

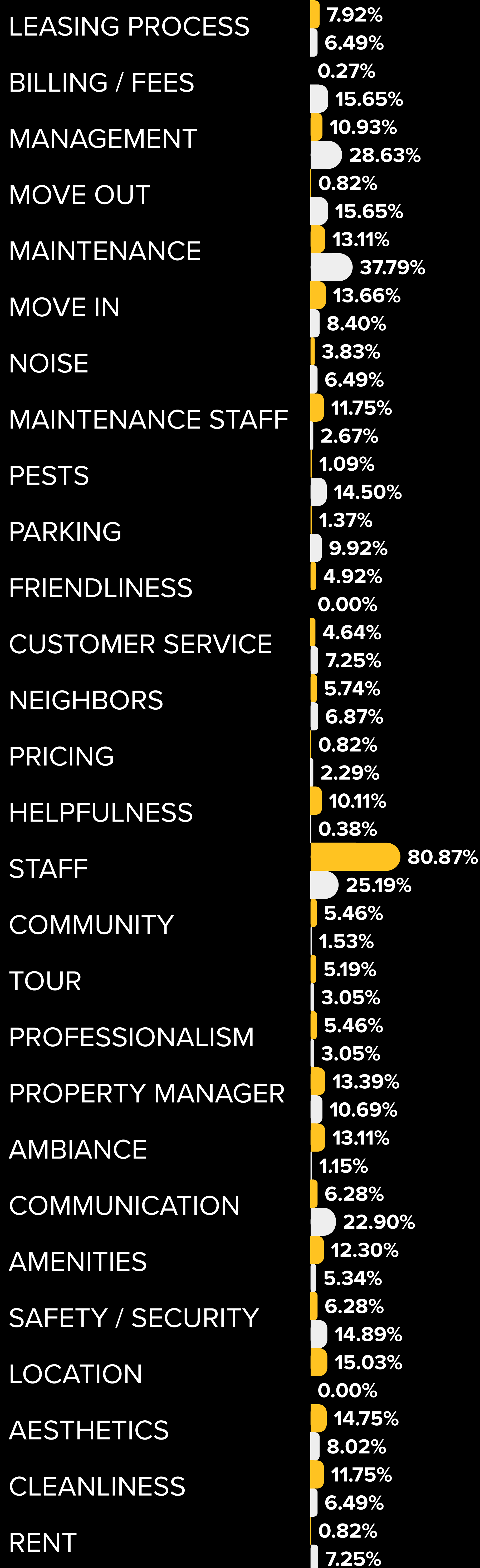
# UNITED APARTMENT GROUP

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

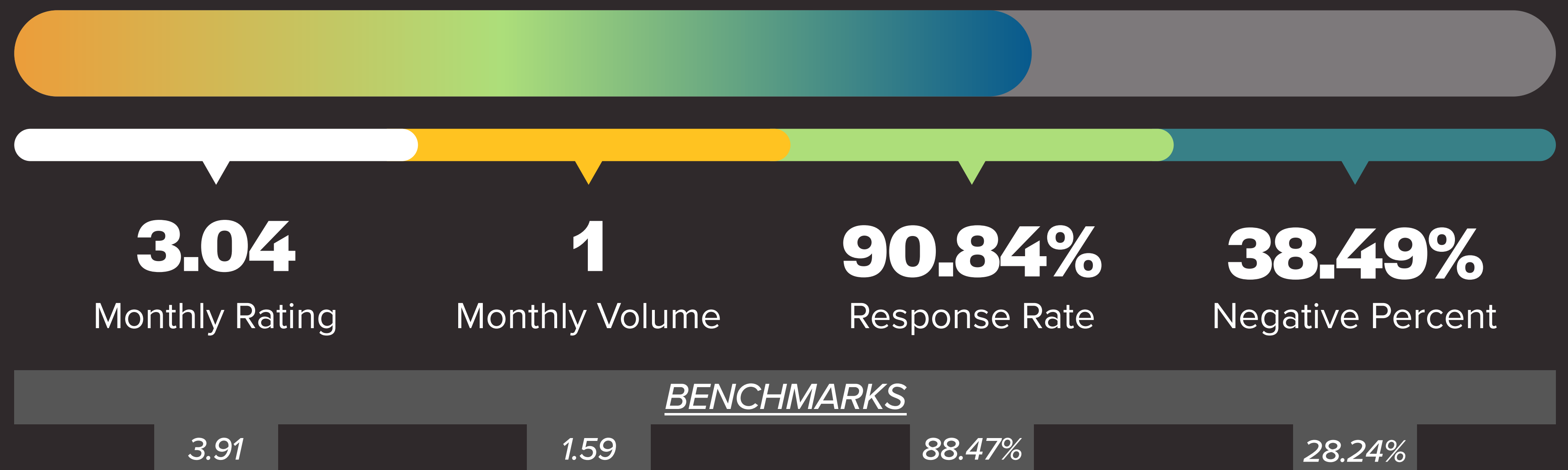
## TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.

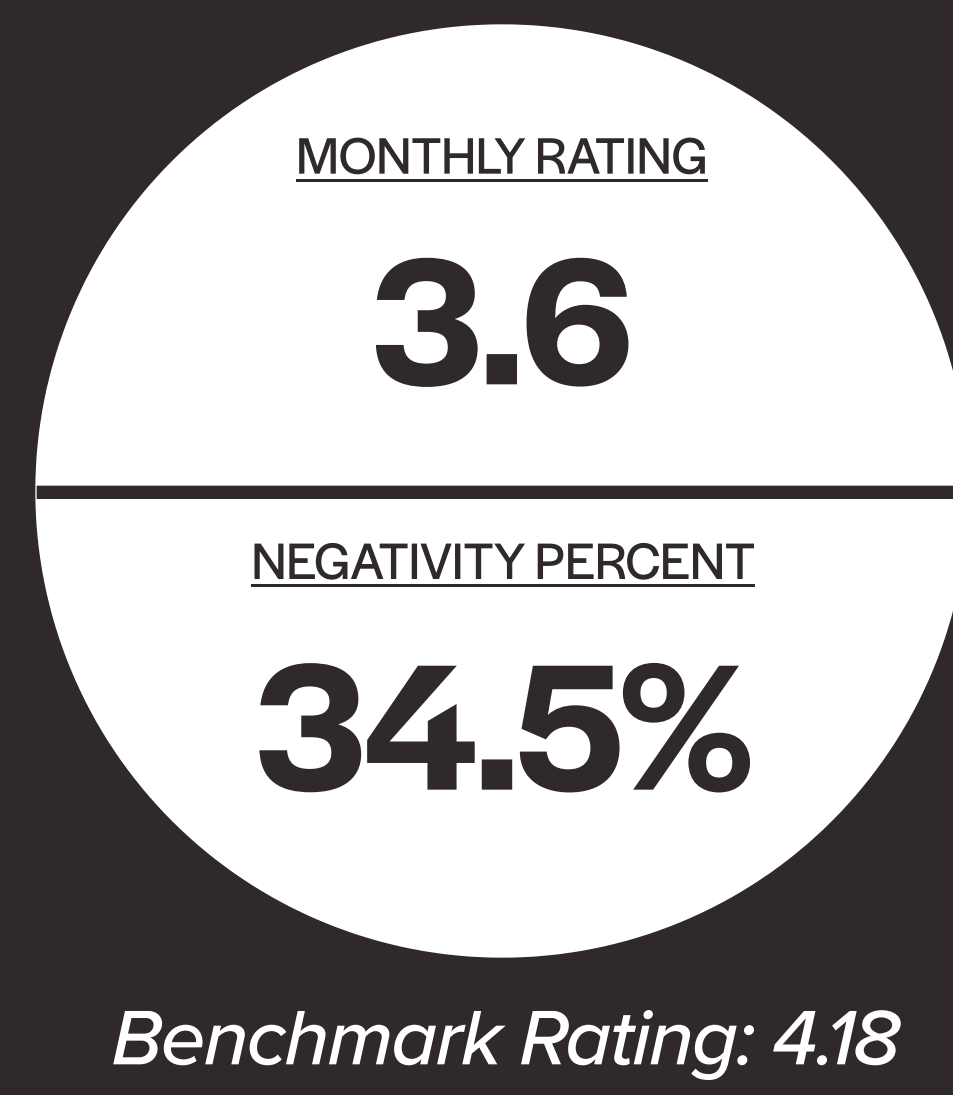
POSITIVE REVIEWS  
NEGATIVE REVIEWS



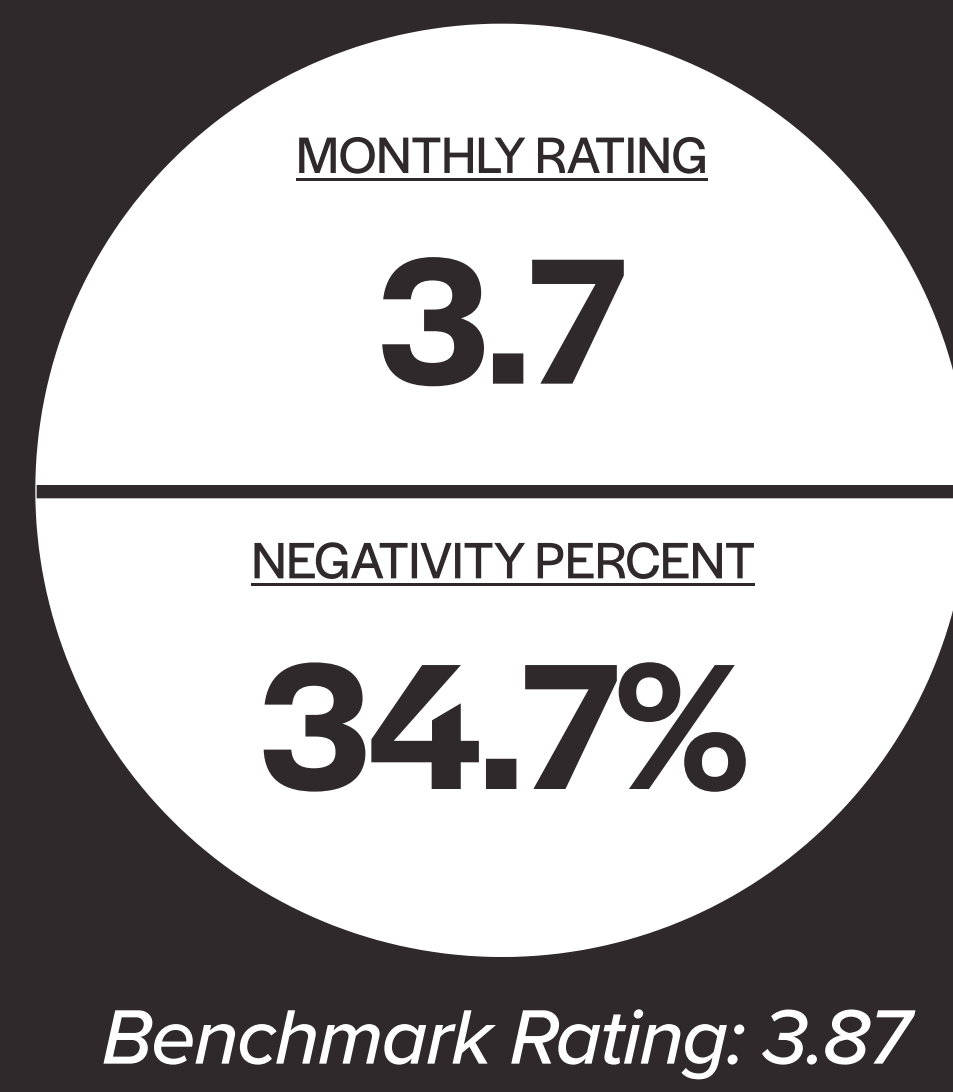
# REPUTATION HEALTH SCORE: 53%



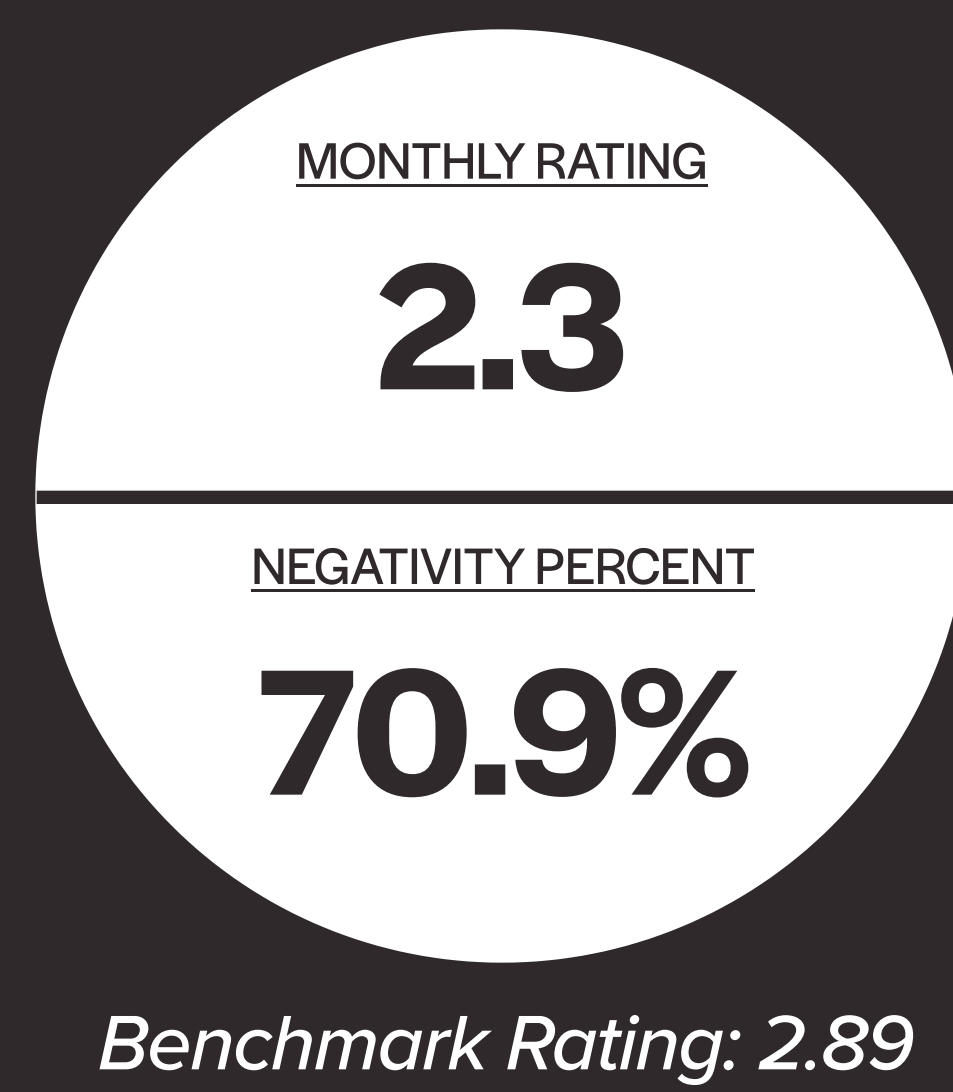
## TOUR



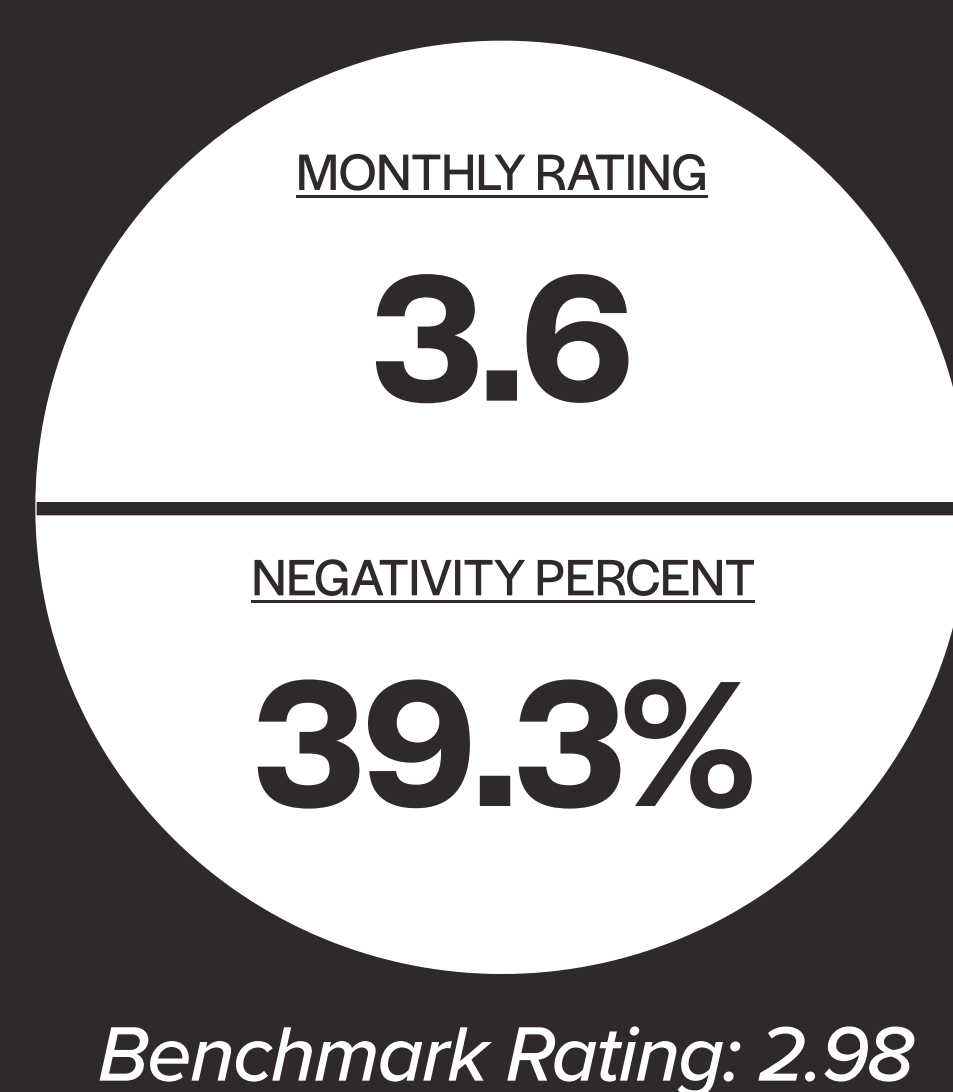
## MOVE-IN



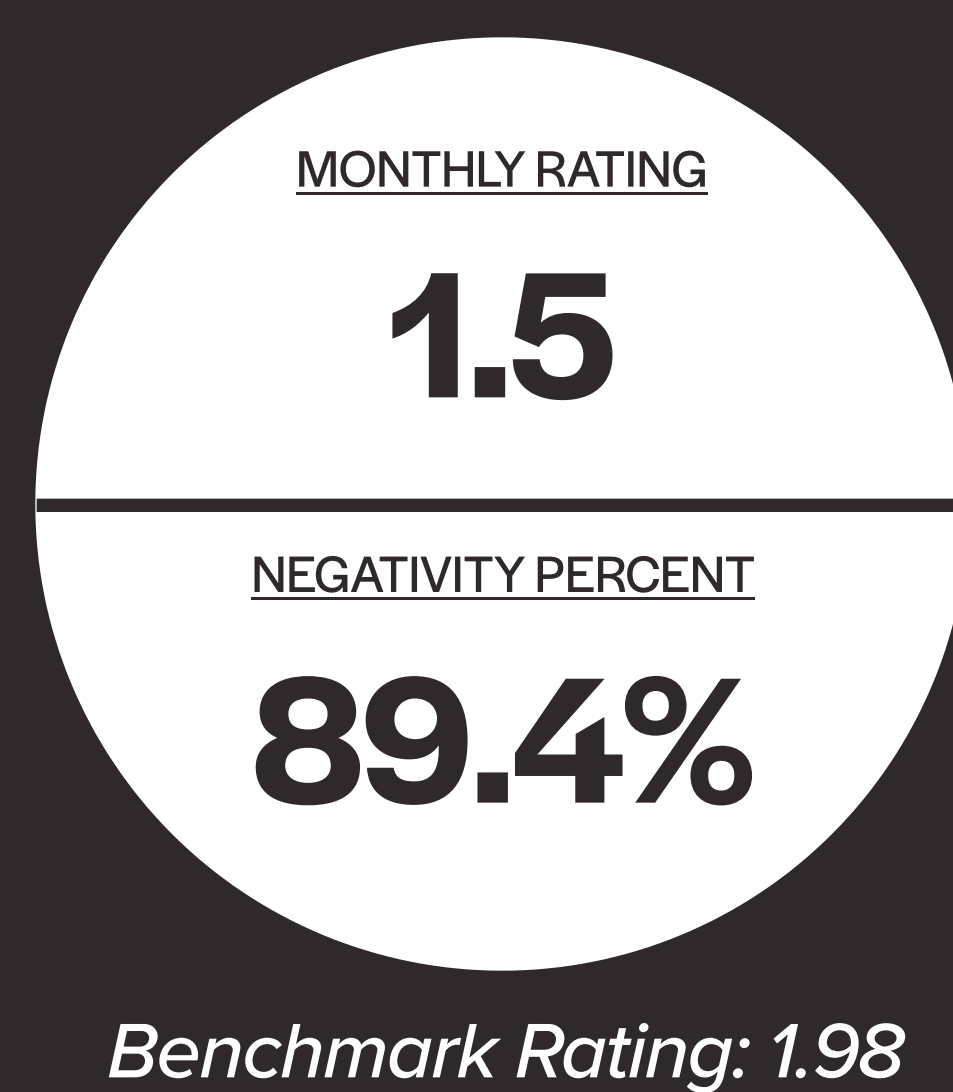
## MAINTENANCE



## 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	+9.6% above benchmark	●
MANAGEMENT	-2.1% below benchmark	●
COMMUNICATION	+3.8% above benchmark	●
STAFF	+25.9% above benchmark	●
SAFETY/SECURITY	-4.5% below benchmark	●
BILLING/FEES	+44.2% above benchmark	●
PARKING	-9.9% 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	+24.6% above benchmark	●
LOCATION	+5.9% above benchmark	●
MAINTENANCE STAFF	-15.9% below benchmark	●
MAINTENANCE	-4.3% below benchmark	●
AMENITIES	-7.8% below benchmark	●
HELPFULNESS	-19.4% below benchmark	●
AESTHETICS	+39.3% 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.

PROPERTY MANAGER	Mentioned in 13.4% of positive reviews	+160.1% above the industry benchmark
POOL	Mentioned in 6.3% of positive reviews	+131% above the industry benchmark
AMBIANCE	Mentioned in 13.1% of positive reviews	+125% above the industry benchmark
SAFETY/SECURITY	Mentioned in 6.3% of positive reviews	+96.1% above the industry benchmark
NEIGHBORS	Mentioned in 5.7% of positive reviews	+82.6% 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.