

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

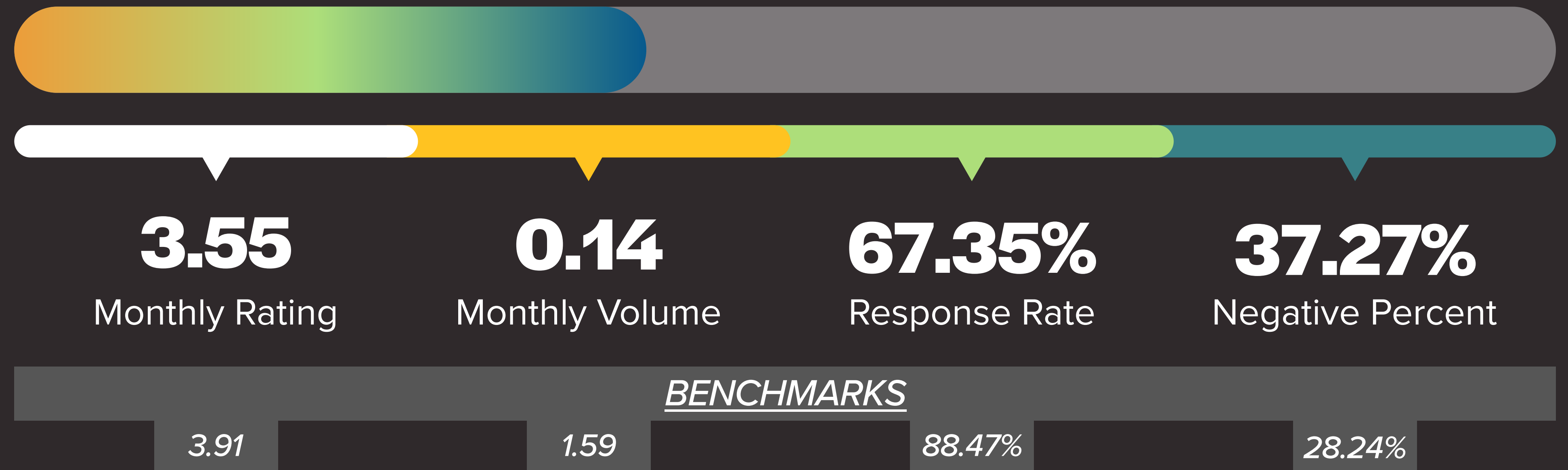
## TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.

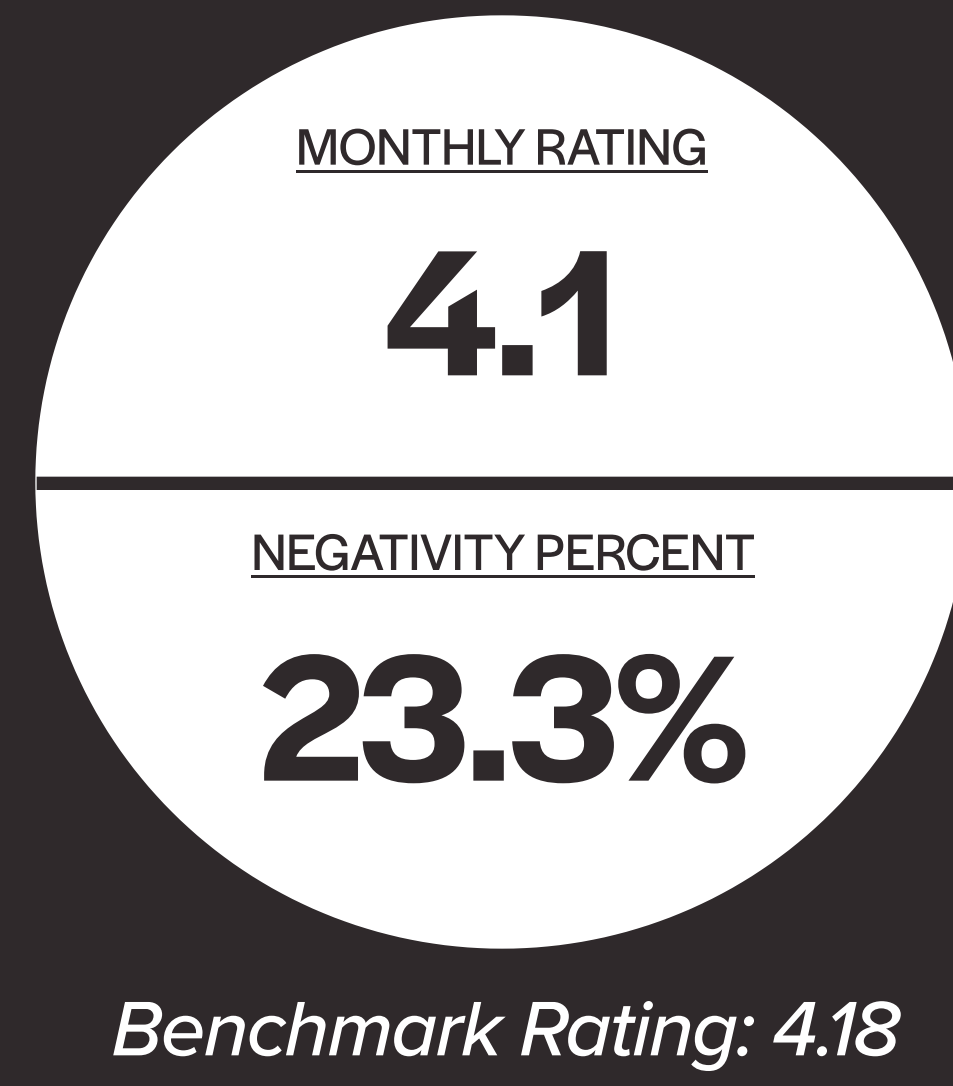
■ POSITIVE REVIEWS  
■ NEGATIVE REVIEWS

LEASING PROCESS	6.40%
BILLING / FEES	5.28%
MANAGEMENT	2.95%
MOVE OUT	18.79%
MAINTENANCE	34.76%
MOVE IN	3.06%
NOISE	4.27%
MAINTENANCE STAFF	14.96%
PESTS	30.89%
PARKING	11.06%
FRIENDLINESS	6.10%
CUSTOMER SERVICE	1.46%
NEIGHBORS	6.30%
PRICING	9.19%
HELPFULNESS	1.22%
STAFF	0.21%
COMMUNITY	10.47%
TOUR	1.39%
PROFESSIONALISM	9.25%
PROPERTY MANAGER	8.98%
AMBIANCE	1.12%
COMMUNICATION	10.65%
AMENITIES	9.76%
SAFETY / SECURITY	5.15%
LOCATION	10.37%
AESTHETICS	0.56%
CLEANLINESS	5.28%
RENT	10.30%
	0.81%
	42.45%
	17.48%
	10.51%
	2.13%
	3.13%
	1.22%
	4.04%
	2.44%
	3.48%
	2.44%
	2.64%
	0.20%
	4.45%
	14.43%
	5.43%
	2.64%
	3.55%
	12.20%
	14.47%
	1.12%
	9.81%
	1.22%
	10.93%
	12.40%
	1.18%
	6.71%

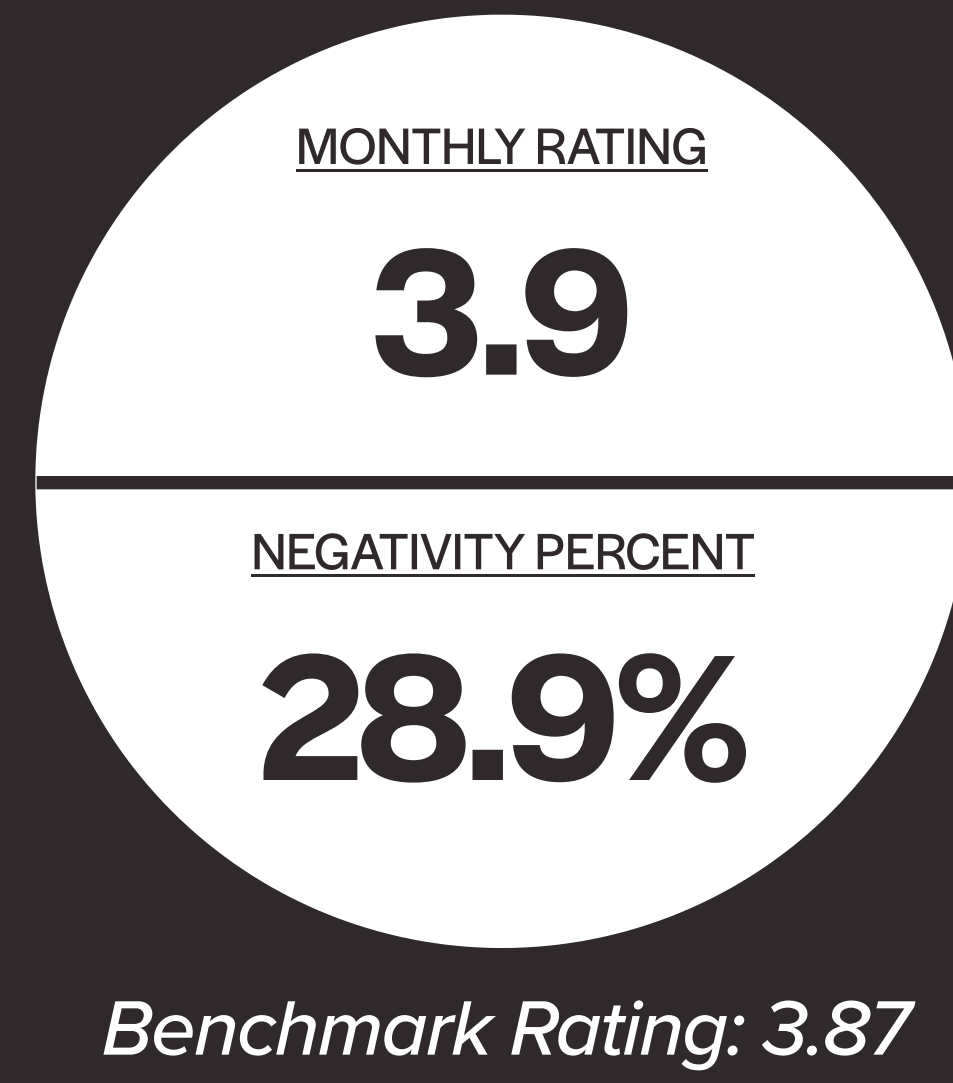
# REPUTATION HEALTH SCORE: 41%



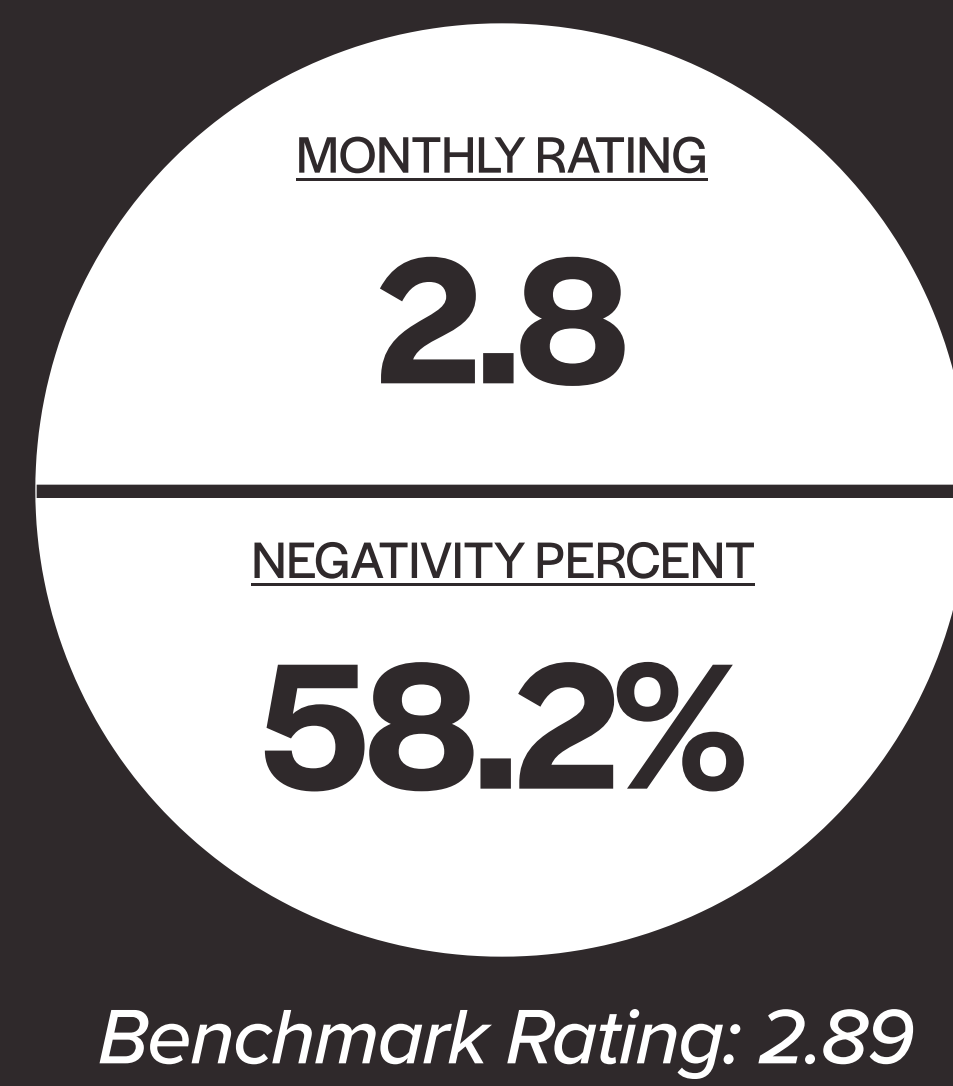
## TOUR



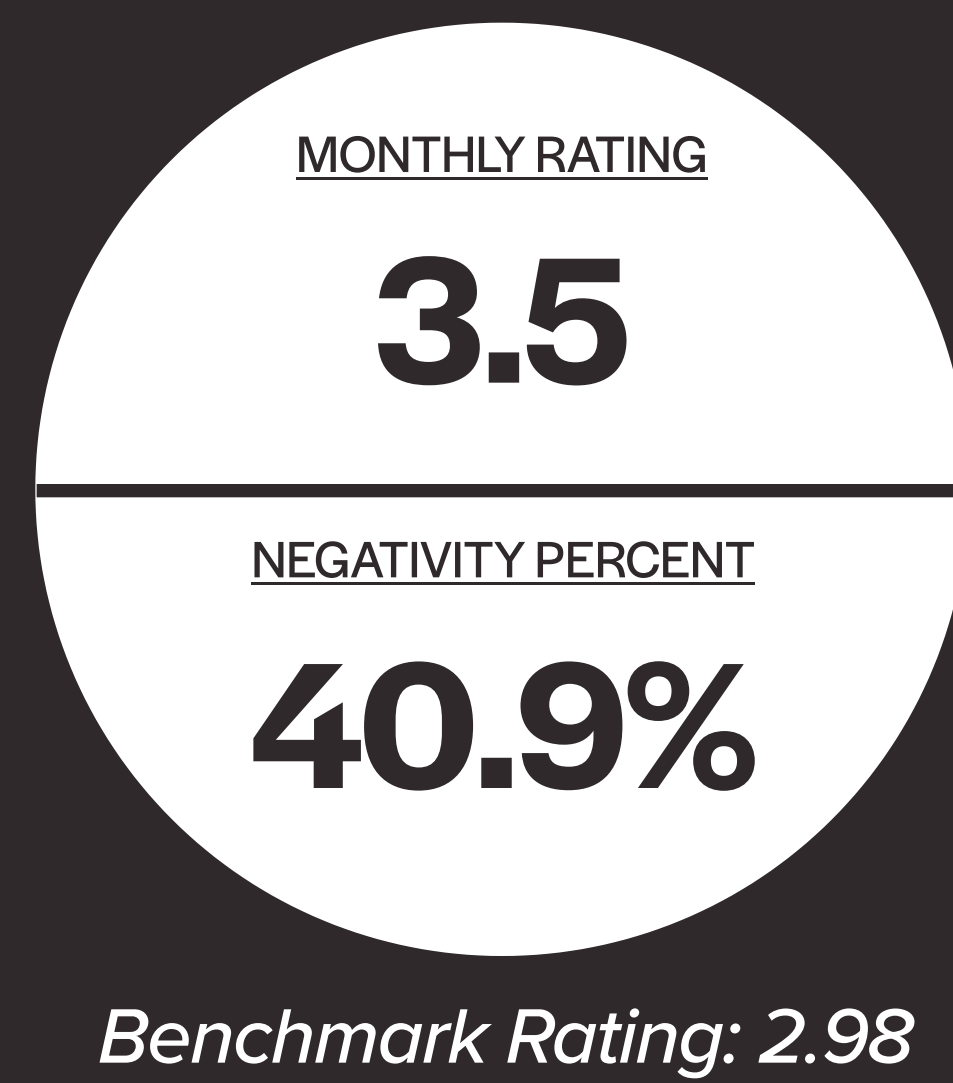
## MOVE-IN



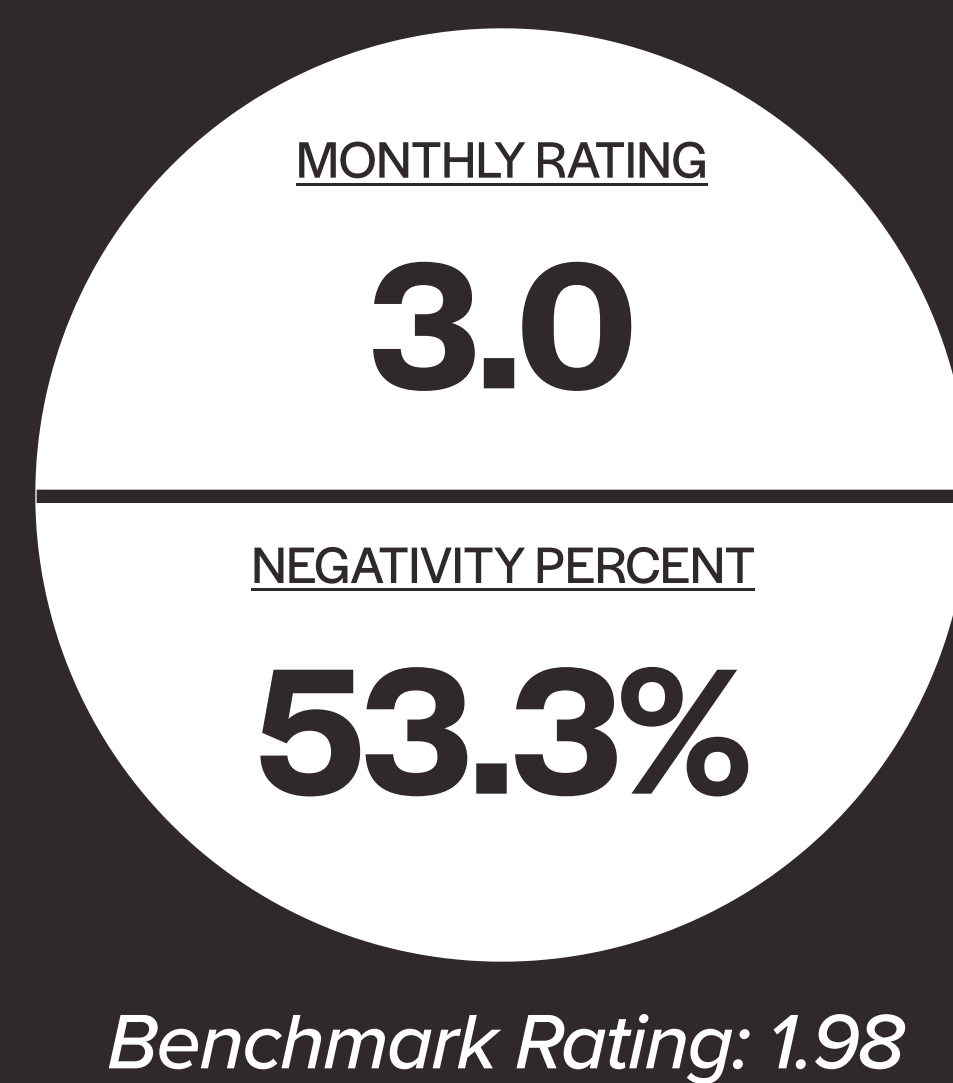
## MAINTENANCE



## 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	-10.2% below benchmark	●
MANAGEMENT	+18.8% above benchmark	●
COMMUNICATION	-34.4% below benchmark	●
STAFF	-12.9% below benchmark	●
SAFETY/SECURITY	-22.3% below benchmark	●
BILLING/FEES	-72.8% below benchmark	●
PARKING	-15.9% 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	-35% below benchmark	●
LOCATION	+3% above benchmark	●
MAINTENANCE STAFF	-34.1% below benchmark	●
MAINTENANCE	+8.7% above benchmark	●
AMENITIES	-59.4% below benchmark	●
HELPFULNESS	-17.1% below benchmark	●
AESTHETICS	-6.5% 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 7% of positive reviews	+129.8% above the industry benchmark
MANAGEMENT	Mentioned in 18.8% of positive reviews	+115.6% above the industry benchmark
CLEANLINESS	Mentioned in 10.9% of positive reviews	+29.5% above the industry benchmark
COMMUNITY	Mentioned in 10.4% of positive reviews	+22.3 above the industry benchmark
CUSTOMER SERVICE	Mentioned in 10.8% of positive reviews	+16.3% 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.