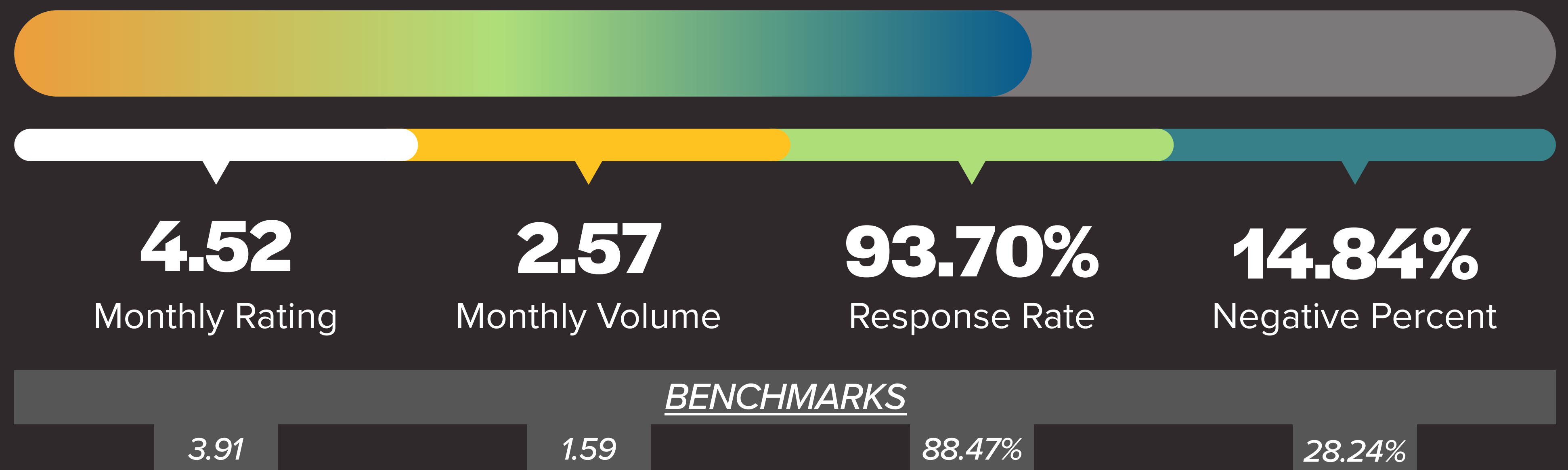
## TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.

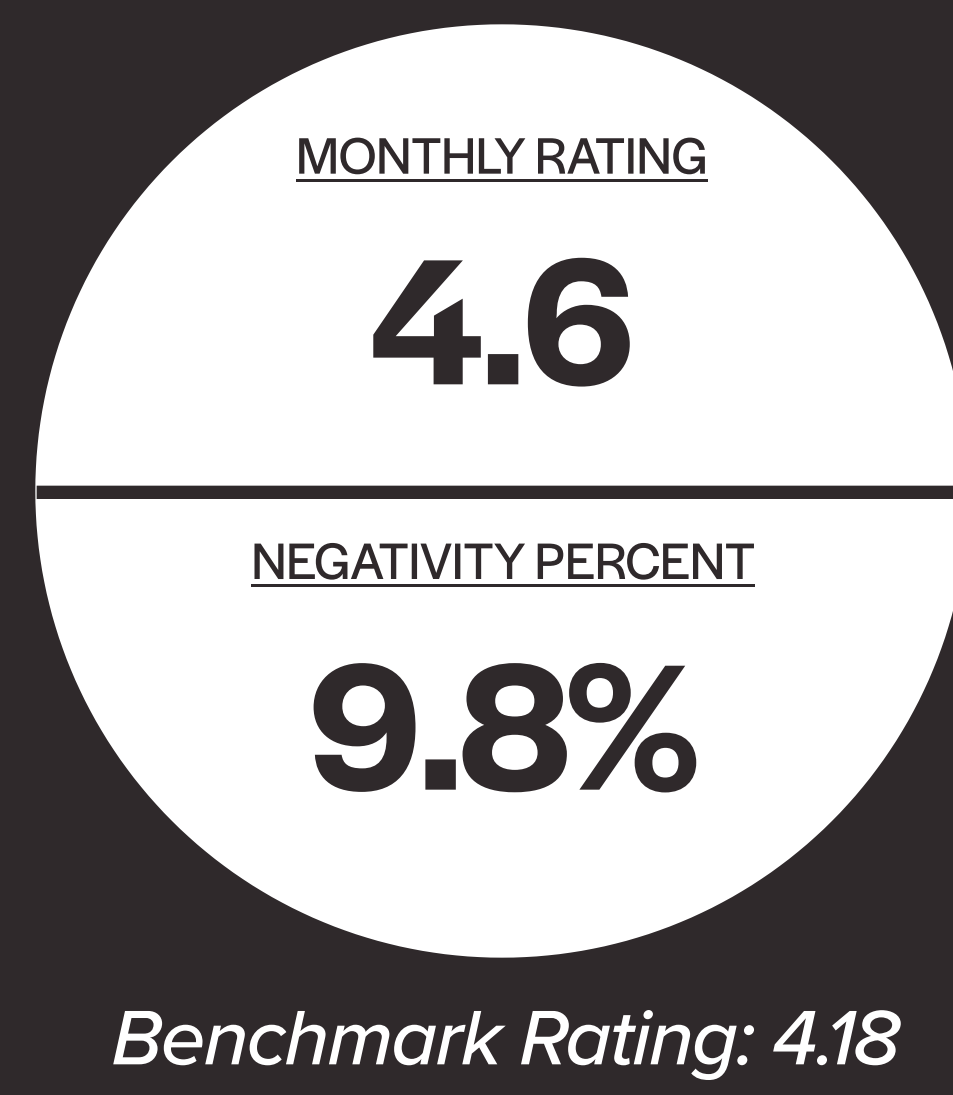
■ POSITIVE REVIEWS  
■ NEGATIVE REVIEWS



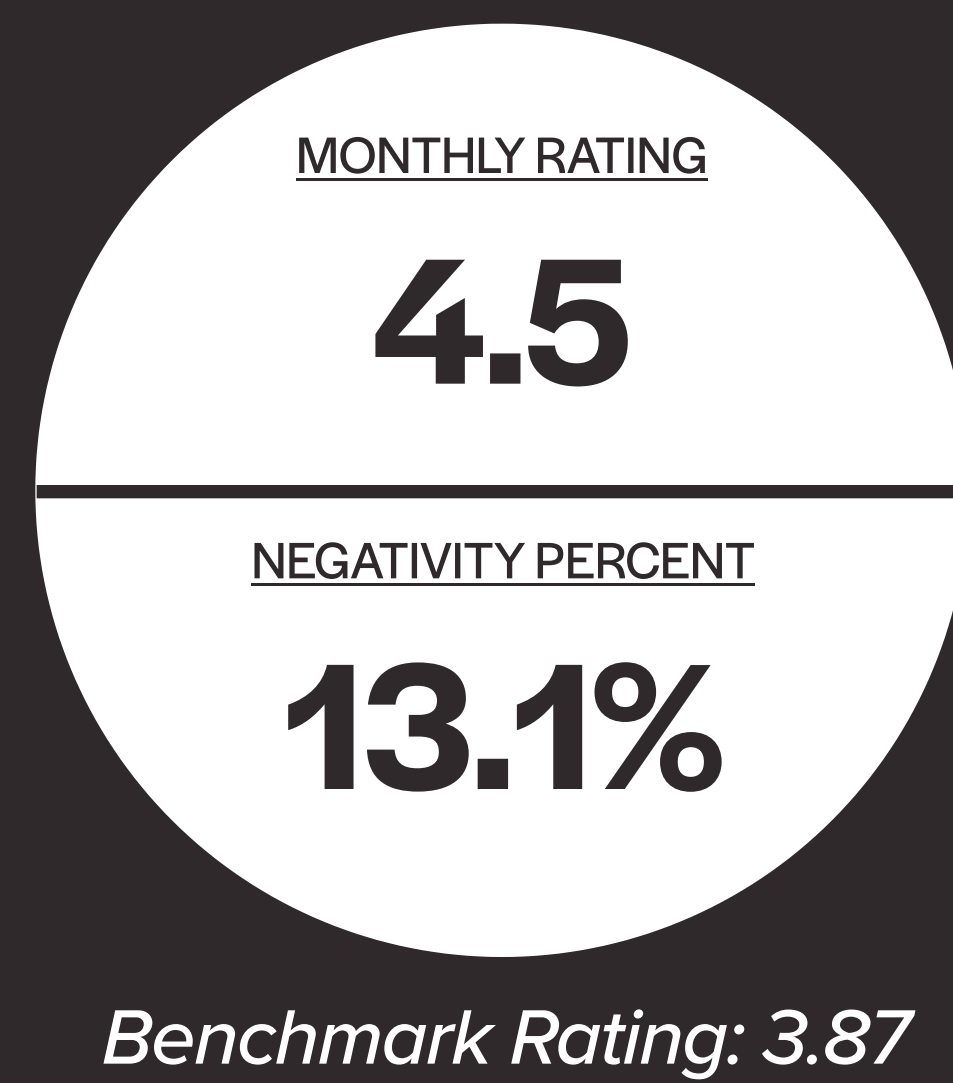
# REPUTATION HEALTH SCORE: 66%



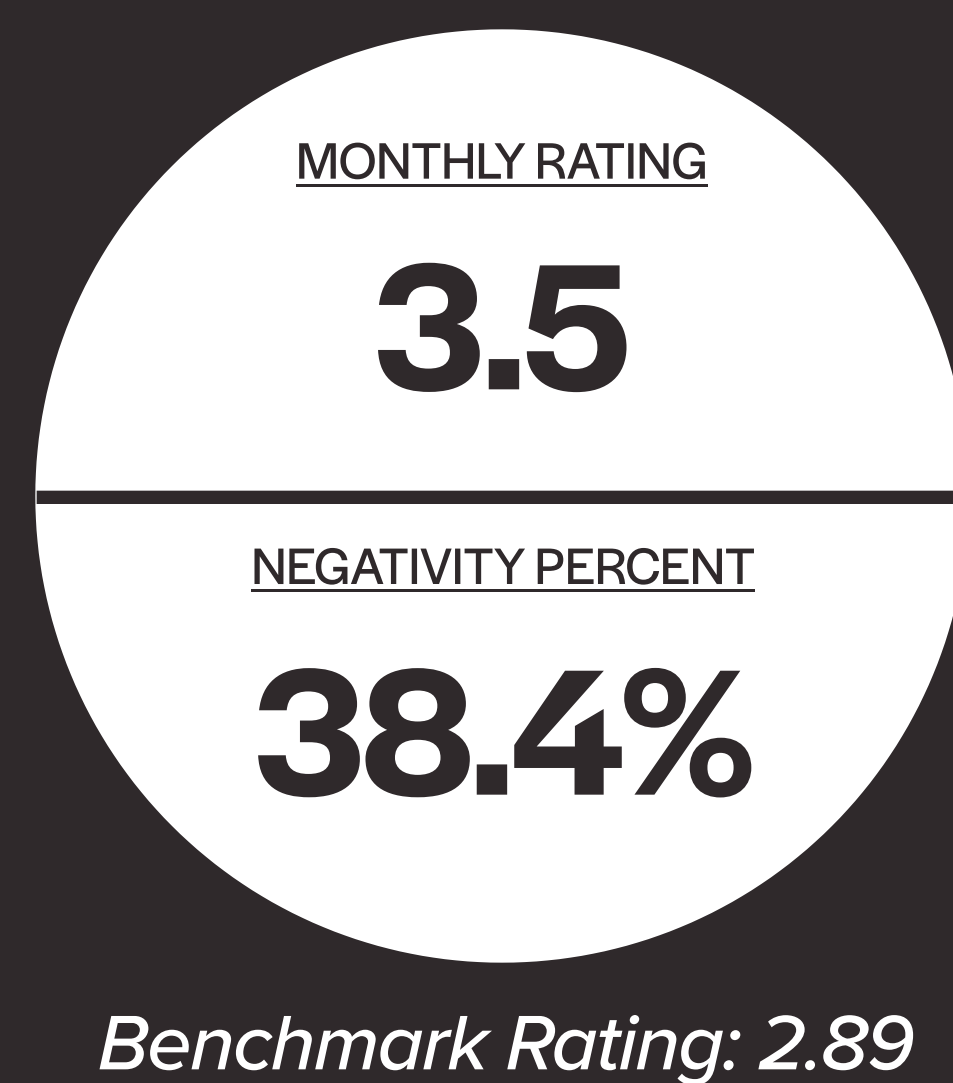
## TOUR



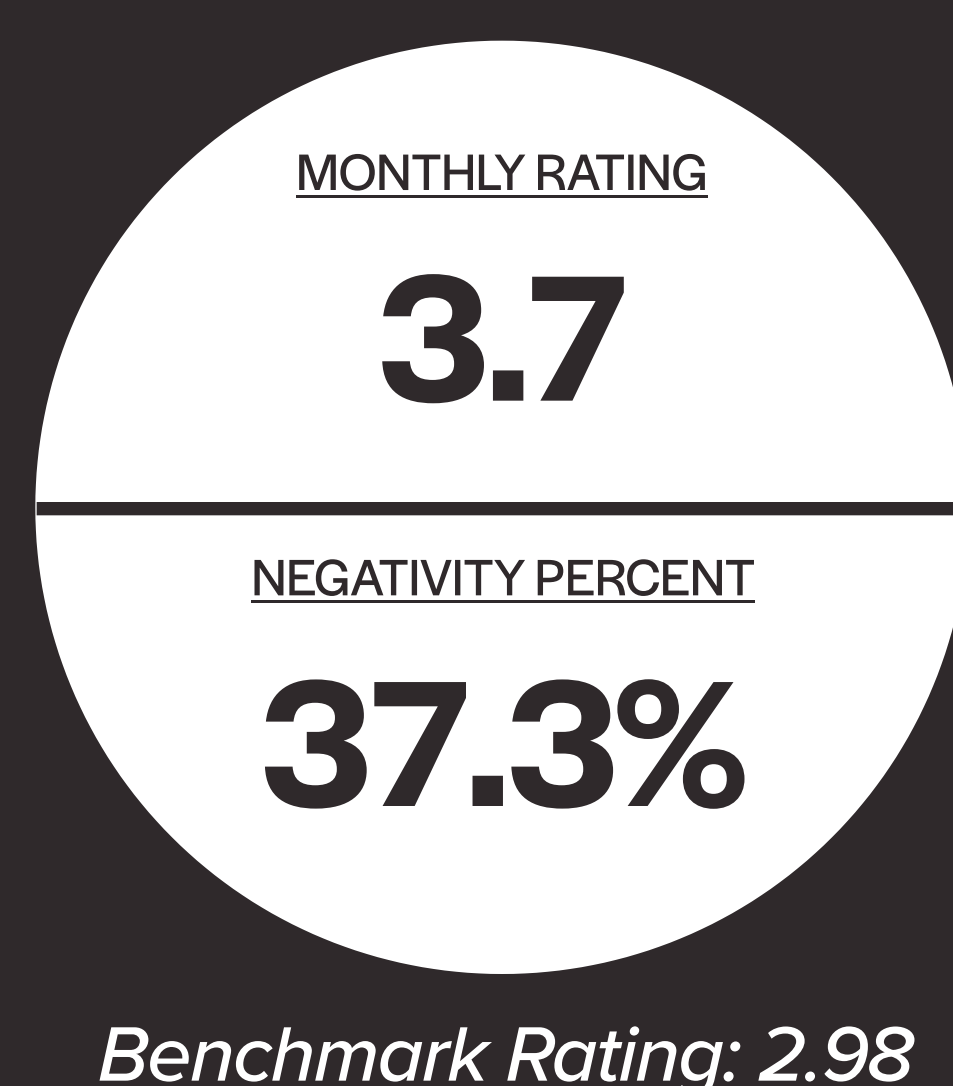
## MOVE-IN



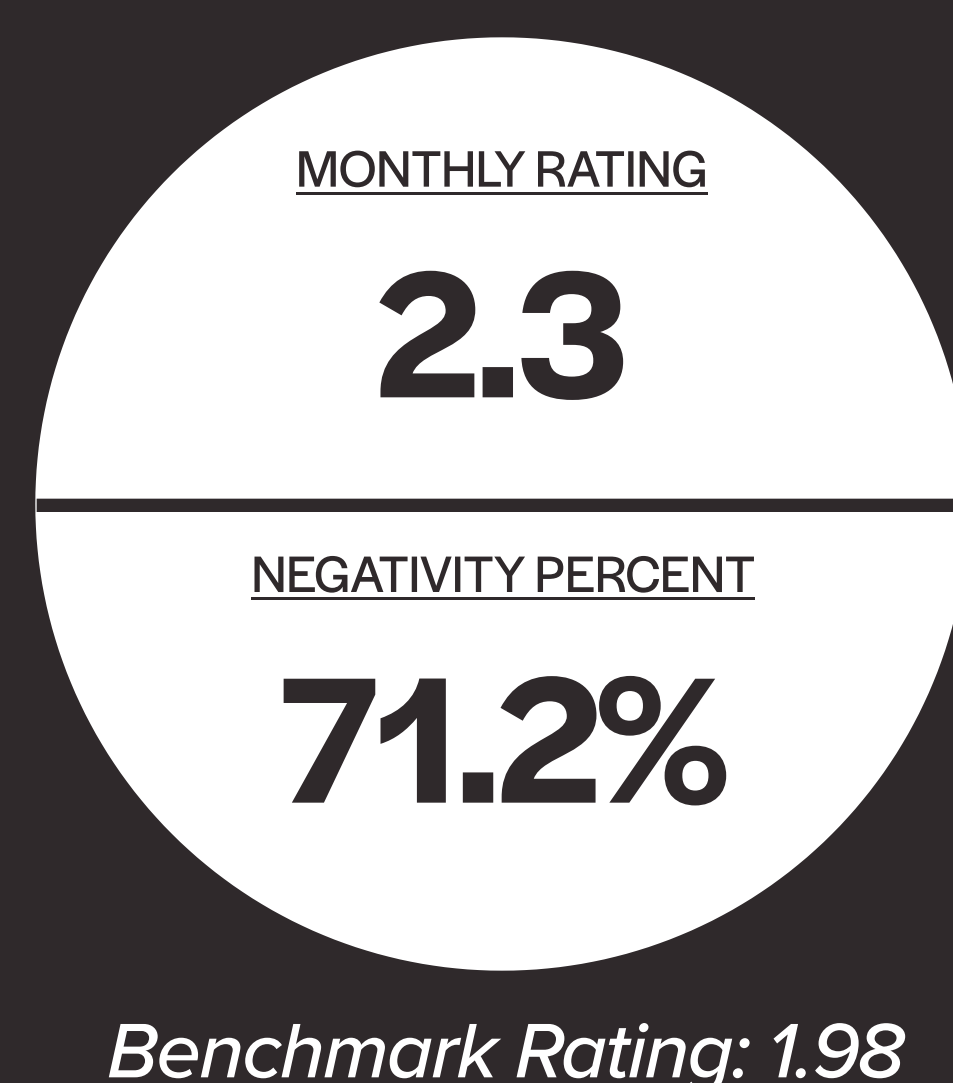
## MAINTENANCE



## 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	-5.6% below benchmark	●
MANAGEMENT	-15.2% below benchmark	●
COMMUNICATION	+3.5% above benchmark	●
STAFF	+8.6% above benchmark	●
SAFETY/SECURITY	-11.7% below benchmark	●
BILLING/FEES	-5.3% below benchmark	●
PARKING	+11.4% 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	+19.9% above benchmark	●
LOCATION	+28.0% above benchmark	●
MAINTENANCE STAFF	-24.1% below benchmark	●
MAINTENANCE	-14.0% below benchmark	●
AMENITIES	+48.4% above benchmark	●
HELPFULNESS	-17.2% below benchmark	●
AESTHETICS	+58.2% 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.


AMBIANCE	Mentioned in 12.9% of positive reviews	+121.8% above the industry benchmark
AESTHETICS	Mentioned in 16.8% of positive reviews	+58.2% above the industry benchmark
AMENITIES	Mentioned in 19.8% of positive reviews	+48.4% above the industry benchmark
PROPERTY MANAGER	Mentioned in 7.5% of positive reviews	+45.5% above the industry benchmark
STAFF	Mentioned in 77.8% of positive reviews	+20% 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.