



# THE MICHAELS ORGANIZATION

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

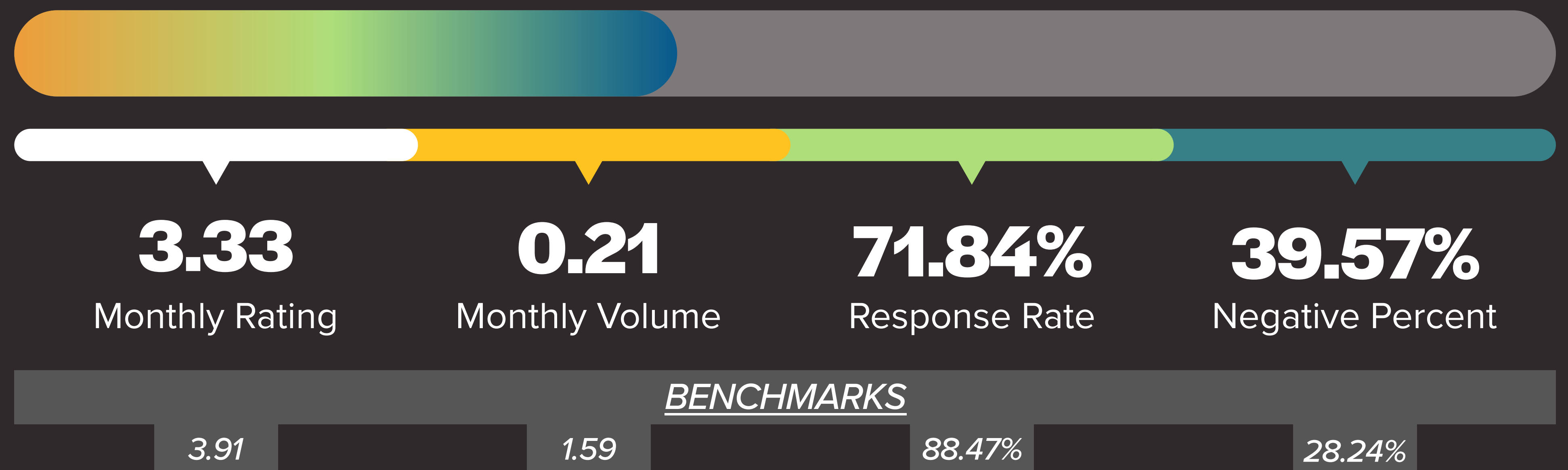
## TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.

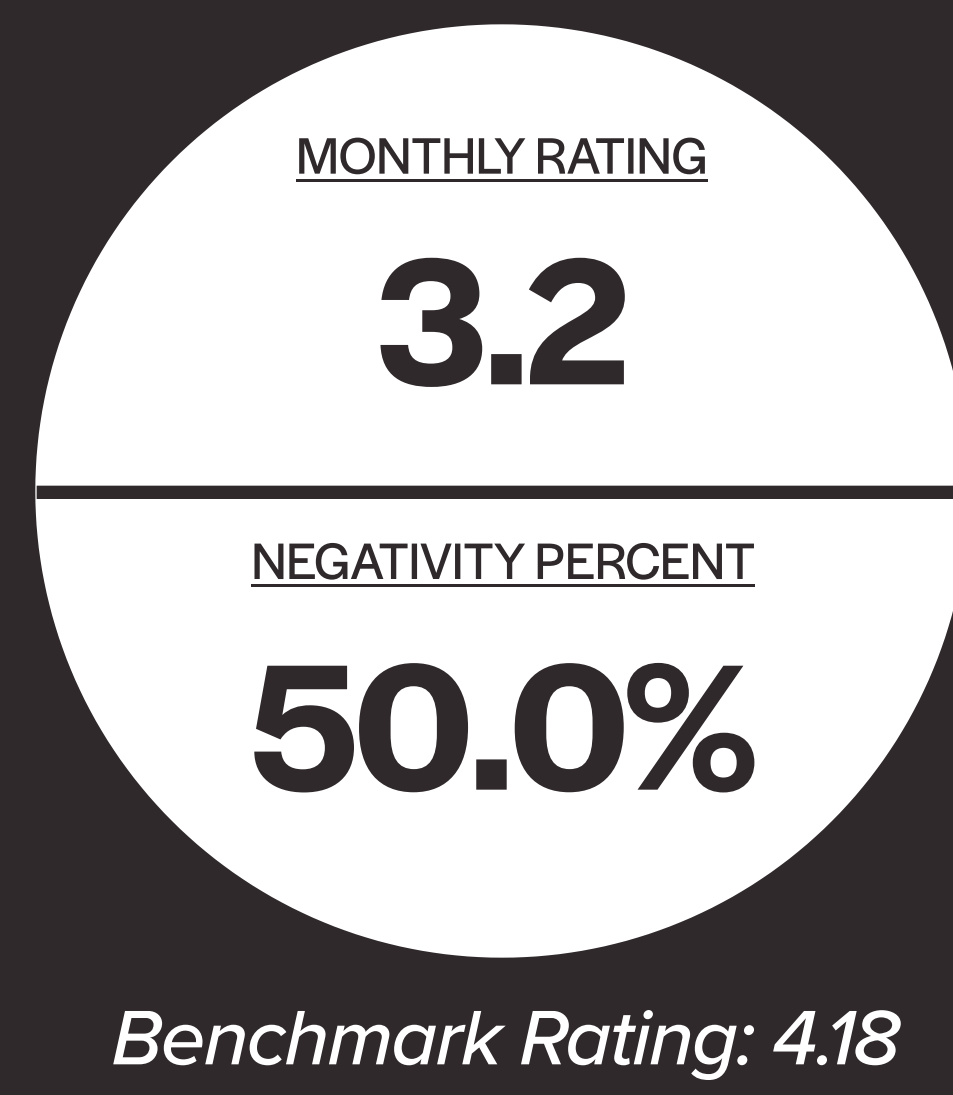
 POSITIVE REVIEWS  
 NEGATIVE REVIEWS

LEASING PROCESS	5.90%
BILLING / FEES	3.58%
MANAGEMENT	0.00%
MOVE OUT	9.55%
MAINTENANCE	10.57%
MOVE IN	26.57%
NOISE	1.72%
MAINTENANCE STAFF	7.46%
PESTS	11.06%
PARKING	32.54%
FRIENDLINESS	8.60%
CUSTOMER SERVICE	7.46%
NEIGHBORS	0.25%
PRICING	8.96%
HELPFULNESS	5.90%
STAFF	4.18%
COMMUNITY	0.25%
TOUR	11.04%
PROFESSIONALISM	2.21%
PROPERTY MANAGER	18.51%
AMBIANCE	2.70%
COMMUNICATION	0.30%
AMENITIES	4.18%
SAFETY / SECURITY	5.67%
LOCATION	4.42%
AESTHETICS	12.24%
CLEANLINESS	0.74%
RENT	1.49%
	7.13%
	0.60%
	50.61%
	24.78%
	8.35%
	0.30%
	1.97%
	1.19%
	2.70%
	4.48%
	8.11%
	6.87%
	7.86%
	1.19%
	3.69%
	25.07%
	17.20%
	5.67%
	2.70%
	17.91%
	21.87%
	1.19%
	17.44%
	7.76%
	8.11%
	8.66%
	3.69%
	6.57%

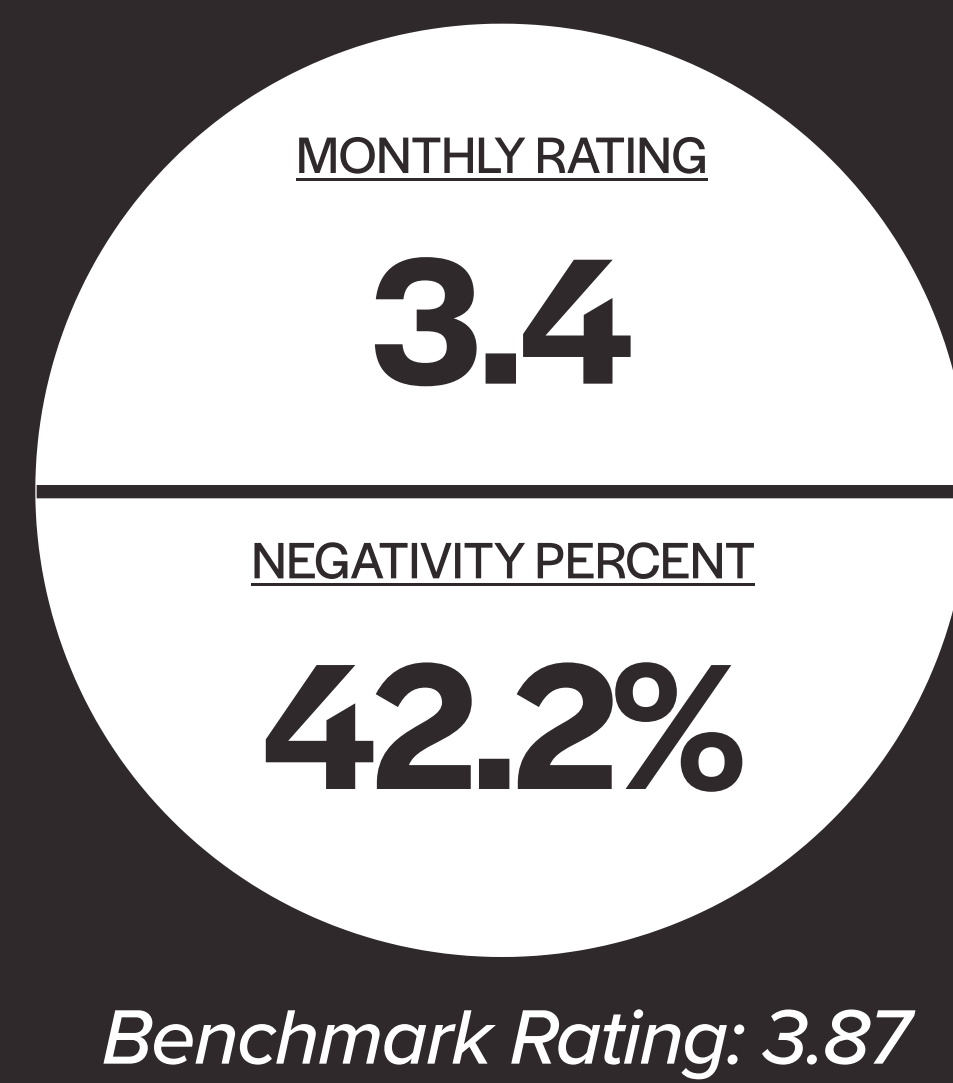
# REPUTATION HEALTH SCORE: 43%



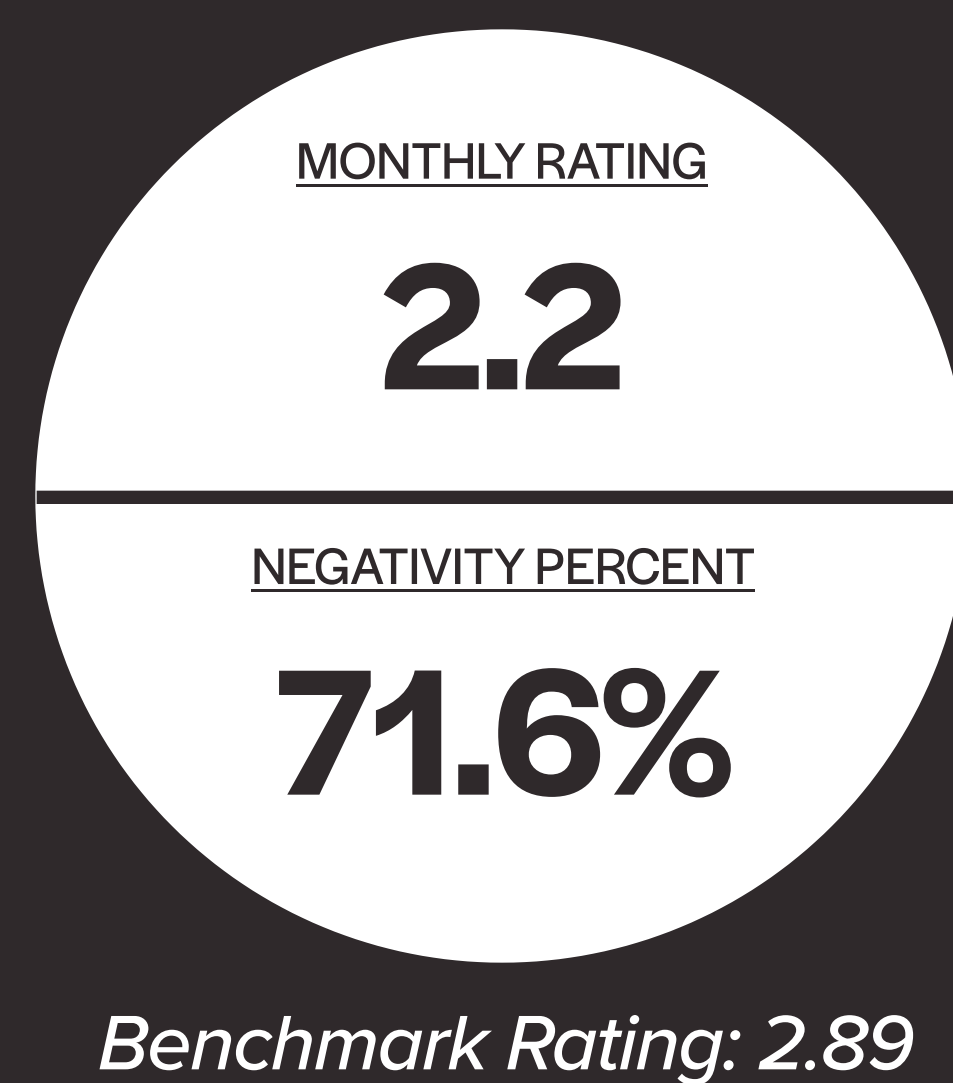
## TOUR



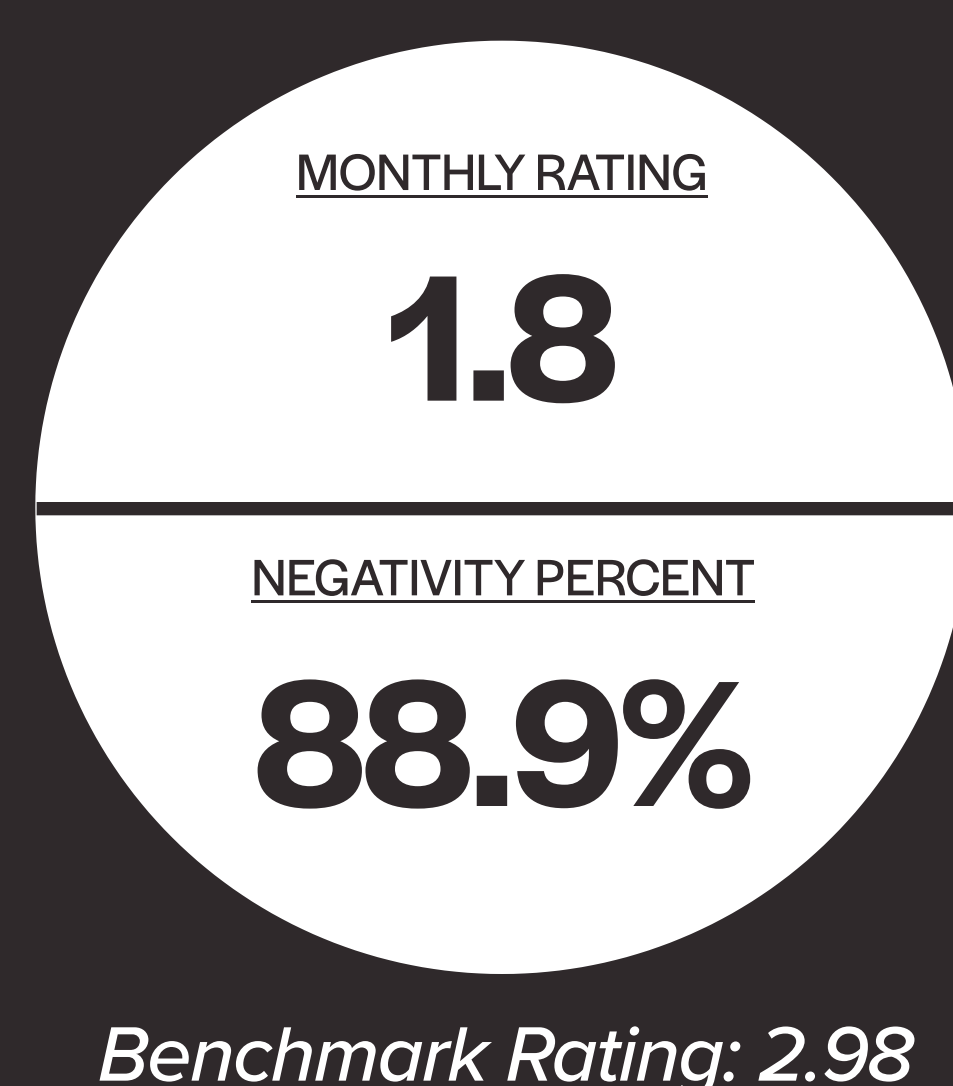
## MOVE-IN



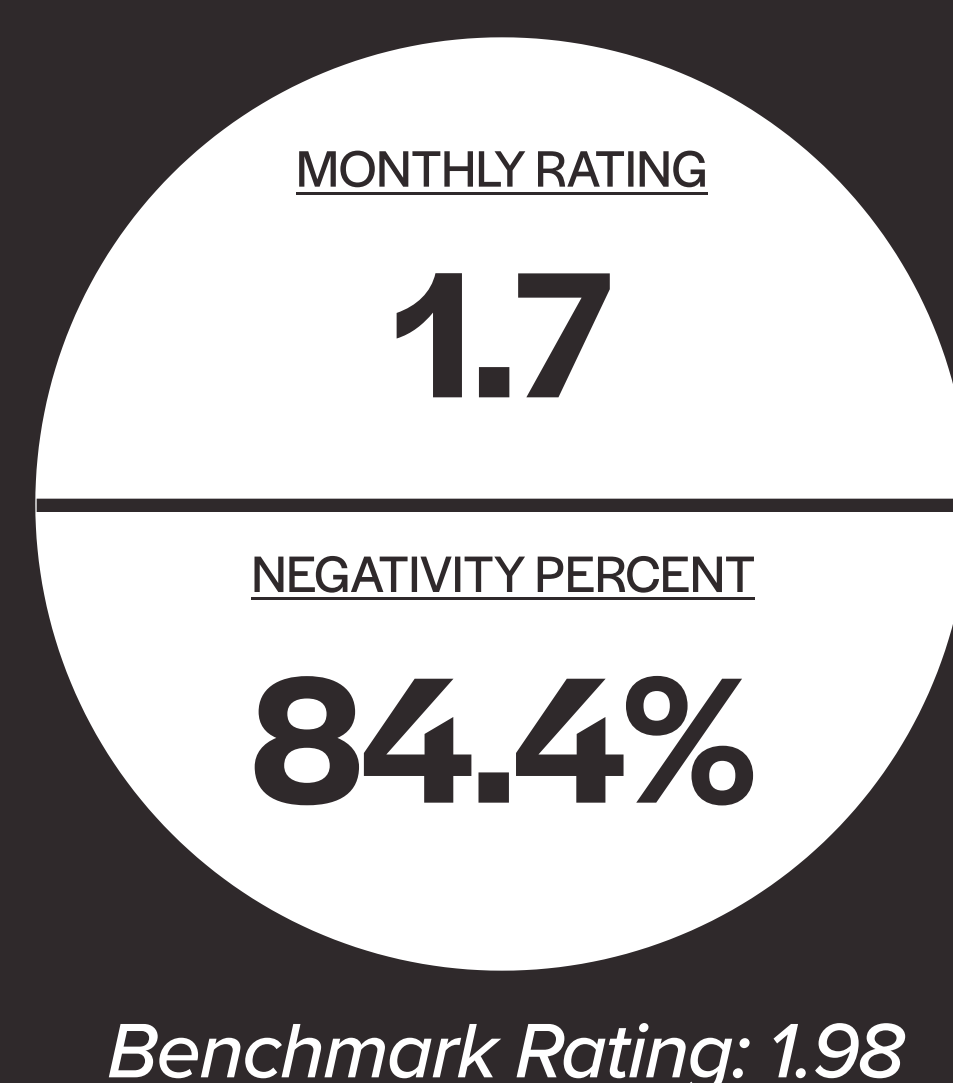
## MAINTENANCE



## 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	-9.1% below benchmark	
COMMUNICATION	+13.7% above benchmark	
STAFF	+23.9% above benchmark	
SAFETY/SECURITY	+14.9% above benchmark	
BILLING/FEES	-12.0% below benchmark	
PARKING	+68.0% 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	-22.0% below benchmark	
LOCATION	+54.1% above benchmark	
MAINTENANCE STAFF	-57.8% below benchmark	
MAINTENANCE	-19.4% below benchmark	
AMENITIES	+28.9% above benchmark	
HELPFULNESS	-43.2% below benchmark	
AESTHETICS	+64.7% 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.

RENT	Mentioned in 3.7% of positive reviews	+408.6% above the industry benchmark
AFFORDABILITY	Mentioned in 4.2% of positive reviews	+214.5% above the industry benchmark
FACILITIES	Mentioned in 3% of positive reviews	+120.3% above the industry benchmark
AESTHETICS	Mentioned in 17.4% of positive reviews	+64.7% above the industry benchmark
PROPERTY MANAGER	Mentioned in 8.1% of positive reviews	+57.5% 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.