



# RANGEWATER REAL ESTATE

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

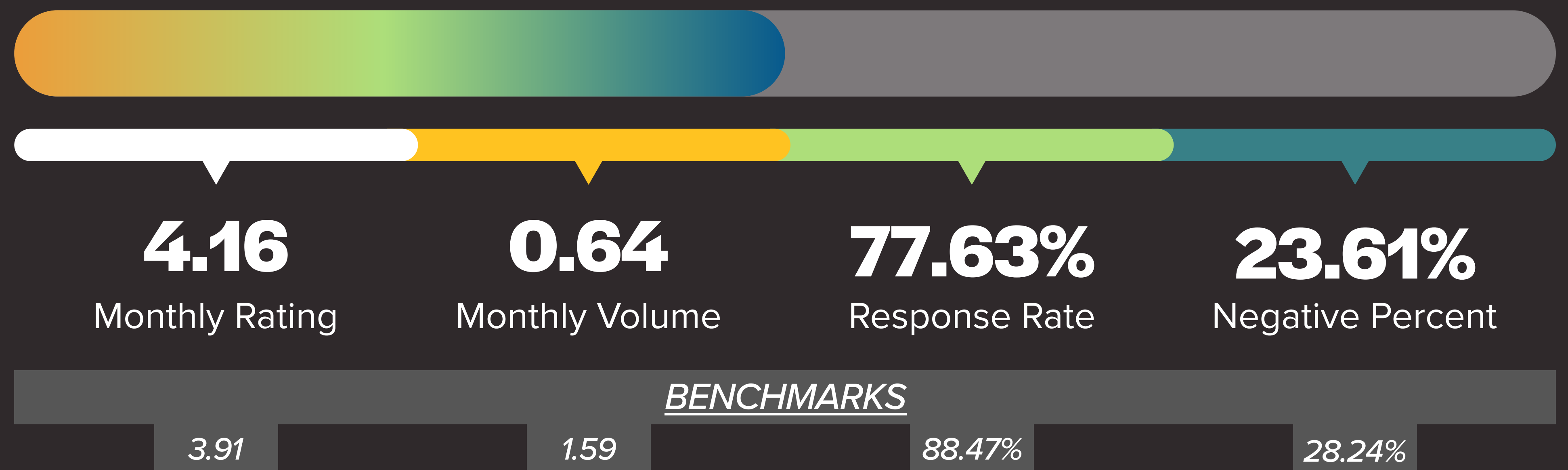
## TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.

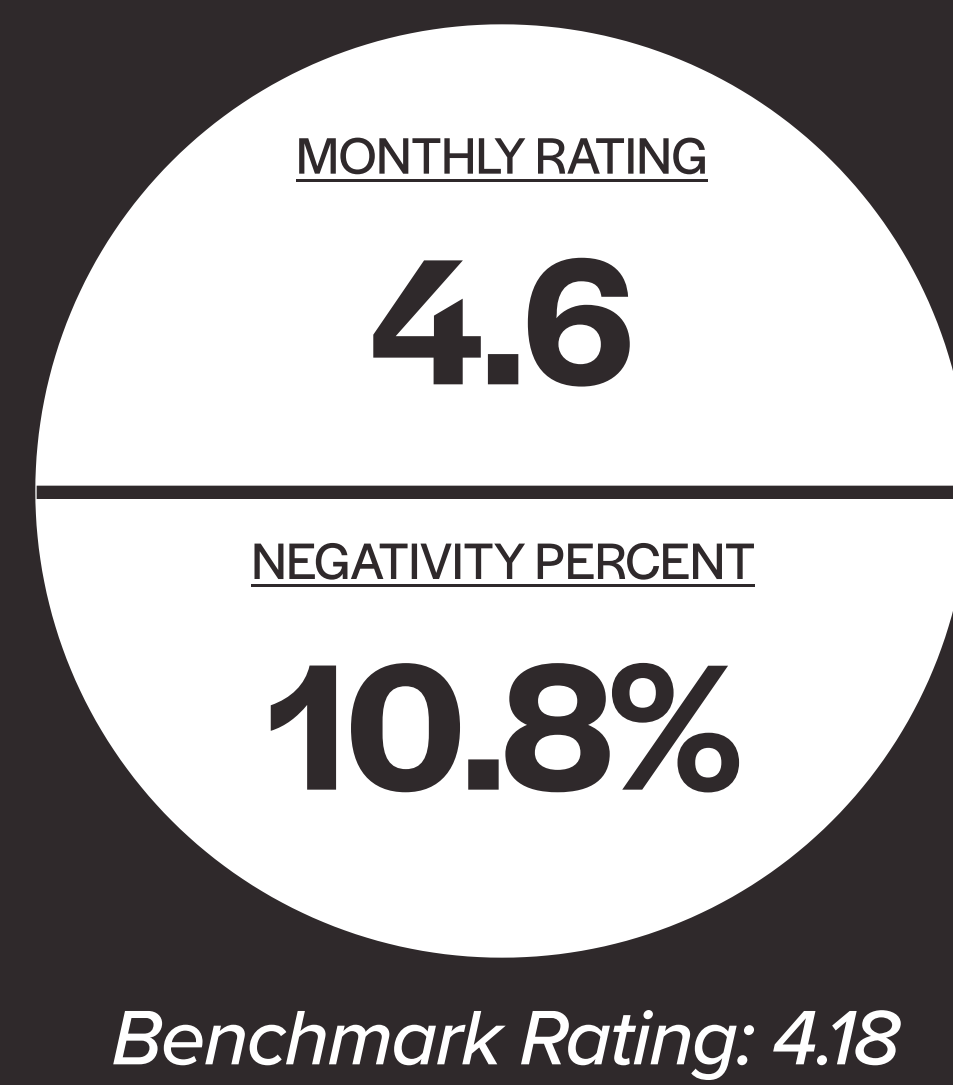
 POSITIVE REVIEWS  
 NEGATIVE REVIEWS

LEASING PROCESS	12.02%
BILLING / FEES	9.57%
MANAGEMENT	8.30%
MOVE OUT	8.34%
MAINTENANCE	32.77%
MOVE IN	0.37%
NOISE	7.62%
MAINTENANCE STAFF	8.79%
PESTS	32.26%
PARKING	12.75%
FRIENDLINESS	7.11%
CUSTOMER SERVICE	0.62%
NEIGHBORS	9.14%
PRICING	8.51%
HELPFULNESS	2.54%
STAFF	0.14%
COMMUNITY	8.55%
TOUR	0.65%
PROFESSIONALISM	9.99%
PROPERTY MANAGER	10.07%
AMBIANCE	0.93%
COMMUNICATION	12.52%
AMENITIES	12.96%
SAFETY / SECURITY	2.66%
LOCATION	9.14%
AESTHETICS	1.02%
CLEANLINESS	11.09%
RENT	14.28%
	0.59%
	51.54%
	18.20%
	13.29%
	2.62%
	9.41%
	2.37%
	4.44%
	2.46%
	3.79%
	2.20%
	3.31%
	0.34%
	3.65%
	23.88%
	17.73%
	9.57%
	2.06%
	9.23%
	17.02%
	1.44%
	14.73%
	1.27%
	8.88%
	12.19%
	0.76%
	8.04%

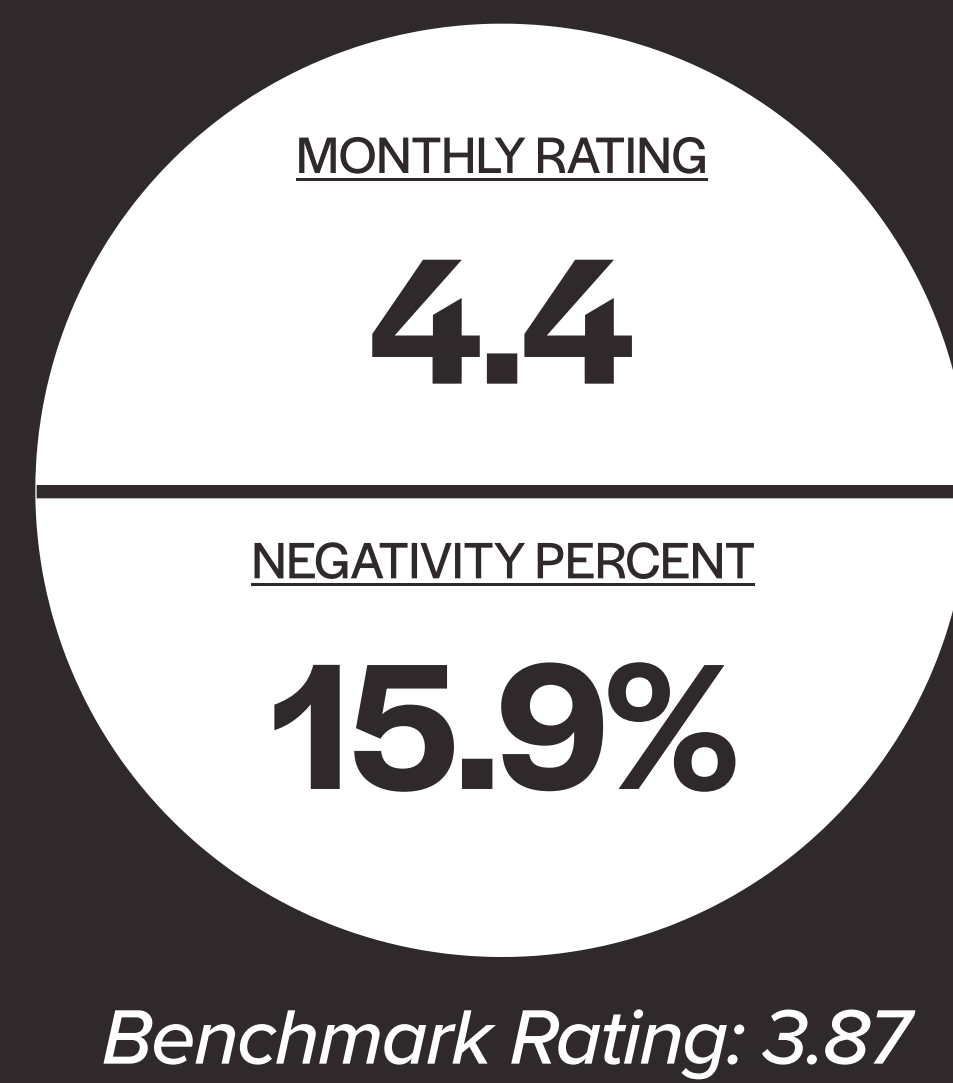
# REPUTATION HEALTH SCORE: 50%



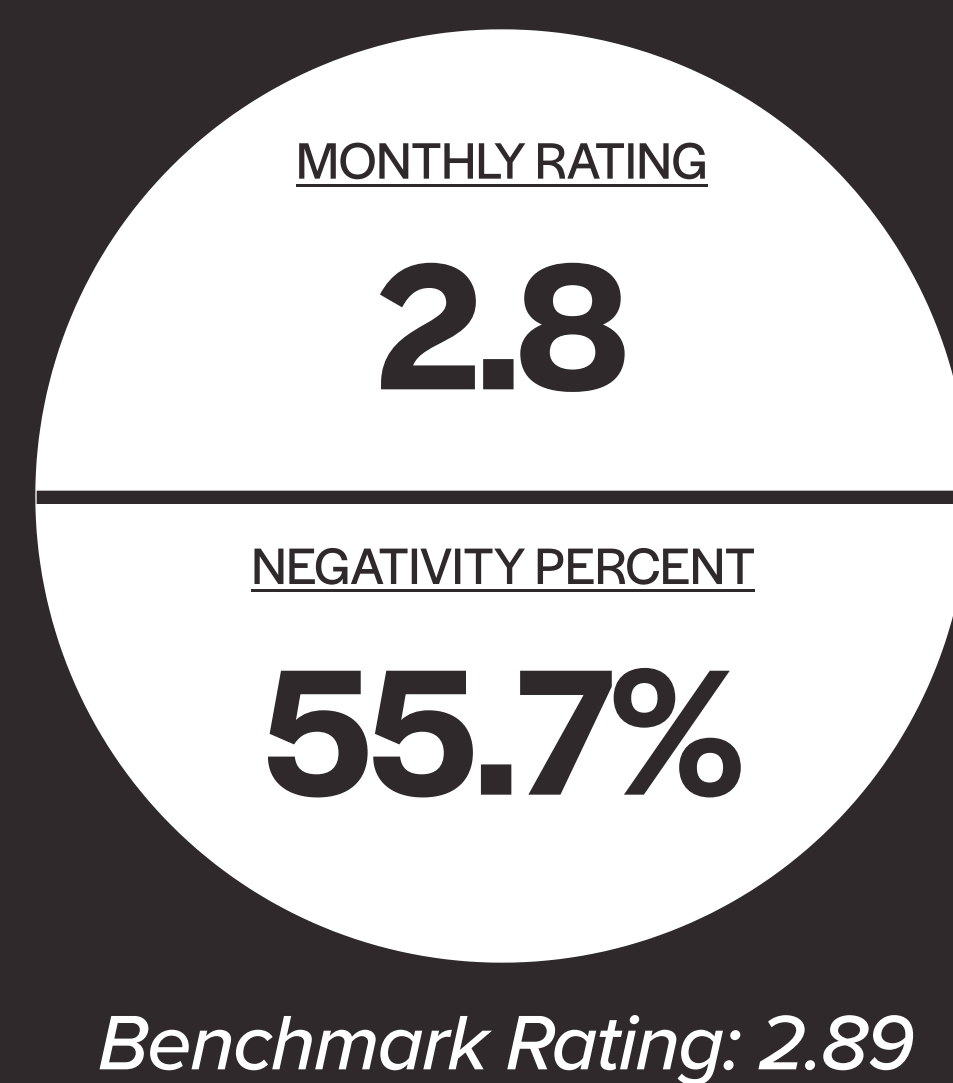
## TOUR



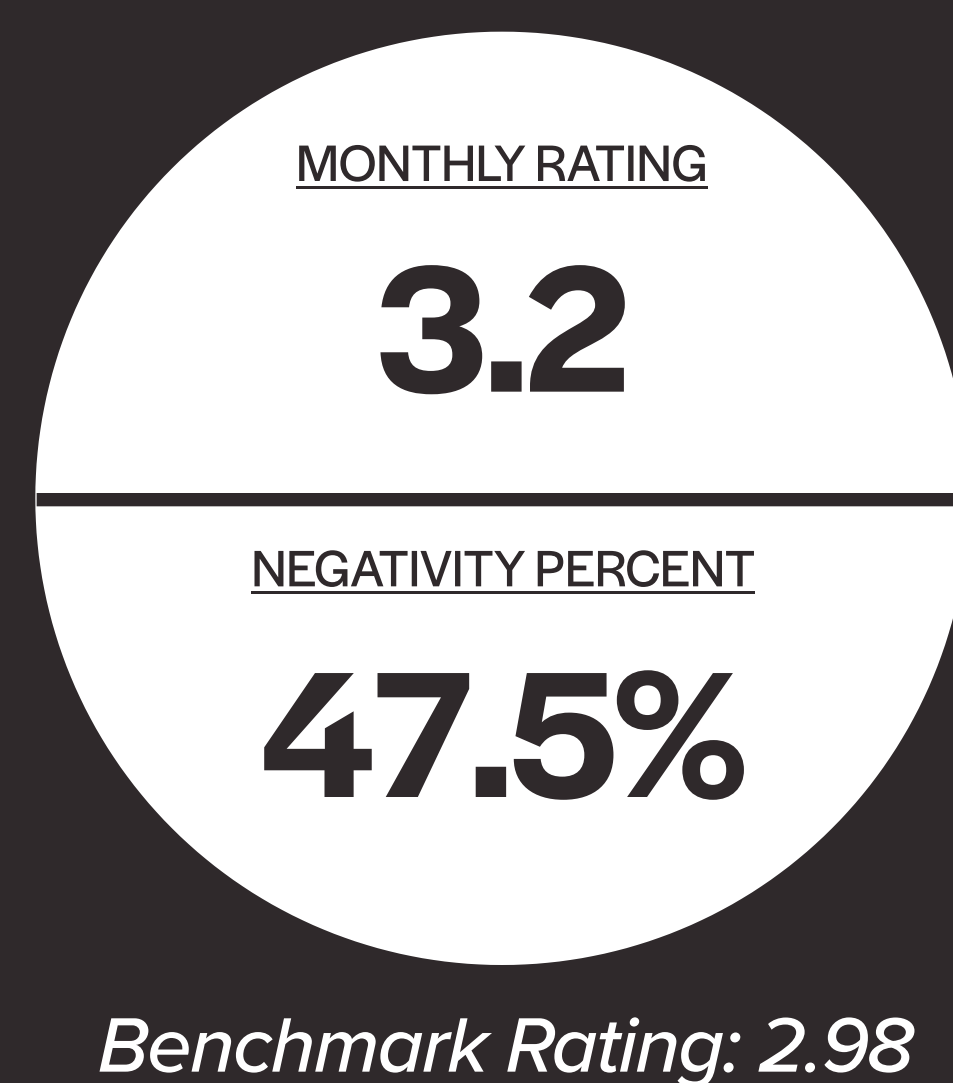
## MOVE-IN



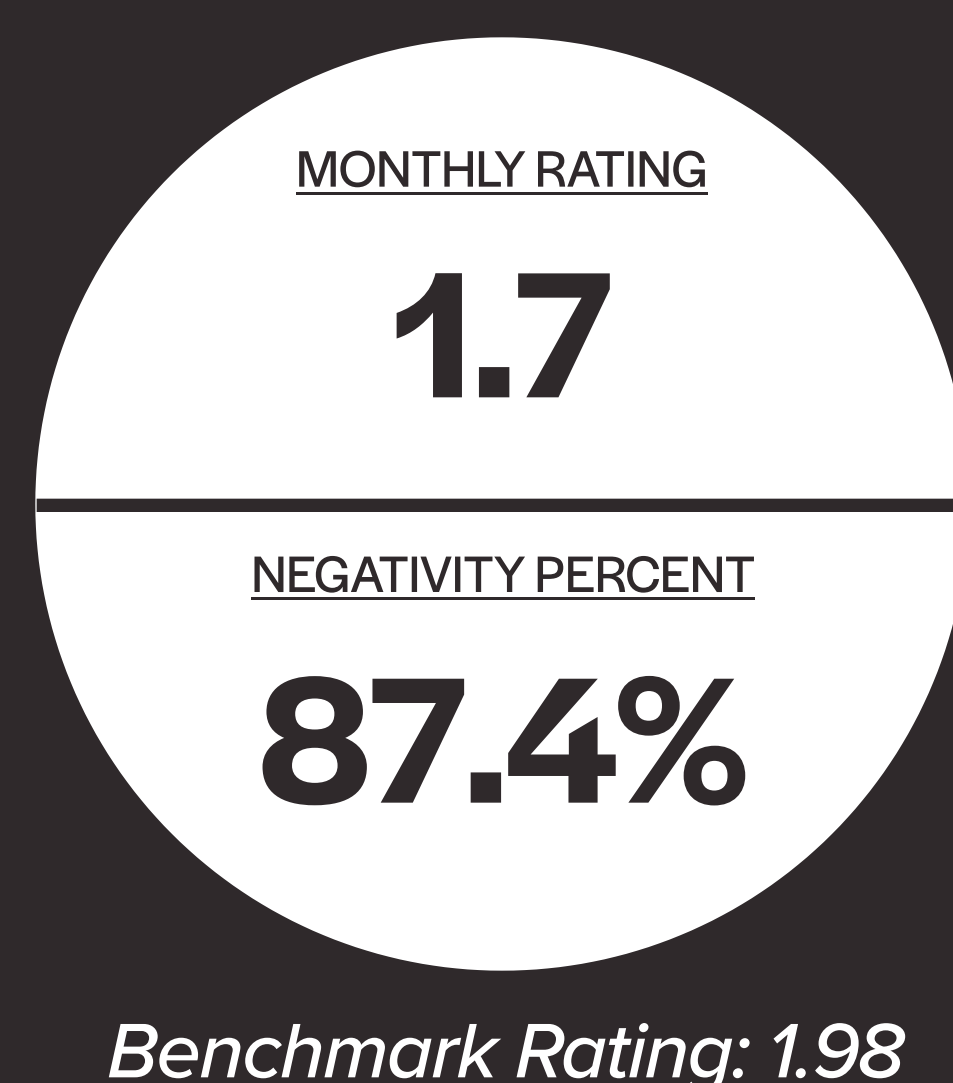
## MAINTENANCE



## 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	-6.4 below benchmark	<span style="color: green;">●</span>
MANAGEMENT	+12.1% above benchmark	<span style="color: red;">●</span>
COMMUNICATION	+8.2% above benchmark	<span style="color: red;">●</span>
STAFF	-9.0% below benchmark	<span style="color: green;">●</span>
SAFETY/SECURITY	-40.8% below benchmark	<span style="color: green;">●</span>
BILLING/FEES	-23.5% below benchmark	<span style="color: green;">●</span>
PARKING	-9.3% 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	-20.6% below benchmark	<span style="color: red;">●</span>
LOCATION	+19.9% above benchmark	<span style="color: green;">●</span>
MAINTENANCE STAFF	-39.1% below benchmark	<span style="color: red;">●</span>
MAINTENANCE	-35.9% below benchmark	<span style="color: red;">●</span>
AMENITIES	+32.9% above benchmark	<span style="color: green;">●</span>
HELPFULNESS	+13.9% above benchmark	<span style="color: green;">●</span>
AESTHETICS	+39.1% above benchmark	<span style="color: green;">●</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.

TOUR GUIDE	Mentioned in 5.2% of positive reviews	+224.4% above the industry benchmark
UNIT CONDITION	Mentioned in 6.3% of positive reviews	+107.1% above the industry benchmark
COMMUNITY	Mentioned in 13.3% of positive reviews	+56.3% above the industry benchmark
TOUR	Mentioned in 9.4% of positive reviews	+46.5% above the industry benchmark
AESTHETICS	Mentioned in 14.7% of positive reviews	+39.1% 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:



## 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.