



# VILLAGE GREEN

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

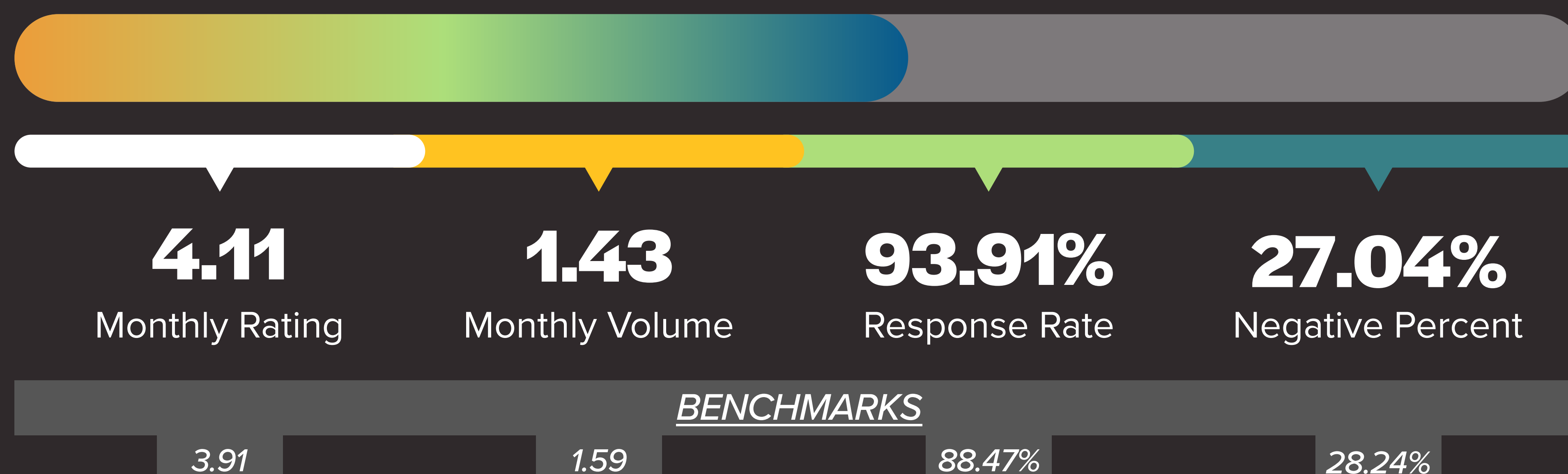
## TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.

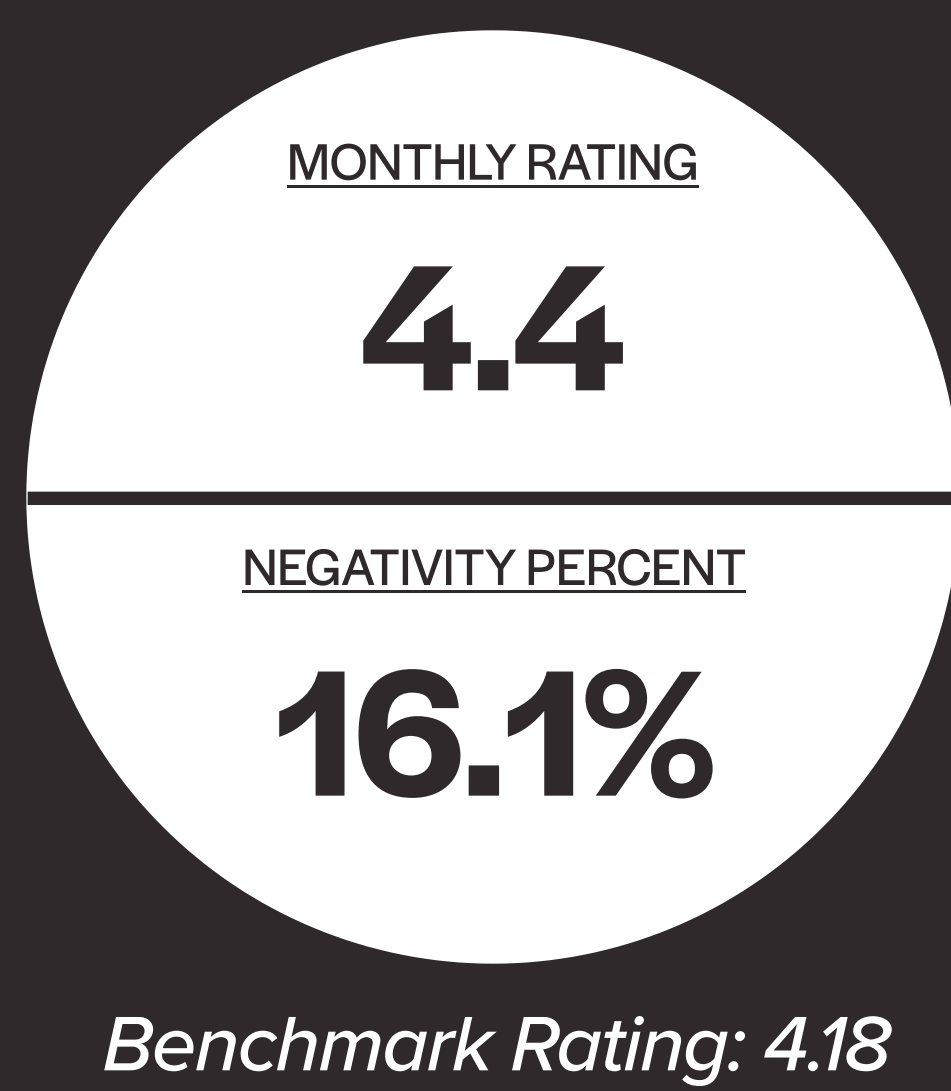
 POSITIVE REVIEWS  
 NEGATIVE REVIEWS

LEASING PROCESS	10.37%
BILLING / FEES	7.69%
MANAGEMENT	6.31%
MOVE OUT	15.75%
MAINTENANCE	40.15%
MOVE IN	0.75%
NOISE	5.77%
MAINTENANCE STAFF	17.14%
PESTS	35.62%
PARKING	12.42%
FRIENDLINESS	7.00%
CUSTOMER SERVICE	1.18%
NEIGHBORS	7.08%
PRICING	11.80%
HELPFULNESS	2.08%
STAFF	0.06%
COMMUNITY	6.23%
TOUR	1.34%
PROFESSIONALISM	10.15%
PROPERTY MANAGER	9.75%
AMBIANCE	0.31%
COMMUNICATION	8.88%
AMENITIES	7.92%
SAFETY / SECURITY	4.53%
LOCATION	10.00%
AESTHETICS	1.83%
CLEANLINESS	12.69%
RENT	13.01%
	0.62%
	45.90%
	13.23%
	14.41%
	1.69%
	5.62%
	1.92%
	3.79%
	2.15%
	3.45%
	2.77%
	2.24%
	0.23%
	5.71%
	23.00%
	21.55%
	8.92%
	4.04%
	11.54%
	19.75%
	1.31%
	8.51%
	0.54%
	8.73%
	9.62%
	0.65%
	13.69%

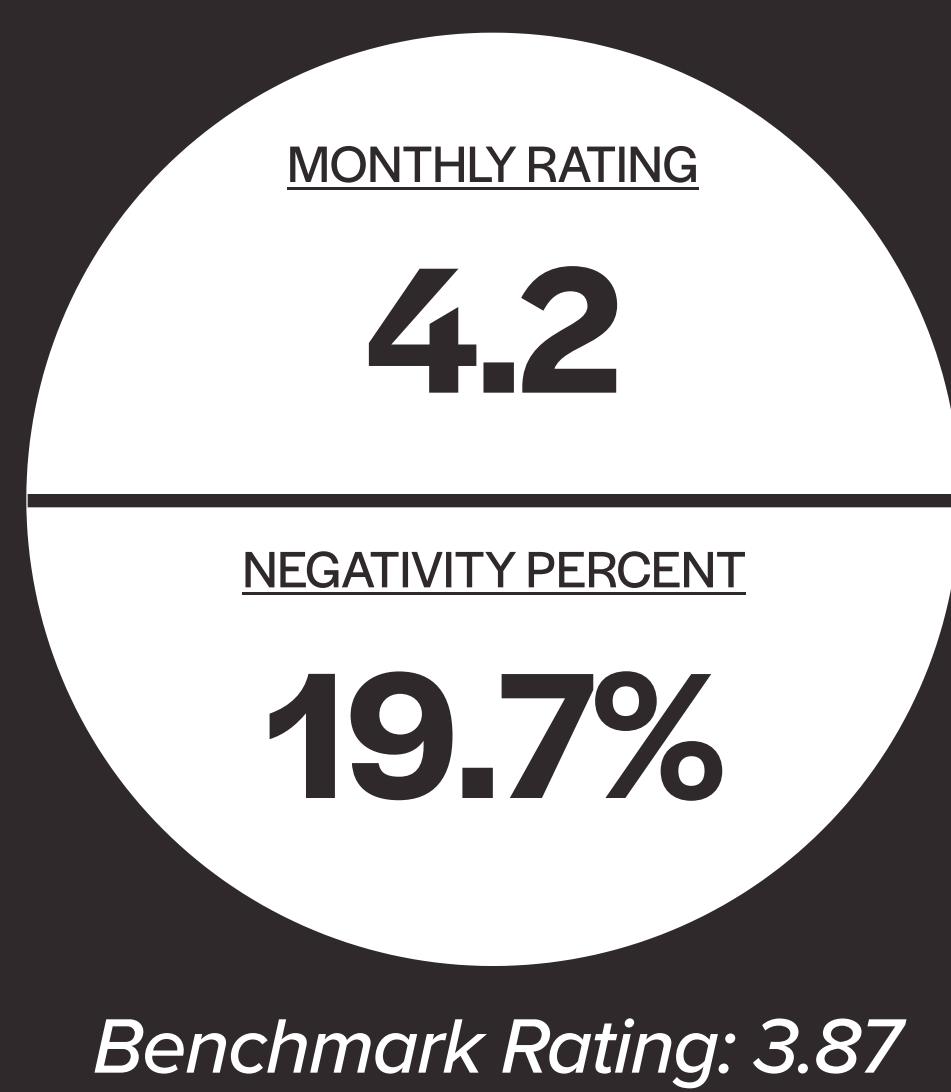
# REPUTATION HEALTH SCORE: 57%



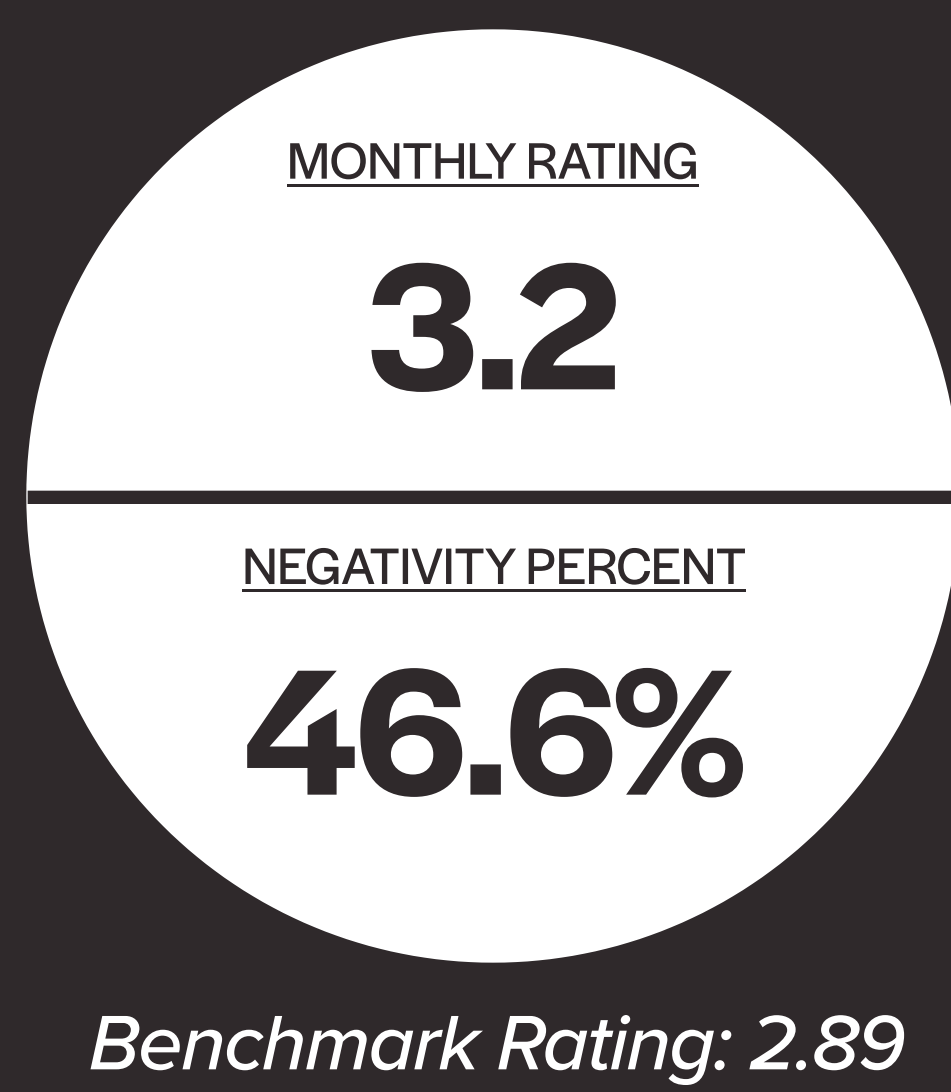
## TOUR



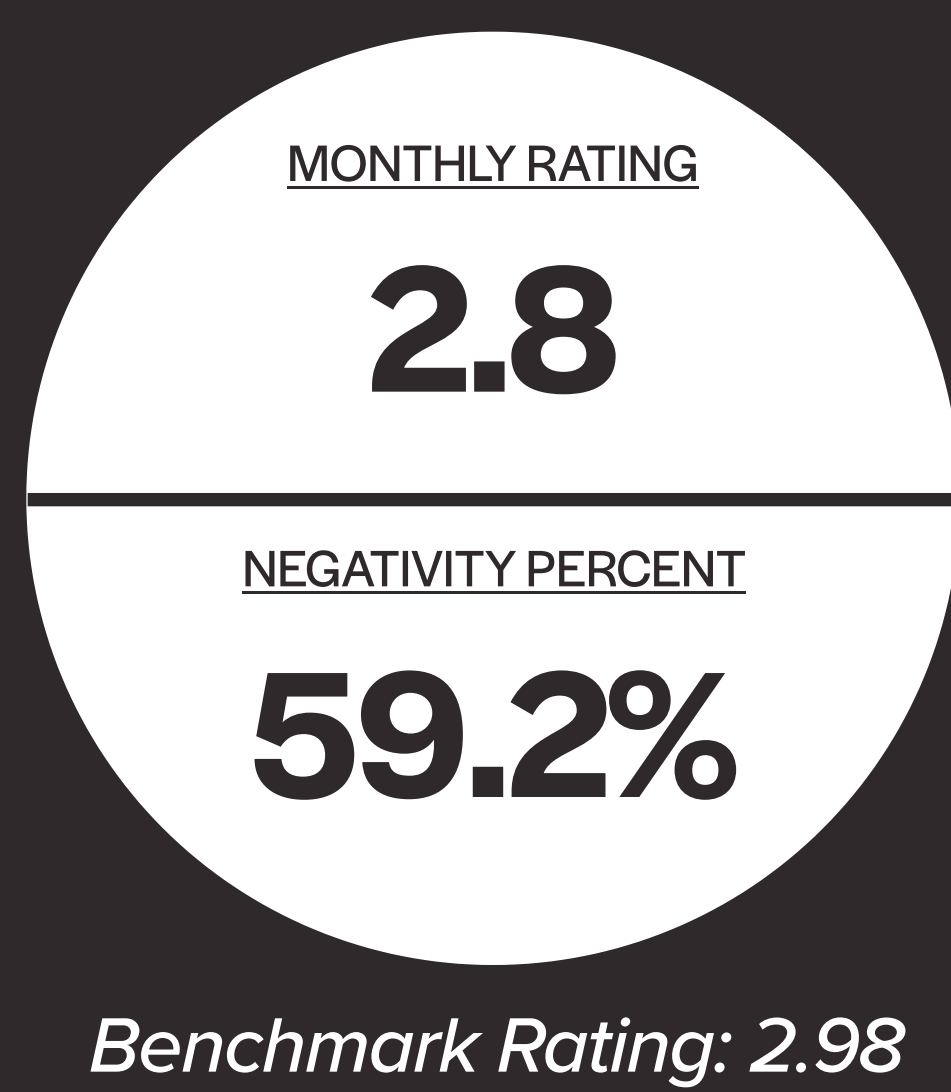
## MOVE-IN



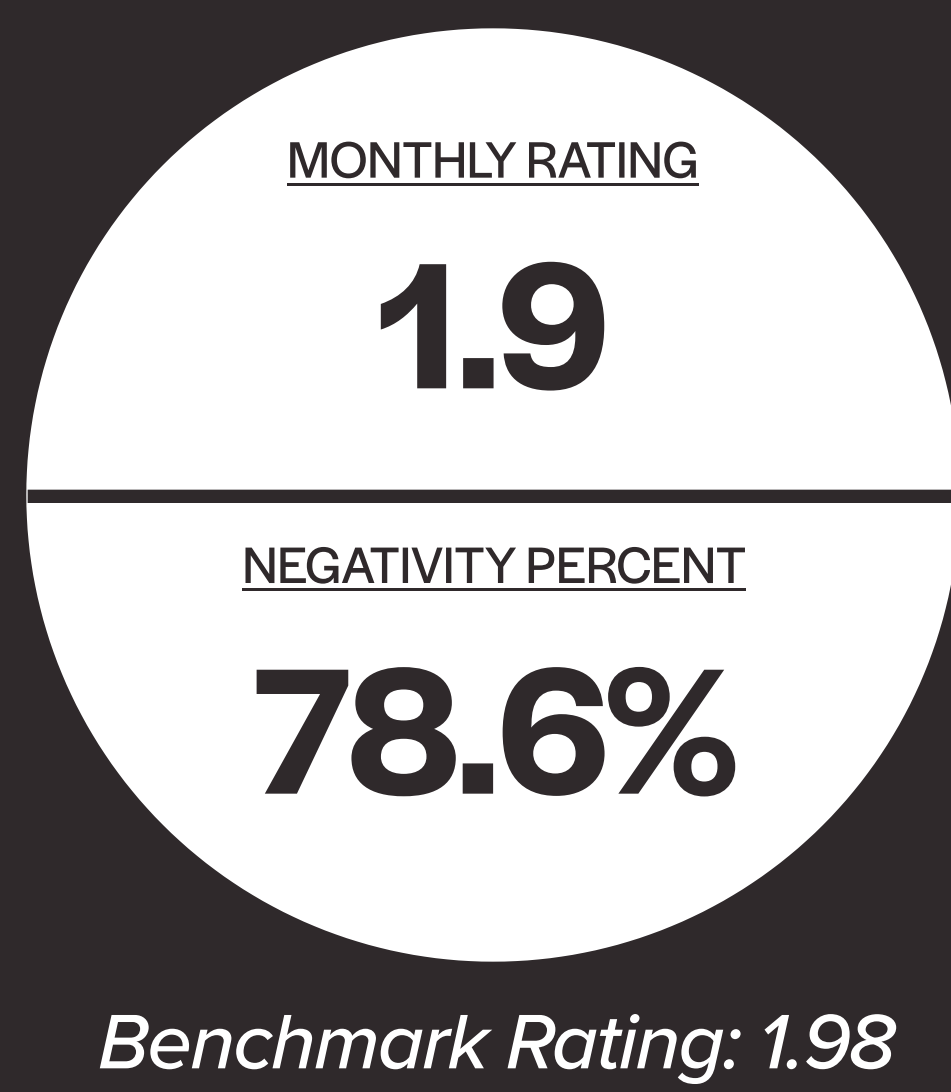
## MAINTENANCE



## 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	+3.3% above benchmark	
MANAGEMENT	+37.3% above benchmark	
COMMUNICATION	+4.3% above benchmark	
STAFF	-33.8% below benchmark	
SAFETY/SECURITY	-26.0% below benchmark	
BILLING/FEES	-41.9% below benchmark	
PARKING	-7.8% 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	-29.3% below benchmark	
LOCATION	+39.2% above benchmark	
MAINTENANCE STAFF	-15.6% below benchmark	
MAINTENANCE	+25.0% above benchmark	
AMENITIES	+61.6% above benchmark	
HELPFULNESS	+3.8% above benchmark	
AESTHETICS	-19.7% below 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.

UNIT CONDITION	Mentioned in 10.4% of positive reviews	+240.2% above the industry benchmark
NEIGHBORHOOD	Mentioned in 5.3% of positive reviews	+119.5% above the industry benchmark
MANAGEMENT	Mentioned in 15.8% of positive reviews	+80.9% above the industry benchmark
COMMUNITY	Mentioned in 14.4% of positive reviews	+69.5% above the industry benchmark
AMENITIES	Mentioned in 21.6% of positive reviews	+61.6% 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.