

ZRS MANAGEMENT

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

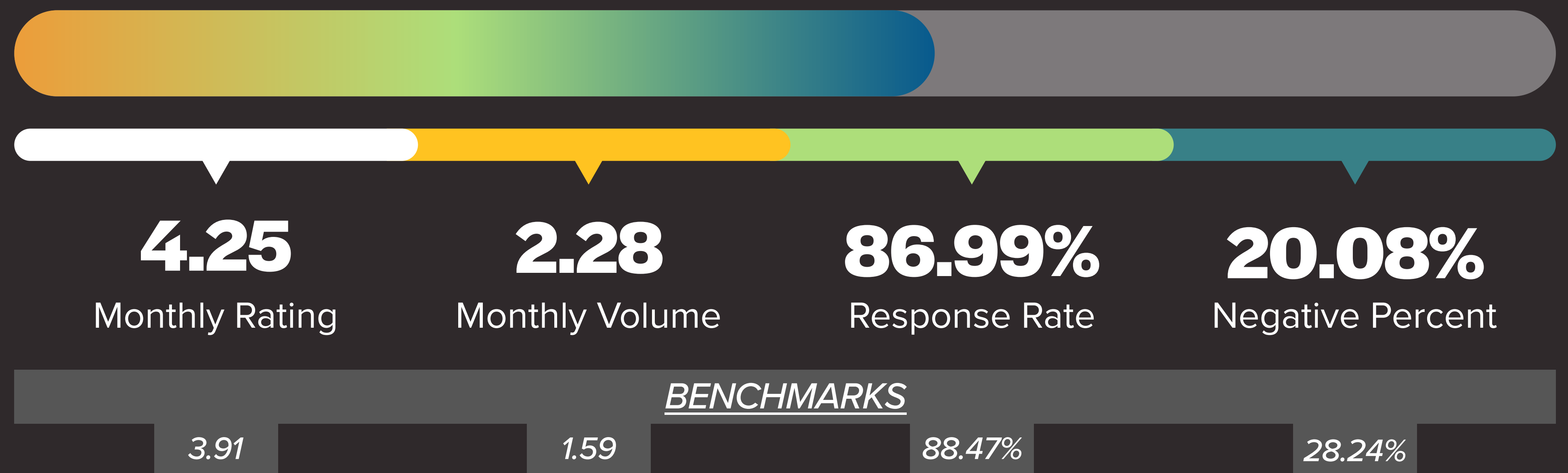
TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.

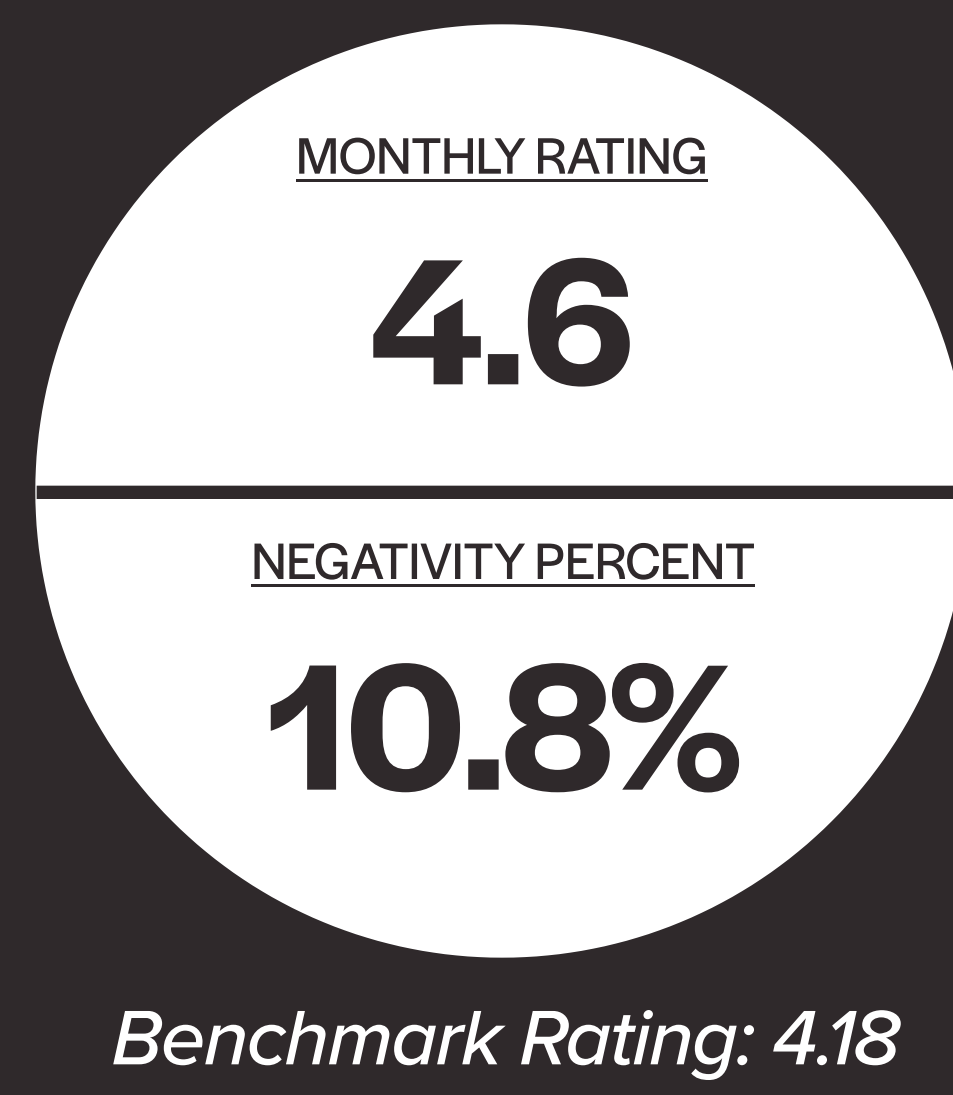
POSITIVE REVIEWS
NEGATIVE REVIEWS

LEASING PROCESS	12.71%
BILLING / FEES	6.58%
MANAGEMENT	11.49%
MOVE OUT	8.30%
MAINTENANCE	31.55%
MOVE IN	0.82%
NOISE	6.94%
MAINTENANCE STAFF	11.26%
PESTS	32.97%
PARKING	14.09%
FRIENDLINESS	8.30%
CUSTOMER SERVICE	1.17%
NEIGHBORS	10.01%
PRICING	9.18%
HELPFULNESS	1.85%
STAFF	0.07%
COMMUNITY	9.14%
TOUR	0.99%
PROFESSIONALISM	11.62%
PROPERTY MANAGER	7.80%
AMBIANCE	0.37%
COMMUNICATION	10.46%
AMENITIES	7.72%
SAFETY / SECURITY	2.52%
LOCATION	8.78%
AESTHETICS	0.73%
CLEANLINESS	6.21%
RENT	11.39%
	0.69%
	70.42%
	20.68%
	6.61%
	1.40%
	9.95%
	2.85%
	6.34%
	4.40%
	6.26%
	6.23%
	7.54%
	1.10%
	5.15%
	22.36%
	15.22%
	8.78%
	2.69%
	16.28%
	13.65%
	2.05%
	13.01%
	5.35%
	7.20%
	10.63%
	0.58%
	10.76%

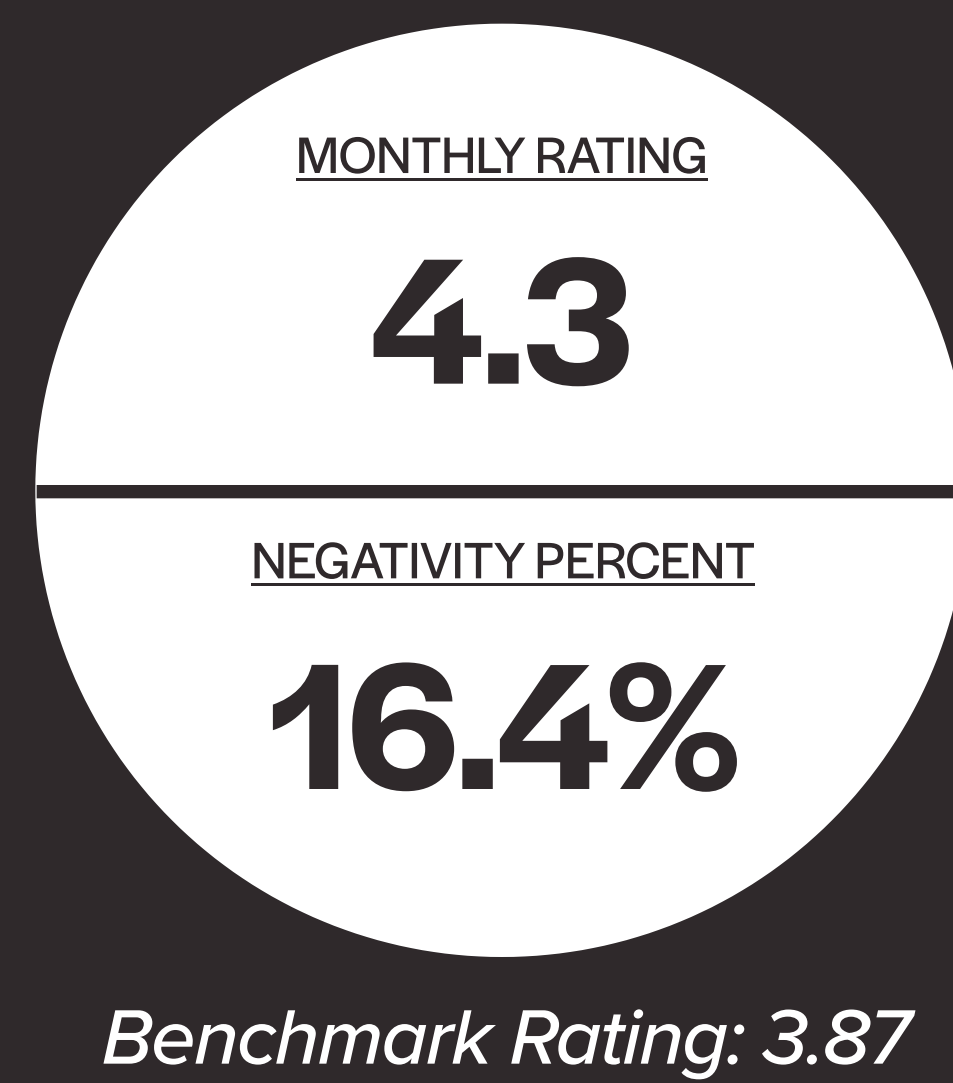
REPUTATION HEALTH SCORE: 62%



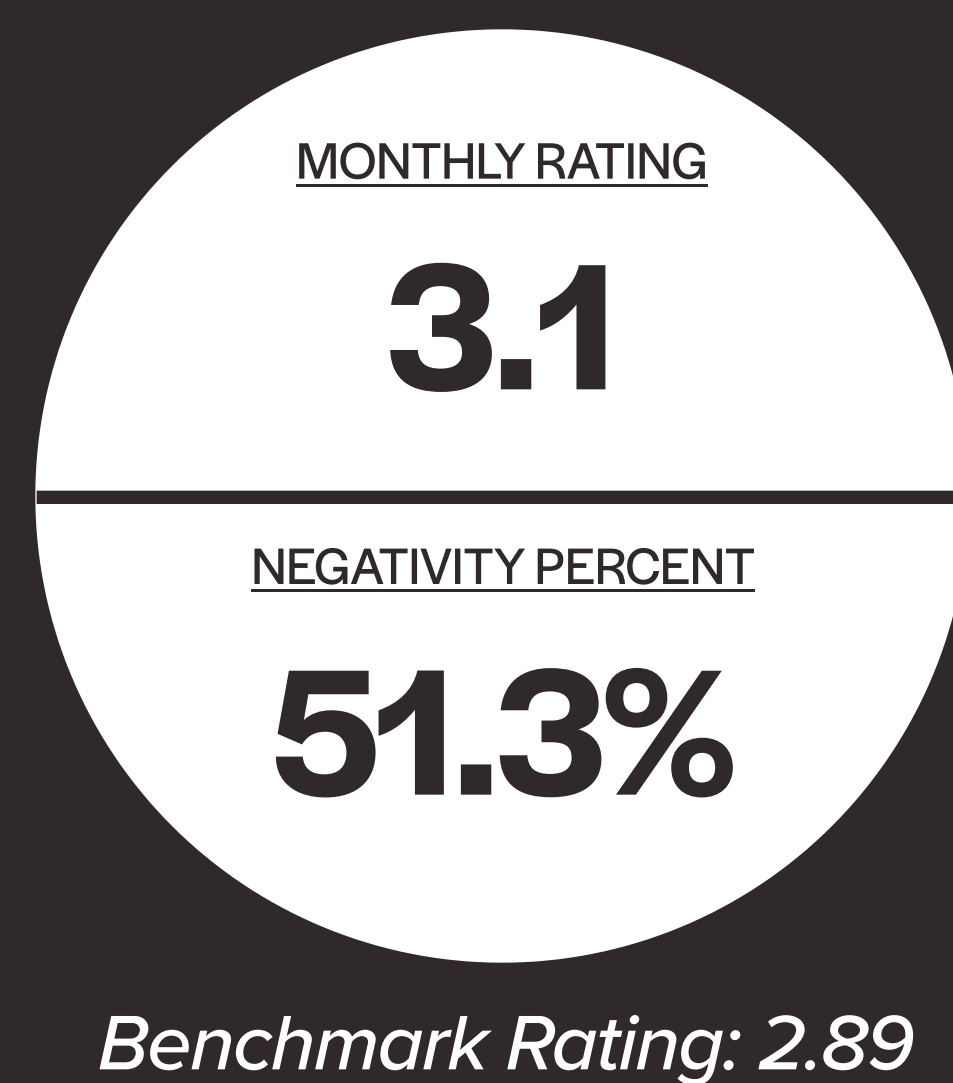
TOUR



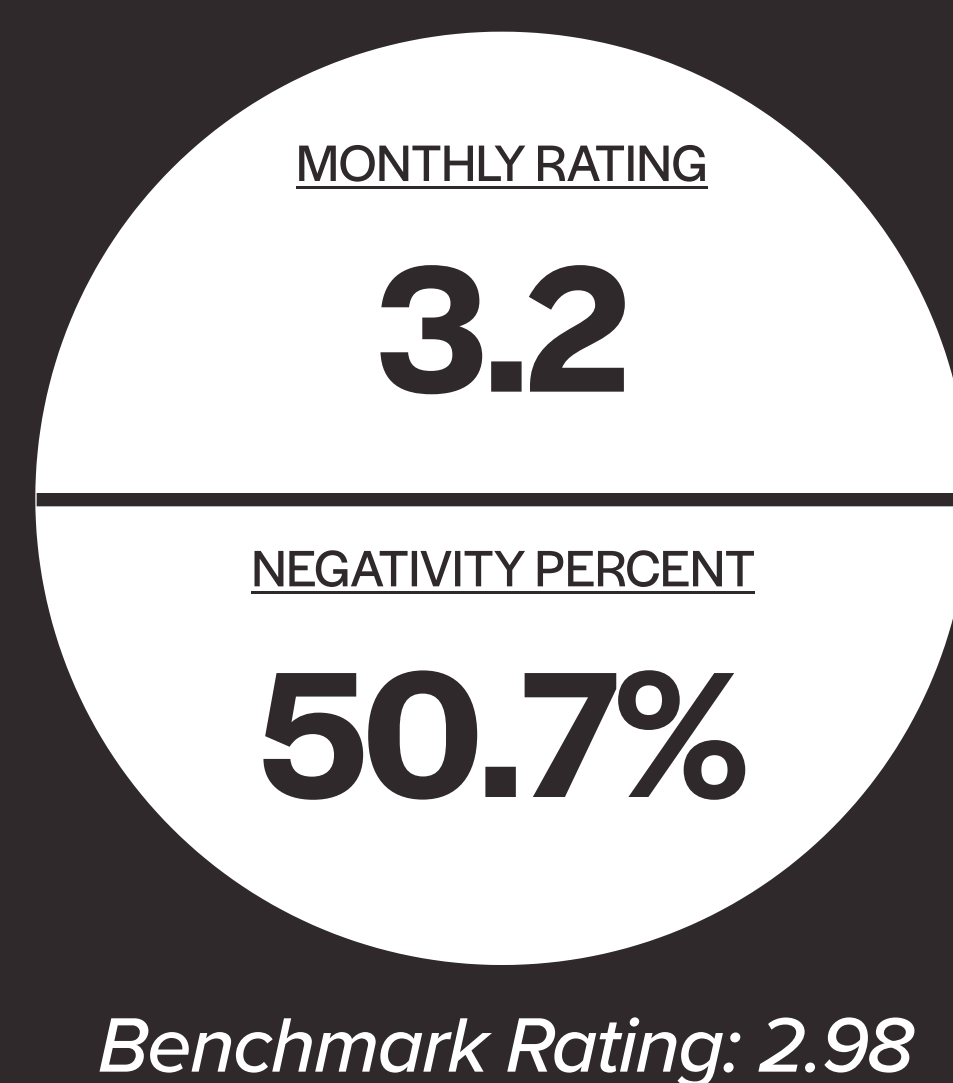
MOVE-IN



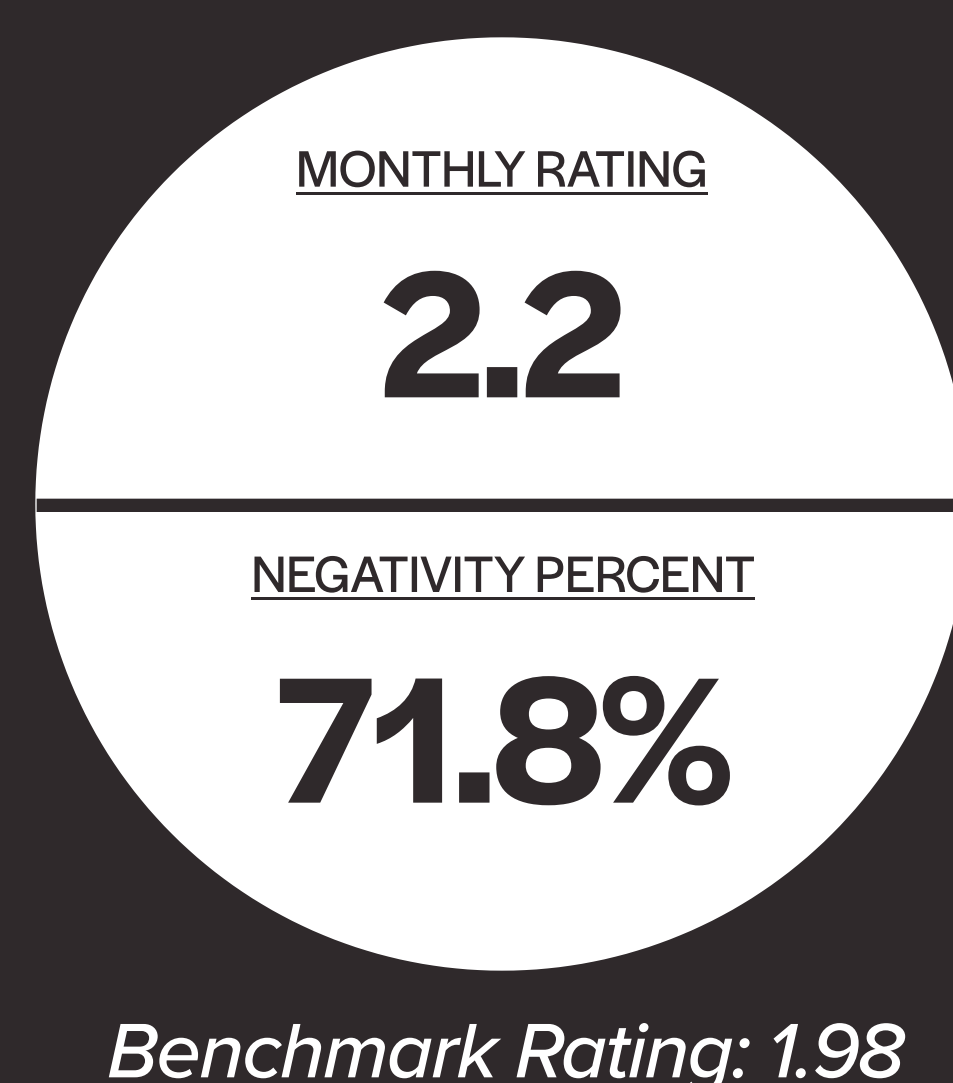
MAINTENANCE



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	-4.4% below benchmark	●
MANAGEMENT	+7.9% above benchmark	●
COMMUNICATION	+1.4% above benchmark	●
STAFF	+3.4% above benchmark	●
SAFETY/SECURITY	+4.4% above benchmark	●
BILLING/FEES	+5.9% above benchmark	●
PARKING	+5.5% 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	+8.5% above benchmark	●
LOCATION	-3.8% below benchmark	●
MAINTENANCE STAFF	-34.3% below benchmark	●
MAINTENANCE	-17.9% below benchmark	●
AMENITIES	+14.1% above benchmark	●
HELPFULNESS	-9.2% below benchmark	●
AESTHETICS	+22.9% 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.

TOUR	Mentioned in 9.95% of positive reviews	+54.84% above the industry benchmark
AMBIANCE	Mentioned in 7.54% of positive reviews	+29.31% above the industry benchmark
MOVE-IN	Mentioned in 14.09% of positive reviews	+28.42% above the industry benchmark
LEASING PROCESS	Mentioned in 12.71% of positive reviews	+28.11% above the industry benchmark
AESTHETICS	Mentioned in 13.01% of positive reviews	+22.85% 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.