

QUANTIFYING
RESIDENT
EXPERIENCE

2024

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METHODOLOGY

The dataset for this report comes from the Widewail Multifamily Reputation Index, using review data from April 2023 to April 2024. It comprises over 400,000 Google reviews collected from 150 large multifamily management groups and over 20,000 individual communities.

We have divided our analysis into two categories for assessing a community's reputation and operational performance: *reputation metrics* and *topic data*.

Reputation metrics evaluate a community's numeric reputation performance. The metrics include review volume, overall rating, negativity percentage (reviews with 3 stars or less), and response rate.

Topic data refers to the analysis of specific topics mentioned in resident reviews. Utilizing state-of-the-art machine learning techniques, we can identify which topics are mentioned frequently in reviews, and thereby gain a better understanding of what factors contribute the most to the resident experience. In our study we identified 49 unique topics, which allow us to better understand the strengths and weaknesses of individual communities.

Reputation metrics give a high-level overview of a community's rating while topic data offers a more granular understanding of the specific areas impacting the resident experience and informing those ratings.

For this report, topic data was broken down into lifecycle stages—**tour, move-in, residency, and renewal**—to find the most commonly discussed topics for every stage of the resident's journey. This allows us to analyze the most impactful elements of the resident experience within each stage.

Looking at topic data by lifecycle stage, we were able to analyze topics by **frequency**—how often they are mentioned in reviews for a given lifecycle stage, as well as the sentiment, both positive and negative, associated with each topic. This is then compared to our **benchmark data**— how often these topics appear within the entire dataset of 400,000 reviews, regardless of lifecycle stage.

To assess the **competitive landscape** of the multifamily industry, we drilled down on the topic data specifically for the NMHC Top 50 Managers to determine how often the most common topics appear in their resident reviews.

Ultimately, we hope multifamily operators of all sizes find value in the insights from topic data to make operational decisions that increase ratings across all stages to attract new residents and improve retention rates.

DATASET OVERVIEW

- 400,000 GOOGLE REVIEWS
- APRIL 2023 - APRIL 2024

MONTHLY REPUTATION BENCHMARKS PER COMMUNITY

RATING: 3.91 STARS

RESPONSE RATE: 89%

NEGATIVITY: 28%

VOLUME: 1.59 REVIEWS

AVERAGE STAR RATINGS PER STAGE

TOUR: 4.18

MOVE-IN: 3.87

MAINTENANCE: 2.89

RENEWAL: 2.98

KEY TAKEAWAYS

65%

THE #1 CAUSE OF POSITIVE REVIEWS:

ONSITE TEAMS

mentioned in 65% of positive reviews

THE #1 CAUSE OF NEGATIVE REVIEWS:

MAINTENANCE

mentioned in 34% of negative reviews

34%

LIFECYCLE STAGES: MOVE-IN

Heightened Sensitivity to Communication

Stat:

Communication is mentioned in 29.77% of negative move-in reviews, 35.07% above the benchmark*. At the same time, it's mentioned in 8.05% of positive move-in reviews, 58.11% above the benchmark.

Insight:

While important in both positive and negative reviews, communication is the #2 driver of negativity during move-in vs. the #12 driver of positivity.

*Benchmark = how often a topic is mentioned in 400,000 review dataset on average

LIFECYCLE STAGES: TOUR, RENEWAL

Tours: Amenities Attract Renewal: Amenities that Miss Cause Negativity

Stat:

Amenities are mentioned in 17.07% of positive tour reviews, 28.73% above the benchmark. However, during renewal, negative mentions of amenities are 79.66% above the benchmark.

Insight:

Amenities are a powerful marketing tool, but those that fail to meet resident expectations contribute to turnover costs.

LIFECYCLE STAGES: RENEWAL

Renewal: Residents Focus on Maintenance

Stat:

Maintenance is the #2 positive and the #1 negative topic mentioned in renewal stage. It has 81.6% more mentions in positives and 19.8% more mentions in negatives vs. benchmarks.

Insight:

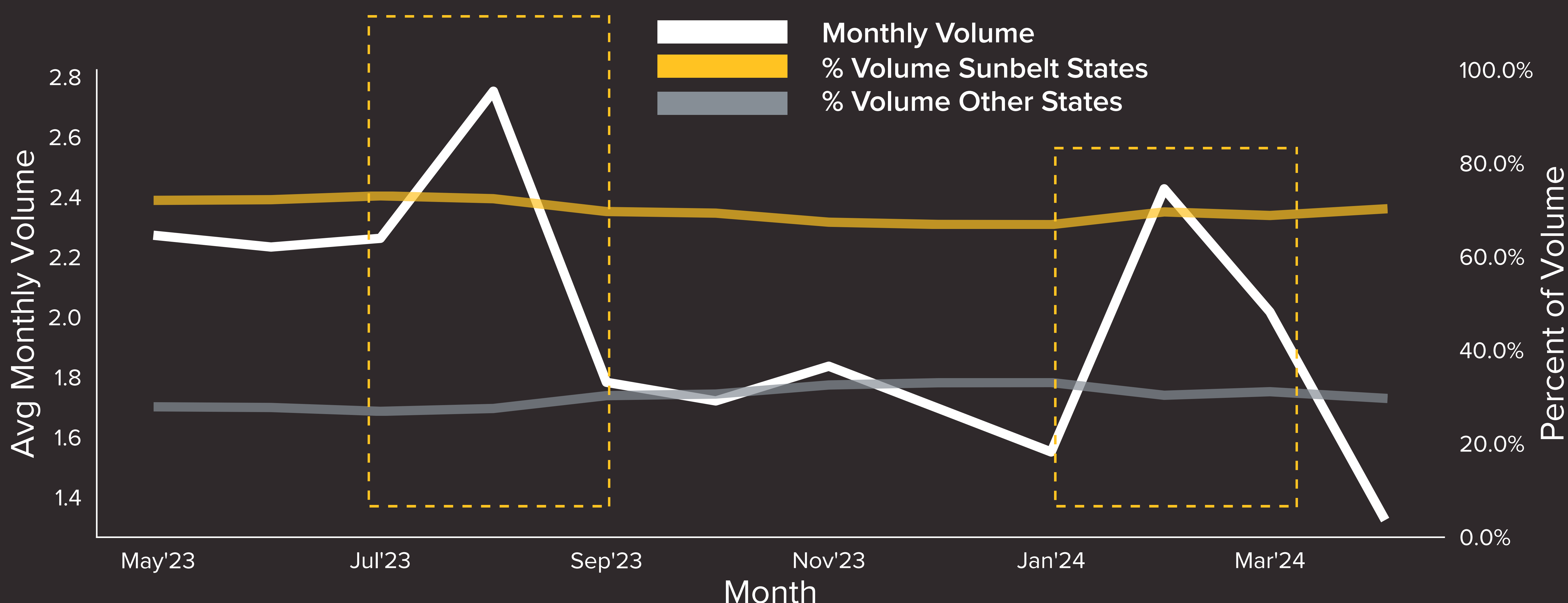
Onsite teams is the only topic mentioned more in positive renewal reviews than maintenance. Maintenance is mentioned more in negative renewal reviews than rent, communication, security and parking.

LIFECYCLE STAGES IN THIS REPORT

- TOUR
- RESIDENCY
- MOVE-IN
- RENEWAL

LEASING SEASON, SUNBELT

Leasing Season + Feb Review Volume Spike



REPUTATION RANKINGS

RANK	BRAND	REPUTATION HEALTH SCORE
1	CORTLAND	92%
2	GOLDOLLER REAL ESTATE INVESTMENTS	86%
3	BRIDGE INVESTMENT GROUP	82%
4	EDWARD ROSE BUILDING ENTERPRISE	81%
5	BELL PARTNERS	75%
6	WINDSOR COMMUNITIES	75%
7	CAMDEN PROPERTY TRUST	74%
8	BERKSHIRE COMMUNITIES	72%
9	BH	71%
10	WEIDNER APARTMENT HOMES	67%
11	RAM PARTNERS LLC	66%
12	CUSHMAN & WAKEFIELD	65%
13	AVALONBAY COMMUNITIES	65%
14	FAIRFIELD RESIDENTIAL	64%
15	MAA	64%
16	HAWTHORNE RESIDENTIAL PARTNERS	63%
17	ZRS	62%
18	CARDINAL GROUP MANAGEMENT	62%
19	MONARCH INVESTMENT	62%
20	RKW RESIDENTIAL	61%
21	BOZZUTO	61%
22	HARBOR GROUP INTERNATIONAL	60%
23	FPA MULTIFAMILY	60%
24	ALLIED ORION GROUP	60%
25	BEZTAK COMPANIES	58%
26	IRT	57%
27	EQUITY RESIDENTIAL	57%
28	VILLAGE GREEN	57%
29	CONAM MANAGEMENT CORP.	57%
30	ESSEX PROPERTY TRUST	56%
31	MORGAN PROPERTIES	56%
32	RPM	56%
33	DOMINIUM	56%
34	BALFOUR BEATTY	55%
35	PEGASUS RESIDENTIAL	55%
36	THE RELATED COMPANIES	54%
37	GREYSTAR	54%
38	DRUCKER + FALK	53%
39	UNITED APARTMENT GROUP	53%
40	APARTMENT MANAGEMENT CONSULTANTS	52%
41	WILLOW BRIDGE	52%
42	UDR	51%
43	AVENUE5 RESIDENTIAL	50%
44	RANGEWATER REAL ESTATE	50%
45	ASSET LIVING	49%
46	FPI MANAGEMENT	46%
47	THE MICHAELS ORGANIZATION	43%
48	ELMINGTON	41%
49	WINNCOMPANIES	41%
50	THE JOHN STEWART COMPANY	28%

WHAT'S INCLUDED IN WIDEWAIL'S REPUTATION HEALTH SCORE?

There are several factors that go into a company's online reputation, average star rating, monthly volume, lifetime volume, and response rate. By utilizing these core metrics, we can compare the performance of one company versus another based upon an aggregation of each individual component.

Response rate is a measure of how engaged a community is with their residents. We measure this by seeing how many Google reviews, both positive and negative, a community has responded to.

Average rating is a conventional metric of performance. However, given the low review volume for most communities it's hard to compare a community with a single 5 star review against a community with several hundred reviews and a 4.5 average star rating. To unbiased these ratings, we've taken an approach known as additive smoothing. It's a technique that allows us to factor in a certain level of uncertainty when dealing with locations with low review volume and adjust their ratings accordingly.

Review volume metrics are another great way to capture the health of a portfolio. Monthly review volume can be used as a proxy for a business's popularity and lifetime volume for its tenure. We recognize that some communities see higher volumes based on location, which is why we take the median review volume for each group within the NMHC Top 50 Managers. This allows us to filter out the extremes and focus on how the typical community within a group's portfolio is doing. From here, we use a technique called min-max scaling to constrain the volume between 0 and 1, which also helps us identify the strongest and weakest performers.

With each of these metrics accounted for, we then weight each one, 30% for response rate, 30% for average rating, 15% for lifetime volume and 25% for monthly volume. By taking the sum of the weighted values, we arrive at the health score for each portfolio.

What drives a **POSITIVE RESIDENT EXPERIENCE?**

1	ONSITE TEAMS	64.88%
2	LOCATION	14.19%
3	MAINTENANCE STAFF	13.97%
4	MAINTENANCE	13.72%
5	AMENITIES	13.35%
6	HELPFULNESS	12.52%
7	MOVE IN	10.96%
8	AESTHETICS	10.59%
9	LEASING PROCESS	9.91%
10	CUSTOMER SERVICE	9.24%
11	FRIENDLINESS	8.88%
12	MANAGEMENT	8.70%
13	COMMUNITY	8.51%
14	CLEANLINESS	8.42%
15	TOUR	6.42%
16	AMBIANCE	5.82%
17	PROFESSIONALISM	5.56%
18	PROPERTY MANAGER	5.14%
19	COMMUNICATION	5.09%
20	SAFETY / SECURITY	3.21%
21	EVENTS	3.16%
22	NEIGHBORS	3.15%
23	UNIT CONDITION	3.06%
24	POOL	2.72%
25	NEIGHBORHOOD	2.39%
26	PETS	1.79%
27	TOUR GUIDE	1.61%
28	NOISE	1.49%
29	FACILITIES	1.35%
30	AFFORDABILITY	1.33%
31	PARKING	1.12%

64.88%
ONSITE TEAMS



ONSITE TEAMS are mentioned most frequently in positive resident reviews.

QUALITY

Topics related to quality (**AMENITIES, AESTHETICS, AMBIANCE**) are key drivers of positive reviews.

SUPPORT

Support drives positive experiences. Residents most frequently note **FRIENDLINESS** and **PROFESSIONALISM**, as well as care during the **TOUR, LEASING** and **MOVE-IN** processes.

NEIGHBORLY

COMMUNITY is essential to the overall resident experience. It's mentioned 8x more frequently in positive reviews than topics such as **BILLING, PRICING** and **RENT**.

<1%

of topics mentioned in positive reviews

32	PRICING	0.91%	41	ONLINE / VIRTUAL VIEWING	0.22%
33	MOVE OUT	0.82%	42	UTILITIES	0.21%
34	RENT	0.72%	43	PESTS	0.19%
35	APPLIANCES	0.51%	44	BILLING / FEES	0.17%
36	MOVING PROCESS	0.45%	45	SECURITY DEPOSIT	0.08%
37	TECHNOLOGY	0.41%	46	COVID-19	0.07%
38	COMMON AREAS	0.41%	47	DISTURBANCES	0.01%
39	PRICE INCREASES	0.30%	48	FAIR HOUSING / DISCRIMINATION	0.01%
40	SCHEDULING APPOINTMENTS	0.29%	49	EVICTIONS	0.01%

What drives a **NEGATIVE RESIDENT EXPERIENCE?**

1	MAINTENANCE	34.47%
2	MANAGEMENT	29.22%
3	COMMUNICATION	22.04%
4	ONSITE TEAMS	20.00%
5	SAFETY / SECURITY	15.58%
6	PARKING	11.02%
7	CLEANLINESS	10.99%
8	PESTS	10.85%
9	BILLING / FEES	10.84%
10	RENT	9.85%
11	NEIGHBORS	9.41%
12	NOISE	8.86%
13	MOVE IN	8.84%
14	MOVE OUT	8.08%
15	CUSTOMER SERVICE	7.59%
16	LEASING PROCESS	7.36%
17	AMENITIES	7.34%
18	PRICING	6.97%
19	PROPERTY MANAGER	5.61%
20	PRICE INCREASES	4.62%
21	AESTHETICS	4.56%
22	POOL	4.16%
23	UNIT CONDITION	3.67%
24	PROFESSIONALISM	3.52%
25	UTILITIES	3.20%
26	AFFORDABILITY	2.84%
27	SECURITY DEPOSIT	2.78%
28	MAINTENANCE STAFF	2.45%
29	TOUR	2.44%
30	PETS	2.21%
31	SCHEDULING	1.69%
32	LOCATION	1.67%
33	FACILITIES	1.61%
34	NEIGHBORHOOD	1.59%
35	COMMUNITY	1.49%
36	APPLIANCES	1.48%
37	TECHNOLOGY	1.12%
38	EVICTIONS	1.11%

MAINTENANCE

MAINTENANCE is mentioned most frequently in negative resident feedback.

34.47%



SUPPORT

While residents rely on their communities for support, related topics are frequently mentioned in negative reviews. **COMMUNICATION**, **MANAGEMENT** and **ONSITE TEAMS** rank among the top four areas of concern.

COST

Cost and pricing are top drivers of negative reviews. Residents frequently mention topics like **FEES**, **RENT**, **PRICE INCREASES** and **AFFORDABILITY**.

< 1%

of topics mentioned in negative reviews

39	HELPFULNESS	0.78%
40	AMBIANCE	0.75%
41	DISTURBANCES	0.73%
42	COMMON AREAS	0.62%
43	FAIR HOUSING	0.59%
44	VIRTUAL VIEWING	0.48%
45	EVENTS	0.35%
46	FRIENDLINESS	0.33%
47	COVID-19	0.27%
48	MOVING PROCESS	0.08%
49	TOUR GUIDE	0.03%

PESTS

Mentions of **PESTS** and **CLEANLINESS** go hand in hand, coming up in 10.85% and 10.99% of negative reviews, respectively.

FOR
OUR
RE

AMENITIES & AESTHETICS ATTRACT BUT CAN CAUSE **NEGATIVITY** IN RENEWALS

67.18%

Positive reviews during the tour stage mention aesthetics 18.46% of the time, **67.18%** more than the benchmark.

Tour Topics vs. Benchmark

Stage: Tour

Sentiment: Negative



Amenities are mentioned in 17.07% of positive tour lifecycle reviews, **28.73%** above the benchmark.

28.73%

Thinking Full Lifecycle

Of course, amenities are crucial for attracting new residents. The data proves this, with aesthetics the #3 driver of positive tour reviews and amenities the #4 driver of positive tour reviews. But, if you fast-forward to renewal, amenities are mentioned 79.66% above the benchmark in negative reviews. Amenities that don't meet expectations can contribute to turnover costs.

Competitive Landscape

NMHC Top 50 mentions of **Amenities**

Positive Reviews
(More is better)

Negative Reviews
(Less is better)

AVG	12.49%
Top 5	19.80-25.53%

AVG	7.02%
Top 5	2.64-4.46%

NMHC Top 50 mentions of **Aesthetics**

Positive Reviews
(More is better)

Negative Reviews
(Less is better)

AVG	10.72%
Top 5	16.78%-21.24%

AVG	4.29%
Top 5	0.15%-0.38%

*Performance in this section is for all lifecycle stages

PEOPLE DRIVE **POSITIVITY**

73.53%

Positive reviews during the tour stage mention staff **73.53%** of the time, **13.33%** more than the benchmark.

Tour reviews account for 5.85% of all reviews in the Multifamily Reputation Index but have the highest average rating of **4.18** stars.

4.18 STARS

What to do About AI

Throughout 2024, the industry has been trying to figure out the best applications for AI. Widewail's voice of the resident data provides a counterpoint to the hype. Your people are the #1 drivers of positive resident experiences. Widewail's research suggests that smart use of AI should provide your onsite teams with more time to interact with residents face-to-face, solving problems and boosting efficiency. The aggregated opinion of 400,000 residents in 2023-2024 tells us that positive interactions with onsite teams are by far the most influential driver of positive resident experiences. As a positive byproduct, high-performing onsite teams have a high probability of producing great reviews. Used intelligently, AI can give your team time back to focus on what matters most: creating a comfortable environment for residents.

People Power

During the tour stage, onsite team members are mentioned in 73.53% of positive reviews. That's 13.33% above the benchmark. Industry-wide, people are the #1 driver of positive reviews, and the competition is not even close. The #2 driver of positive review outcomes for this stage is the leasing process, mentioned in 17.05% of reviews.

Competitive Landscape

NMHC Top 50 mentions of **Onsite Teams**

Positive Reviews

(More is better)

AVG	64.08%
Top 5	85.41%-90.60%

Negative Reviews

(Less is better)

AVG	20.48%
Top 5	12.50%-13.90%

*Performance in this section is for all lifecycle stages

Reputation Tip

The data proves that managers' most powerful tool to improve their reputation is setting up their team members for success. This could involve additional training or technology that streamlines processes and removes extraneous responsibilities from the frontline teams. Overall, enhancing your team's ability to interact positively with your residents will lead to more positive reviews.

SCHEDULING GONE WRONG

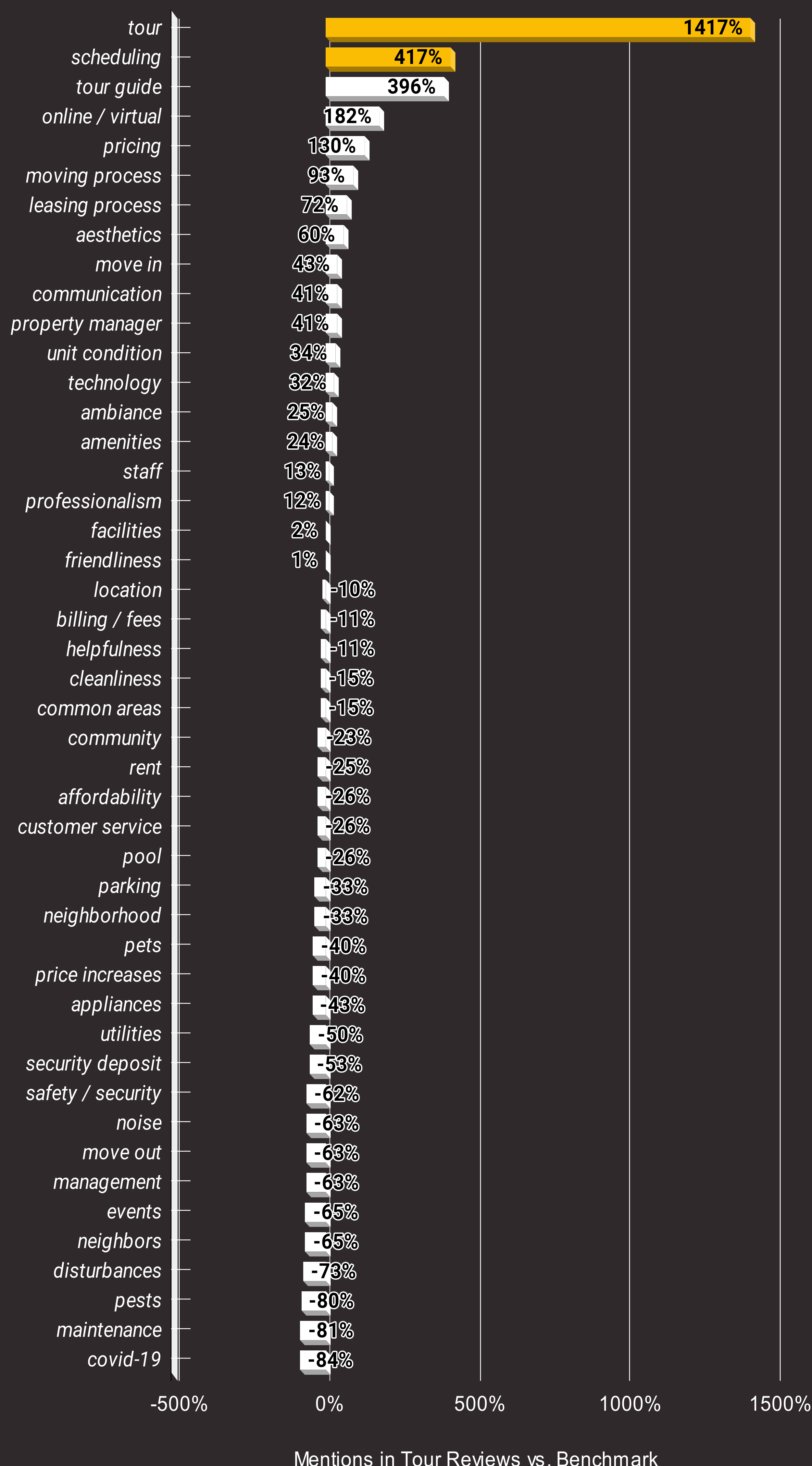
844%

Scheduling appointments is mentioned in 15.53% of negative tour reviews, **844%** above the benchmark

Tour Topics vs. Benchmark

Stage: Tour

Sentiment: Positive



Scheduling issues intertwine with communication, which jumps **63%** in negative tour reviews and is mentioned in 36% of negative reviews.

63%

A Huge Jump

The 844% growth in scheduling appointment topic mentions during tours vs. the benchmark is the largest observed. While partly due to the topic's unique relevance to the tour stage, it is also relevant to maintenance. Negative scheduling mentions drop 80% for maintenance appointments. Some topics are discussed more frequently during certain lifecycle stages, leading to an increase in overall mentions. However, just 1.54% of positive tour reviews mention scheduling appointments. The observed jump in negativity is significant, indicating a potential issue to review with your team.

Competitive Landscape

NMHC Top 50 mentions of *Scheduling Appointments*

Positive Reviews

(More is better)

AVG	0.29%
Top 5	0.41%-0.54%

Negative Reviews

(Less is better)

AVG	1.67%
Top 5	0.38%-0.93%

*Performance in this section is for all lifecycle stages

TOUR

TOPIC	BENCHMARK	TOUR	TOUR VS. BENCHMARK
ONSITE TEAMS	64.88%	73.53%	13.33%
LEASING PROCESS	9.91%	17.05%	72.00%
AESTHETICS	10.59%	16.96%	60.24%
AMENITIES	13.35%	16.57%	24.15%
MOVE IN	10.96%	15.68%	43.02%
LOCATION	14.19%	12.84%	-9.52%
HELPFULNESS	12.52%	11.10%	-11.35%
FRIENDLINESS	8.88%	8.97%	1.08%
TOUR GUIDE	1.61%	7.99%	395.52%
AMBIANCE	5.82%	7.28%	25.07%
PROPERTY MANAGER	5.14%	7.23%	40.58%
CLEANLINESS	8.42%	7.19%	-14.53%
COMMUNICATION	5.09%	7.16%	40.79%
CUSTOMER SERVICE	9.24%	6.86%	-25.73%
COMMUNITY	8.51%	6.60%	-22.50%
PROFESSIONALISM	5.56%	6.23%	12.02%
UNIT CONDITION	3.06%	4.11%	34.21%
MANAGEMENT	8.70%	3.19%	-63.35%
MAINTENANCE	13.72%	2.54%	-81.46%
MAINTENANCE STAFF	13.97%	2.20%	-84.28%
PRICING	0.91%	2.10%	129.99%
POOL	2.72%	2.01%	-26.06%
NEIGHBORHOOD	2.39%	1.60%	-33.21%
SCHEDULING APPOINTMENTS	0.29%	1.52%	417.49%
FACILITIES	1.35%	1.37%	1.93%
SAFETY / SECURITY	3.21%	1.22%	-61.90%
EVENTS	3.16%	1.10%	-65.14%
NEIGHBORS	3.15%	1.10%	-65.19%
PETS	1.79%	1.08%	-39.54%
AFFORDABILITY	1.33%	0.99%	-25.63%
MOVING PROCESS	0.45%	0.87%	93.17%
PARKING	1.12%	0.75%	-33.08%
ONLINE / VIRTUAL VIEWING	0.22%	0.63%	181.94%
NOISE	1.49%	0.56%	-62.55%
TECHNOLOGY	0.41%	0.55%	31.98%
RENT	0.72%	0.54%	-25.11%
COMMON AREAS	0.41%	0.35%	-14.77%
MOVE OUT	0.82%	0.30%	-63.01%
APPLIANCES	0.51%	0.29%	-43.00%
PRICE INCREASES	0.30%	0.18%	-40.27%
BILLING / FEES	0.17%	0.15%	-10.88%
UTILITIES	0.21%	0.11%	-49.96%
SECURITY DEPOSIT	0.08%	0.04%	-53.17%
PESTS	0.19%	0.04%	-80.01%
COVID-19	0.07%	0.01%	-83.51%
DISTURBANCES	0.01%	0.00%	-72.90%

POSITIVE
TOPIC MENTIONS

TOPIC	BENCHMARK	TOUR	TOUR VS. BENCHMARK
ONSITE TEAMS	20.00%	36.54%	82.74%
COMMUNICATION	22.04%	35.95%	63.11%
SCHEDULING APPOINTMENTS	1.69%	15.85%	840.07%
MANAGEMENT	29.22%	14.12%	-51.68%
LEASING PROCESS	7.36%	11.30%	53.49%
MOVE IN	8.84%	10.71%	21.19%
PRICING	6.97%	9.69%	38.99%
MAINTENANCE	34.47%	8.51%	-75.31%
PROFESSIONALISM	3.52%	7.67%	118.13%
CUSTOMER SERVICE	7.59%	7.53%	-0.80%
AESTHETICS	4.56%	7.45%	63.49%
CLEANLINESS	10.99%	7.39%	-32.82%
BILLING / FEES	10.84%	5.59%	-48.42%
PARKING	11.02%	5.04%	-54.26%
AMENITIES	7.34%	4.94%	-32.73%
PESTS	10.85%	4.49%	-58.64%
SAFETY / SECURITY	15.58%	4.28%	-72.50%
NEIGHBORS	9.41%	3.65%	-61.17%
PROPERTY MANAGER	5.61%	3.55%	-36.73%
LOCATION	1.67%	3.51%	109.88%
UNIT CONDITION	3.67%	3.47%	-5.49%
NOISE	8.86%	3.12%	-64.78%
RENT	9.85%	3.10%	-68.52%
PRICE INCREASES	4.62%	2.80%	-39.45%
MOVE OUT	8.08%	2.39%	-70.46%
AFFORDABILITY	2.84%	2.26%	-20.12%
POOL	4.16%	2.10%	-49.44%
AMBIANCE	0.75%	2.04%	173.80%
ONLINE / VIRTUAL VIEWING	0.48%	1.75%	265.43%
TECHNOLOGY	1.12%	1.59%	42.68%
UTILITIES	3.20%	1.35%	-57.93%
NEIGHBORHOOD	1.59%	1.04%	-34.39%
FRIENDLINESS	0.33%	0.96%	193.72%
MAINTENANCE STAFF	2.45%	0.94%	-61.68%
PETS	2.21%	0.90%	-59.42%
HELPFULNESS	0.78%	0.75%	-3.81%
COMMUNITY	1.49%	0.57%	-61.72%
FACILITIES	1.61%	0.57%	-64.54%
SECURITY DEPOSIT	2.78%	0.41%	-85.31%
APPLIANCES	1.48%	0.33%	-77.91%
MOVING PROCESS	0.08%	0.27%	220.94%
COMMON AREAS	0.62%	0.24%	-60.26%
EVICCTIONS	1.11%	0.18%	-83.47%
COVID-19	0.27%	0.14%	-46.52%
DISTURBANCES	0.73%	0.14%	-80.31%
TOUR GUIDE	0.03%	0.12%	273.40%
EVENTS	0.35%	0.12%	-65.06%
FAIR HOUSING / DISCRIMINATION	0.59%	0.12%	-79.18%

TOUR

LIFECYCLE STAGE

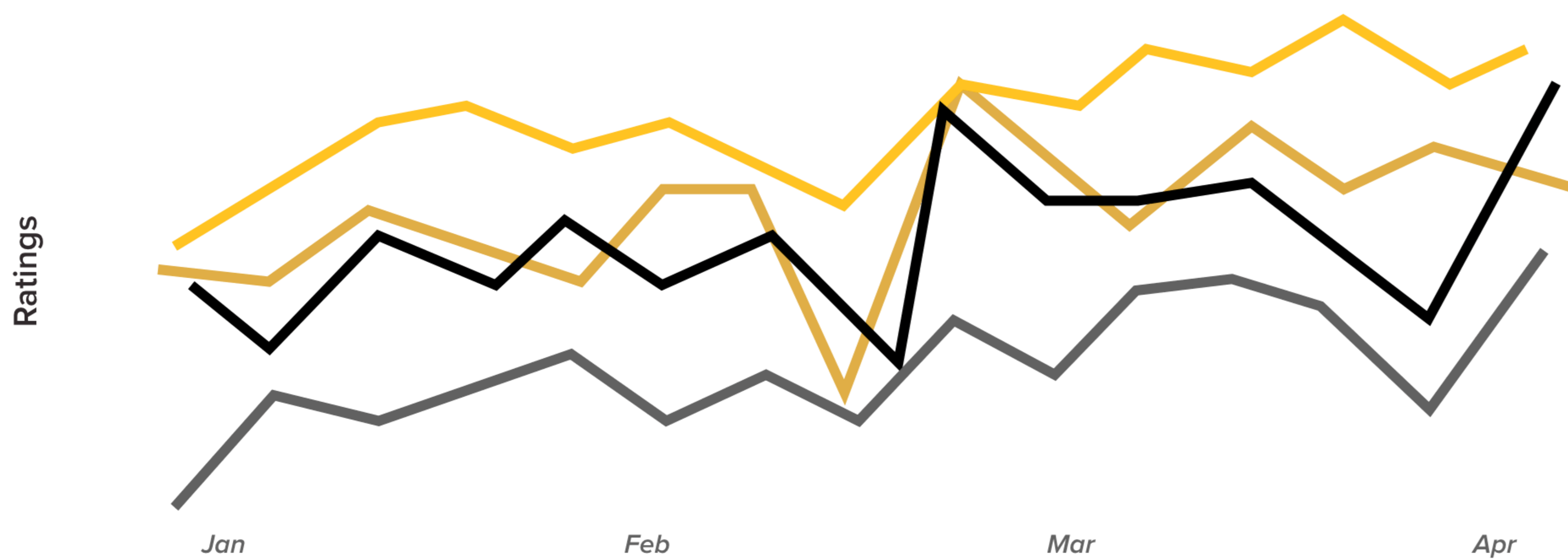
NEGATIVE TOPIC MENTIONS



Advanced Topic & Sentiment Analysis for Your Reviews

With detailed reputation reporting, natural language processing and Widewail AI-Assist, learn why, when and where your residents are satisfied.

Request a Demo:
widewail.com/connect



Current Month Ratings	Last Month Ratings
4.80 Overall	4.83 Overall
4.72 Department #1	4.81 Department #1
4.46 Facilities	4.76 Facilities
4.67 Representative	4.53 Representative
141 Number of Ratings	344 Number of Ratings

Great Job

Customers consistently support your **consistent communication.**

Needs Work

Some reviewers were not satisfied with the **wait times.**

Google Business Profile

Impressions
390,120 +8%

Engagements
36,924 +30%

See Team Member Performance

Ratings by Tag

Topic #1	4.1
Topic #2	4.3
Topic #3	4.6
Topic #4	4.8
Topic #5	4.6
Topic #6	3.7

MOVIE-MA

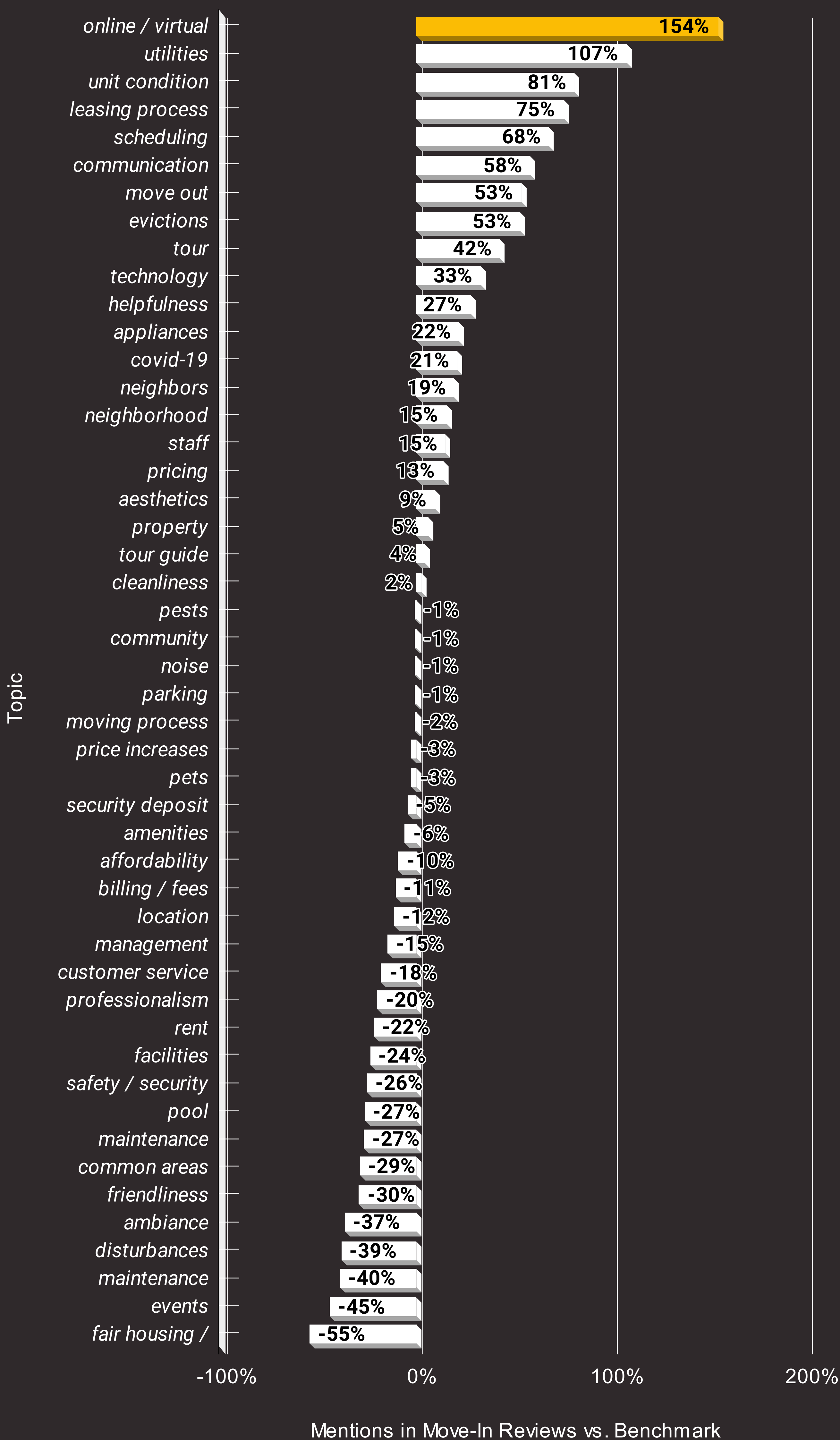
MAINTENANCE CAN MAKE OR **BREAK** FIRST IMPRESSIONS

17.51%

Maintenance is the #1 driver of negative reviews during move-in, mentioned in 40.50% of negative reviews, **17.51%** above the benchmark.

Move-In Topics vs. Benchmark

Stage: Move-In
Sentiment: Positive



The number of reviews that are tagged with "move-in" for the entire dataset: **11.4%** of reviews at 3.87.

11.4%

Multiple Layers of Quality Control

At an industry level, maintenance is the #1 cause of negative reviews. That is even more dramatic if we zoom in on the move-in stage. The quality of the unit is top of mind for incoming residents. Mentions of *unit condition* jump 81% in positive move-in reviews and 51% in negative move-in reviews. *Cleanliness* jumps 40% in negatives. Each of these topics is connected by mentions of communication, the connective tissue of a move-in experience. *Communication* is discussed 58% more than the benchmark in positive move-in reviews and 35% more in negative reviews.

Competitive Landscape

NMHC Top 50 mentions of **Maintenance**

Positive Reviews
(More is better)

Negative Reviews
(Less is better)

AVG	13.66%
Top 5	18.97%-27.32%

AVG	30.45%
Top 5	16.67%-25.29%

*Performance in this section is for all lifecycle stages

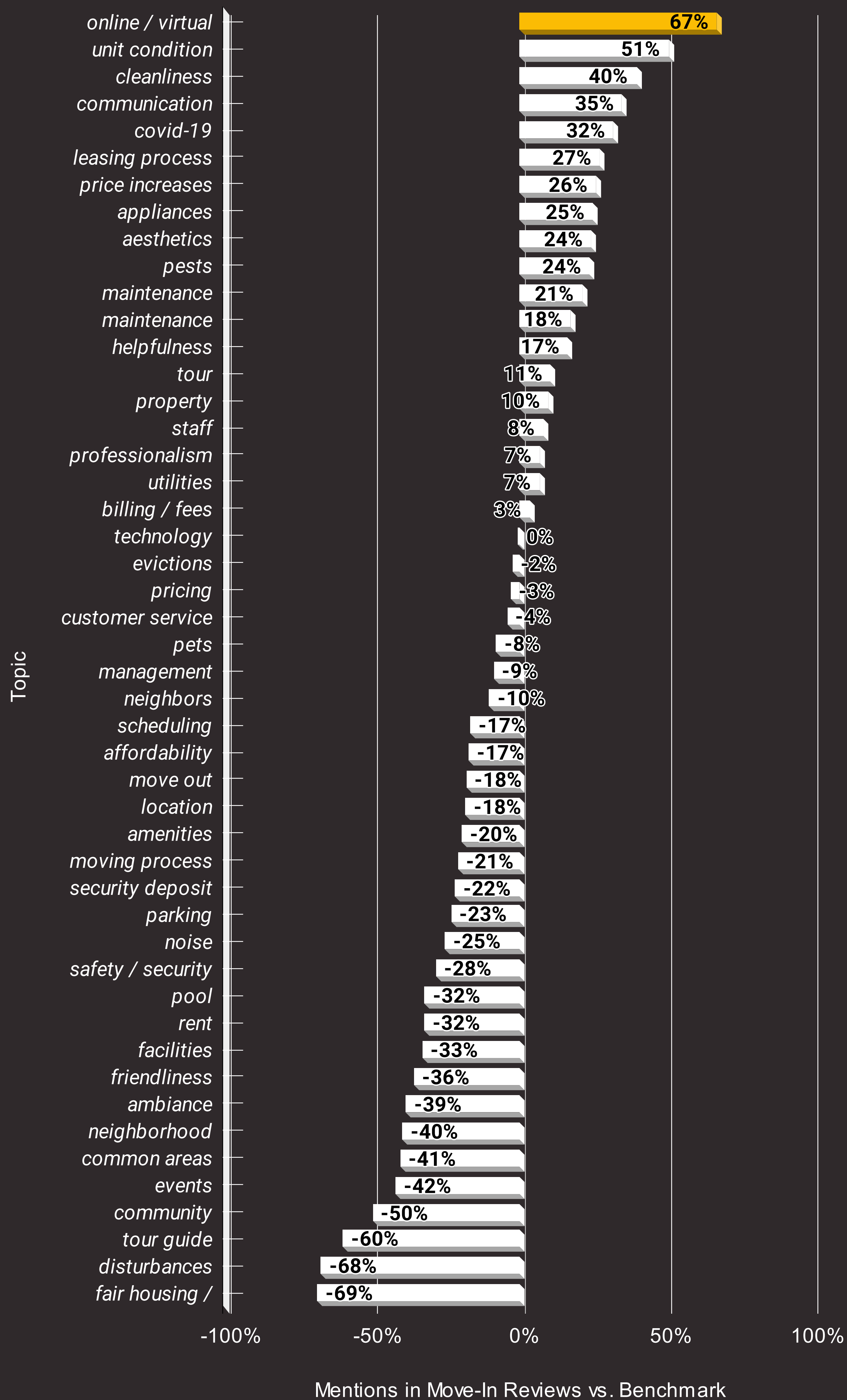
HEIGHTENED SENSITIVITY TO COMMUNICATION

+58.11% POSITIVE
+35.07% NEGATIVE

Communication mentions are increased for both positive and negative during the move-in stage.

Move-In Topics vs. Benchmark

Stage: Move-In
Sentiment: Negative



Topic	Mentions: Tour	Mentions: Move-in	Move-in vs Benchmark
Communication (-)	35.95%	29.77%	+35.07%
Communication (+)	7.16%	8.05%	+58.11%

Invest in Communication

While communication has increased relevance during the move-in stage, it's most often mentioned in negative tour reviews. This is in comparison to *maintenance*, where mentions of *communication* are closely aligned with the benchmark. Since mentions of communication do not yet over-perform the benchmark later in the resident lifecycle, there is an opportunity to get more positive reviews for the maintenance and renewal stages by investing in communication.

Competitive Landscape

NMHC Top 50 mentions of *Communication*

Positive Reviews
(More is better)

Negative Reviews
(Less is better)

AVG	5.12%
Top 5	6.56%-7.90%

AVG	22.50%
Top 5	11.20%-14.43%

*Performance in this section is for all lifecycle stages

MOVE-IN

TOPIC	BENCHMARK	MOVE-IN	MOVE-IN VS. BENCHMARK
ONSITE TEAMS	64.88%	74.36%	14.62%
LEASING PROCESS	9.91%	17.33%	74.85%
HELPFULNESS	12.52%	15.93%	27.24%
AMENITIES	13.35%	12.52%	-6.17%
LOCATION	14.19%	12.51%	-11.83%
AESTHETICS	10.59%	11.54%	9.00%
MAINTENANCE	13.72%	9.98%	-27.22%
TOUR	6.42%	9.15%	42.46%
CLEANLINESS	8.42%	8.57%	1.78%
MAINTENANCE STAFF	13.97%	8.45%	-39.55%
COMMUNITY	8.51%	8.43%	-1.04%
COMMUNICATION	5.09%	8.05%	58.11%
CUSTOMER SERVICE	9.24%	7.54%	-18.34%
MANAGEMENT	8.70%	7.40%	-14.99%
FRIENDLINESS	8.88%	6.25%	-29.60%
UNIT CONDITION	3.06%	5.53%	80.72%
PROPERTY MANAGER	5.14%	5.41%	5.30%
PROFESSIONALISM	5.56%	4.44%	-20.15%
NEIGHBORS	3.15%	3.75%	19.10%
AMBIANCE	5.82%	3.66%	-37.19%
NEIGHBORHOOD	2.39%	2.75%	14.88%
SAFETY / SECURITY	3.21%	2.38%	-25.66%
POOL	2.72%	1.98%	-26.95%
EVENTS	3.16%	1.74%	-44.87%
PETS	1.79%	1.74%	-2.70%
TOUR GUIDE	1.61%	1.68%	4.07%
NOISE	1.49%	1.47%	-1.35%
MOVE OUT	0.82%	1.25%	53.41%
AFFORDABILITY	1.33%	1.20%	-9.62%
PARKING	1.12%	1.10%	-1.38%
PRICING	0.91%	1.03%	13.22%
FACILITIES	1.35%	1.02%	-24.12%
APPLIANCES	0.51%	0.62%	21.62%
ONLINE / VIRTUAL VIEWING	0.22%	0.57%	153.98%
RENT	0.72%	0.56%	-22.20%
TECHNOLOGY	0.41%	0.55%	32.51%
SCHEDULING APPOINTMENTS	0.29%	0.49%	67.64%
MOVING PROCESS	0.45%	0.44%	-1.74%
UTILITIES	0.21%	0.44%	107.29%
PRICE INCREASES	0.30%	0.29%	-2.69%
COMMON AREAS	0.41%	0.29%	-29.34%
PESTS	0.19%	0.19%	-0.95%
BILLING / FEES	0.17%	0.15%	-11.22%
COVID-19	0.07%	0.08%	20.72%
SECURITY DEPOSIT	0.08%	0.08%	-5.08%
EVICCTIONS	0.01%	0.01%	52.55%
DISTURBANCES	0.01%	0.01%	-38.98%

**POSITIVE
TOPIC MENTIONS**

LIFECYCLE STAGE

MOVE-IN

TOPIC	BENCHMARK	MOVE-IN	MOVE-IN VS. BENCHMARK
MAINTENANCE	34.47%	40.50%	17.51%
COMMUNICATION	22.04%	29.77%	35.07%
MANAGEMENT	29.22%	26.65%	-8.80%
ONSITE TEAMS	20.00%	21.61%	8.05%
CLEANLINESS	10.99%	15.36%	39.73%
PESTS	10.85%	13.45%	23.90%
BILLING / FEES	10.84%	11.21%	3.46%
SAFETY / SECURITY	15.58%	11.14%	-28.50%
LEASING PROCESS	7.36%	9.38%	27.36%
PARKING	11.02%	8.45%	-23.29%
NEIGHBORS	9.41%	8.45%	-10.22%
CUSTOMER SERVICE	7.59%	7.27%	-4.22%
PRICING	6.97%	6.76%	-3.05%
RENT	9.85%	6.66%	-32.38%
NOISE	8.86%	6.62%	-25.36%
MOVE OUT	8.08%	6.62%	-18.14%
PROPERTY MANAGER	5.61%	6.17%	9.88%
AMENITIES	7.34%	5.90%	-19.65%
PRICE INCREASES	4.62%	5.82%	26.06%
AESTHETICS	4.56%	5.67%	24.46%
UNIT CONDITION	3.67%	5.53%	50.74%
PROFESSIONALISM	3.52%	3.76%	6.97%
UTILITIES	3.20%	3.42%	6.73%
MAINTENANCE STAFF	2.45%	2.97%	21.33%
POOL	4.16%	2.82%	-32.28%
TOUR	2.44%	2.70%	10.72%
AFFORDABILITY	2.84%	2.34%	-17.30%
SECURITY DEPOSIT	2.78%	2.17%	-21.92%
PETS	2.21%	2.04%	-7.89%
APPLIANCES	1.48%	1.85%	25.05%
SCHEDULING APPOINTMENTS	1.69%	1.40%	-16.73%
LOCATION	1.67%	1.37%	-18.36%
TECHNOLOGY	1.12%	1.11%	-0.45%
EVICCTIONS	1.11%	1.08%	-2.38%
FACILITIES	1.61%	1.08%	-33.12%
NEIGHBORHOOD	1.59%	0.95%	-39.87%
HELPFULNESS	0.78%	0.91%	16.51%
ONLINE / VIRTUAL VIEWING	0.48%	0.80%	67.31%
COMMUNITY	1.49%	0.74%	-50.11%
AMBIANCE	0.75%	0.46%	-38.65%
COMMON AREAS	0.62%	0.37%	-40.63%
COVID-19	0.27%	0.35%	32.06%
DISTURBANCES	0.73%	0.24%	-67.58%
FRIENDLINESS	0.33%	0.21%	-35.98%
EVENTS	0.35%	0.20%	-42.22%
FAIR HOUSING / DISCRIMINATION	0.59%	0.18%	-68.90%
MOVING PROCESS	0.08%	0.07%	-20.97%
TOUR GUIDE	0.03%	0.01%	-60.16%

NEGATIVE TOPIC MENTIONS



Invite: Automated Review Generation

Send personalized SMS-based review requests to residents automatically after tours, move-in, maintenance and renewal. Invite guides customers from request to review submission in three easy steps on their mobile device. With an easy, personalized, and SMS-first approach, activate the voice of your residents, generating more 5-star reviews and as a result boosting search rankings.

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Integrations

Powering Automation:



Target:
Move-in



60% of
Move-in

➤ **Text Review**

Sent with Invite ➤

Hey, Paul! This is Dan from Cityside Estates. Thank you for choosing our community! Would you please take a moment to leave us a review?



"I'm very happy with my new apartment. Dan is awesome!"

[See Review on Google](#)

RESIDENCY

**PEOPLE ARE #1
BUT MAINTENANCE SHOWS UP OFTEN**

64.88%

Onsite teams are mentioned in **64.88%** of positive reviews, the #1 driver of positive reviews.

 **Ask Every Resident**

Maintenance is the #2 driver of positive reviews and the #1 driver of negatives. Negative interactions tend to drive residents to leave reviews organically. However, by implementing a proactive review generation strategy, you can encourage more positive feedback by getting a wider swath of your residents involved. Ask new residents for reviews during the move-in process when impressions are fresh and quality is top of mind. Follow up at renewal time, another engaged period. But, most importantly, request feedback after every maintenance interaction. Residents are much more likely to leave a positive review when prompted during peak lifecycle moments. Don't wait for the negatives, take an active approach to generate positive review volume.

 **Reputation Tip**

Automated review requests can be humanized by incorporating documented information from the PMS or CRM. Each review request should include the name of the onsite or maintenance team member who interacted with the resident to make the process feel more manual and personalized.

Percentage of positive reviews mentioning maintenance and/or maintenance staff

31.96%

34.47%

Percentage of negative reviews mentioning maintenance

 **Competitive Landscape**

NMHC Top 50 mentions of **Maintenance**

Positive Reviews

(More is better)

AVG	13.66%
Top 5	19-27%

Negative Reviews

(Less is better)

AVG	34.38%
Top 5	16.6-25%

NMHC Top 50 mentions of **Onsite Teams**

Positive Reviews

(More is better)

AVG	64.08%
Top 5	85.41%-90.60%

Negative Reviews

(Less is better)

AVG	20.48%
Top 5	12.50%-13.90%

*Performance in this section is for all lifecycle stages

COMMUNITY IS A FEELING. IT LINGERS. EVENTS FADE.

2X

Community is the 14th most frequently mentioned topic and comes up in 7.74% of positive reviews – **2x** more than events.

Maintenance Topics vs. Benchmark

Stage: Residency/Maintenance
Sentiment: Negative



A Feeling

Events are a tactic to build community. As a result, we see community mentioned more often in resident reviews. Community is a combined set of experiences built up over time. It's a combination of friends, neighbors, maintenance, events, and management all intertwined in the resident's mind, resulting in a positive expression of community in reviews.

Competitive Landscape

NMHC Top 50 mentions of **Community**

Positive Reviews
(More is better)

Negative Reviews
(Less is better)

AVG	8.23%
Top 5	13.29%-14.90%

AVG	1.64%
Top 5	0.30%-0.96%

*Performance in this section is for all lifecycle stages

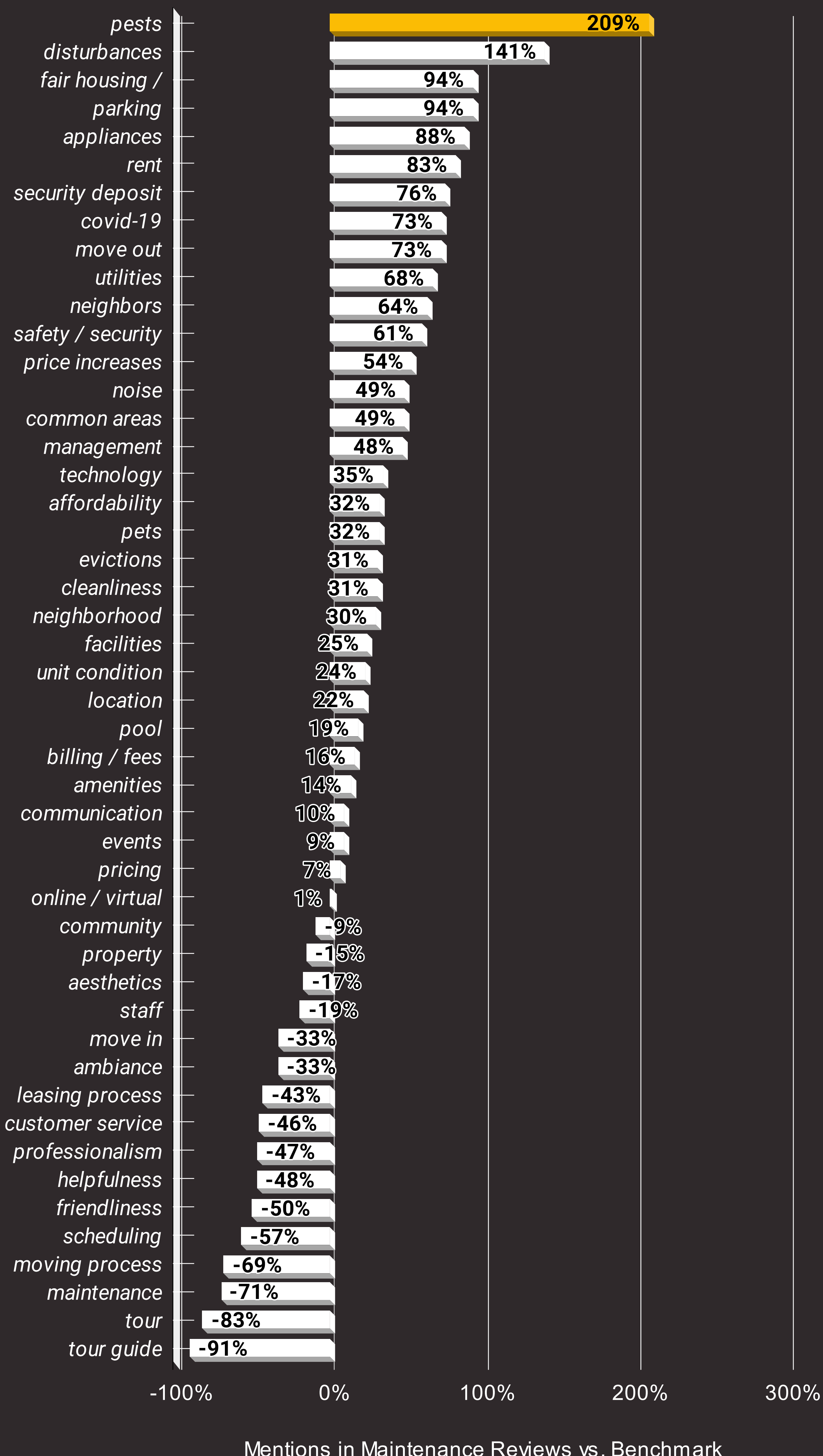
REWARDING **SAFE** ENVIRONMENTS

60.85%

Safety and security are mentioned **60.85%** more often in positive maintenance reviews compared to the benchmark, mentioned in 5.16% of reviews.

Maintenance Topics vs. Benchmark

Stage: Residency/Maintenance
Sentiment: Positive



On the Grounds and In-Unit

In the context of maintenance, residents reward creating and upholding a safe community environment. The upkeep and general safety of the building: clear sidewalks, clean common areas, working security cameras/gates, no access issues, etc. create positive reviews. The feeling of safety extends to in-unit interactions as well. Residents want to feel comfortable and safe letting maintenance teams into their homes. Interactions with service team members that reinforce a feeling of trust result in more positive resident reviews.

Competitive Landscape

NMHC Top 50 mentions of **Safety/Security**

Positive Reviews
(More is better)

Negative Reviews
(Less is better)

AVG	3.40%
Top 5	5.19%-8.14%

AVG	15.41%
Top 5	9.09%-11.82%

*Performance in this section is for all lifecycle stages

PESTS & CLEANLINESS ARE COMMON IN NEGATIVES

44%

Negative maintenance reviews mention pests **44%** more often than industry benchmarks. Pests are the #5 driver of negativity during the maintenance lifecycle stage.

Top Topics: Maintenance

Topic	Mentions (Neg)
Management	31.42%
Communication	21.78%
Staff	17.90%
Safety/Security	16.52%
Pests	15.76%
Cleanliness	14.63%
Rent	12.43%

Meeting Expectations

Unsavory living conditions create more negativity and come up more in reviews than *parking, neighbors, fees, and unit condition*. While the existence of pests and unkempt spaces is commonly mentioned in negative reviews, it's not often mentioned in positives, as residents expect a pest-free home. It's a common trend in reviews for property managers not to be rewarded for good performance if they simply meet expectations. However, managers will be reprimanded for falling short of expectations. This phenomenon varies by topic, and is more pronounced with something obviously problematic, like pests, and less with something subjective, like communication.

Cleanliness is mentioned in negative maintenance reviews **31%** more often than the benchmark and is the #6 driver of negativity during the maintenance stage.

31%

Competitive Landscape

NMHC Top 50 mentions of **Pests**

Positive Reviews
(more is better)

AVG	0.22%
Top 5	0.39-1.09%

Negative Reviews
(Less is better)

AVG	10.47%
Top 5	3.68-6.04%

NMHC Top 50 mentions of **Cleanliness**

Positive Reviews
(More is better)

AVG	8.57%
Top 5	10.93%-24.71%

Negative Reviews
(Less is better)

AVG	11.10%
Top 5	6.09-7.43%

*Performance in this section is for all lifecycle stages

TOPIC	BENCHMARK	MAINTENANCE	MAINTENANCE VS. BENCHMARK
ONSITE TEAMS	64.88%	52.47%	-19.13%
LOCATION	14.19%	17.30%	21.92%
AMENITIES	13.35%	15.18%	13.74%
MANAGEMENT	8.70%	12.87%	47.92%
CLEANLINESS	8.42%	11.06%	31.40%
AESTHETICS	10.59%	8.78%	-17.02%
COMMUNITY	8.51%	7.78%	-8.67%
MOVE IN	10.96%	7.31%	-33.35%
HELPFULNESS	12.52%	6.57%	-47.52%
LEASING PROCESS	9.91%	5.61%	-43.40%
COMMUNICATION	5.09%	5.58%	9.70%
NEIGHBORS	3.15%	5.16%	63.91%
SAFETY / SECURITY	3.21%	5.16%	60.85%
CUSTOMER SERVICE	9.24%	5.00%	-45.87%
FRIENDLINESS	8.88%	4.41%	-50.34%
PROPERTY MANAGER	5.14%	4.37%	-14.97%
MAINTENANCE STAFF	13.97%	4.05%	-71.00%
AMBIANCE	5.82%	3.87%	-33.49%
UNIT CONDITION	3.06%	3.78%	23.58%
EVENTS	3.16%	3.45%	9.43%
POOL	2.72%	3.22%	18.63%
NEIGHBORHOOD	2.39%	3.12%	30.39%
PROFESSIONALISM	5.56%	2.94%	-47.21%
PETS	1.79%	2.37%	32.34%
NOISE	1.49%	2.22%	49.27%
PARKING	1.12%	2.17%	93.71%
AFFORDABILITY	1.33%	1.76%	32.37%
FACILITIES	1.35%	1.69%	25.03%
MOVE OUT	0.82%	1.41%	72.84%
RENT	0.72%	1.32%	82.77%
TOUR	6.42%	1.11%	-82.69%
PRICING	0.91%	0.98%	7.06%
APPLIANCES	0.51%	0.96%	88.35%
COMMON AREAS	0.41%	0.61%	48.85%
PESTS	0.19%	0.59%	208.80%
TECHNOLOGY	0.41%	0.56%	34.73%
PRICE INCREASES	0.30%	0.46%	54.16%
UTILITIES	0.21%	0.36%	67.66%
ONLINE / VIRTUAL VIEWING	0.22%	0.23%	0.88%
BILLING / FEES	0.17%	0.19%	16.43%
SECURITY DEPOSIT	0.08%	0.14%	76.12%
TOUR GUIDE	1.61%	0.14%	-91.28%
MOVING PROCESS	0.45%	0.14%	-68.83%
SCHEDULING APPOINTMENTS	0.29%	0.13%	-57.41%
COVID-19	0.07%	0.12%	73.40%
DISTURBANCES	0.01%	0.03%	141.04%
FAIR HOUSING / DISCRIMINATION	0.01%	0.02%	93.76%
EVICCTIONS	0.01%	0.01%	31.48%

LIFECYCLE STAGE RESIDENCY

POSITIVE TOPIC MENTIONS

**The mentions on this page are specifically related to maintenance*

TOPIC	BENCHMARK	MAINTENANCE	MAINTENANCE VS. BENCHMARK
MANAGEMENT	29.22%	31.42%	7.54%
COMMUNICATION	22.04%	21.78%	-1.19%
STAFF	20.00%	17.90%	-10.48%
SAFETY / SECURITY	15.58%	16.52%	6.01%
PESTS	10.85%	15.76%	45.19%
CLEANLINESS	10.99%	14.63%	33.09%
RENT	9.85%	12.43%	26.13%
PARKING	11.02%	11.05%	0.26%
MOVE IN	8.84%	10.34%	17.00%
NEIGHBORS	9.41%	10.17%	8.15%
AMENITIES	7.34%	9.80%	33.54%
BILLING / FEES	10.84%	8.96%	-17.38%
MOVE OUT	8.08%	8.58%	6.11%
NOISE	8.86%	8.08%	-8.80%
PRICING	6.97%	7.35%	5.41%
AESTHETICS	4.56%	6.10%	33.87%
PROPERTY MANAGER	5.61%	5.93%	5.74%
CUSTOMER SERVICE	7.59%	5.86%	-22.85%
PRICE INCREASES	4.62%	5.67%	22.86%
UNIT CONDITION	3.67%	5.44%	48.36%
POOL	4.16%	5.18%	24.62%
LEASING PROCESS	7.36%	4.84%	-34.25%
UTILITIES	3.20%	4.20%	31.14%
SECURITY DEPOSIT	2.78%	3.07%	10.51%
APPLIANCES	1.48%	2.61%	76.55%
PETS	2.21%	2.49%	12.55%
AFFORDABILITY	2.84%	2.46%	-13.07%
FACILITIES	1.61%	2.30%	42.73%
MAINTENANCE STAFF	2.45%	1.84%	-25.08%
PROFESSIONALISM	3.52%	1.67%	-52.46%
NEIGHBORHOOD	1.59%	1.59%	0.32%
LOCATION	1.67%	1.32%	-21.16%
COMMUNITY	1.49%	1.30%	-12.91%
EVICCTIONS	1.11%	1.06%	-4.50%
TECHNOLOGY	1.12%	0.94%	-15.77%
COMMON AREAS	0.62%	0.81%	31.44%
TOUR	2.44%	0.57%	-76.57%
DISTURBANCES	0.73%	0.55%	-23.64%
HELPFULNESS	0.78%	0.49%	-37.36%
AMBIANCE	0.75%	0.48%	-35.84%
EVENTS	0.35%	0.41%	15.80%
ONLINE / VIRTUAL VIEWING	0.48%	0.34%	-28.82%
SCHEDULING APPOINTMENTS	1.69%	0.32%	-80.93%
COVID-19	0.27%	0.23%	-12.37%
FAIR HOUSING / DISCRIMINATION	0.59%	0.23%	-60.78%
FRIENDLINESS	0.33%	0.13%	-60.81%
MOVING PROCESS	0.08%	0.04%	-49.07%
TOUR GUIDE	0.03%	0.01%	-79.46%

LIFECYCLE STAGE RESIDENCY

NEGATIVE TOPIC MENTIONS

**The mentions on this page are specifically related to maintenance*



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Keyword
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Keyword
Location

RETENTION

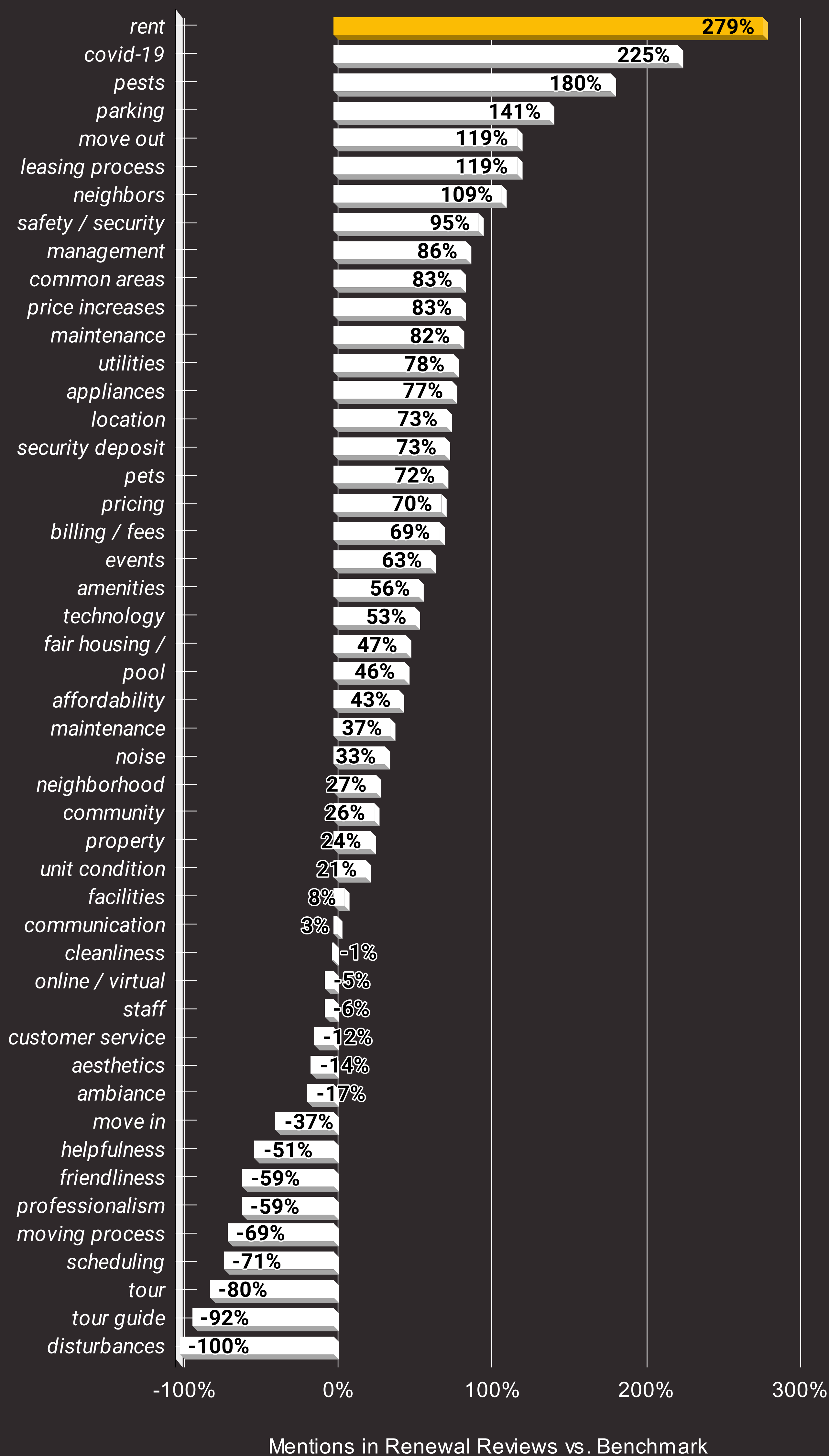
**PRICE INCREASES
ARE MENTIONED OFTEN**

183%

At **183%** above the benchmark, the largest growth of any negative topic in the renewal stage, price increases are mentioned often—more than pricing, bills/fees or affordability.

Renewal Topics vs. Benchmark

Stage: Retention
Sentiment: Positive



Price Increases and Perceived Value

When it comes to negative mentions of price increases, the key issue is not necessarily the pricing itself but how price increases are communicated - whether the perceived value justifies the cost. Renewal reviews focus more on price increases than overall pricing, fees, or affordability. This suggests residents are less concerned with the sticker price if they feel they're getting a valuable experience. However, if price hikes are not properly explained and expectations are not set appropriately, it leads to negativity in reviews.

Competitive Landscape

NMHC Top 50 mentions of **Price Increases**

Positive Reviews
(More is better)

Negative Reviews
(Less is better)

AVG	0.33%
Top 5	0.53%-0.89%

AVG	4.39%
Top 5	1.28%-1.48%

*Performance in this section is for all lifecycle stages

Related Topics

Topics	Mentions (Neg)
Price Increases	13.10%
Rent	26.02%
Billing/Fees	12.13%
Leasing Process	15.57%

*Data for this section is for the retention stage

MAINTENANCE INFLUENCES

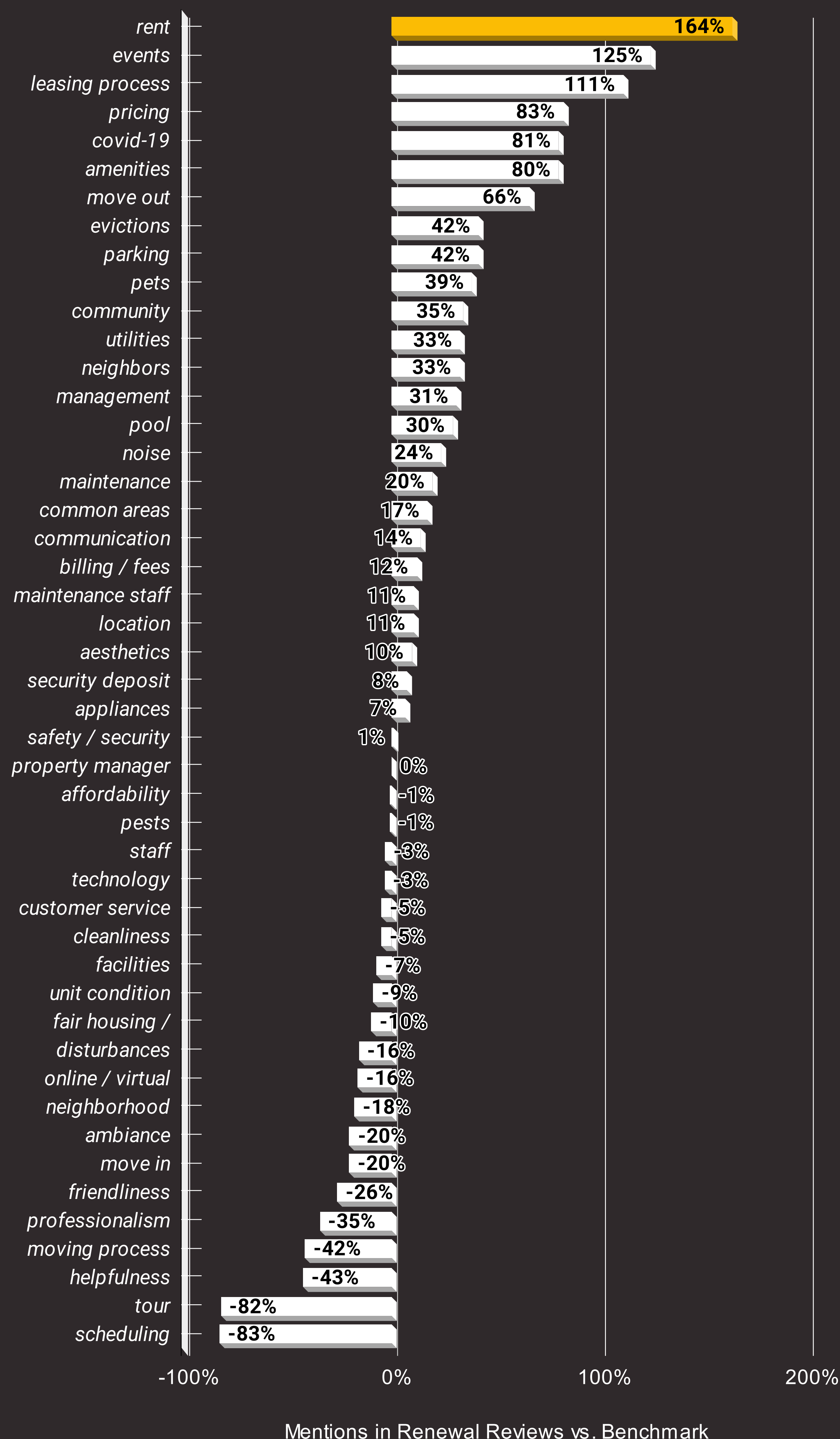
POSITIVE AND NEGATIVE RENEWAL REVIEWS

#1, #2

Maintenance is the #2 positive and the #1 negative topic mentioned in renewal reviews. It has 81.6% more mentions in positive reviews and 19.8% more mentions in negative reviews over the benchmarks.

Renewal Topics vs. Benchmark

Stage: Retention
Sentiment: Negative



In positive renewal reviews, maintenance is mentioned in 24.9% of reviews, **81.6%** over the benchmark.

81.6%

19.8%

In negative renewal reviews, maintenance is mentioned in 41.3%, **19.8%** over the benchmark.

Maintenance is the Key

Onsite teams are the #1 driver of positive outcomes in renewal reviews, but their mentions drop by 6% vs the benchmark. Positive *maintenance* mentions nearly double in context with retention vs. the benchmark, and *maintenance staff* climbs 37%. In our data, maintenance dramatically impacts move-in, residency and renewal. Yet, its average rating is 2.89 stars. Efforts to optimize maintenance will have positive effects throughout the resident lifecycle. Using review data and topic analysis, you can put a specific number on your portfolio's progress down to multiple decimal points.

Competitive Landscape

NMHC Top 50 mentions of *Maintenance*

Positive Reviews
(More is better)

Negative Reviews
(Less is better)

AVG	13.66%
Top 5	19-27%

AVG	34.38%
Top 5	16.6-25%

*Performance in this section is for all lifecycle stages

THE LEASING PROCESS IS THE #3 MOST MENTIONED TOPIC IN RENEWAL

119%

Leasing is mentioned in 21.7% of positive renewal reviews. Mentions of the leasing process grow substantially in this lifecycle stage, reaching 119% above the benchmark.

Throughout the Lifecycle

Stage	Leasing Process Mentions (+)	Benchmark Difference
Tour	17.05%	72.00%
Move-in	17.33%	74.85%
Maintenance	5.61%	-43.40%
Move-out	6.34%	-36.06%
Renewal	21.72%	119.19%

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Escalated Impact

The concept of the leasing process is typically relevant in two lifecycle stages—tour and renewal—but has a greater impact on renewal. While above the benchmark in both scenarios, the difference from the benchmark is greater in renewal for both positive and negative mentions. Prospects don't have as much context as your current residents on the leasing process and, as a result, it drives fewer mentions.

Competitive Landscape

NMHC Top 50 mentions of *Leasing Process*

Positive Reviews

(More is better)

AVG	9.20%
Top 5	12.10%-14.35%

Negative Reviews

(Less is better)

AVG	7.13%
Top 5	1.56%-5.12%

*Performance in this section is for all lifecycle stages

AMENITIES THAT FALL SHORT OF EXPECTATIONS ARE A RETENTION PROBLEM

80%

Negative mentions of amenities are up **80%** over the benchmark during renewal.

Related Topics

Topics	Mentions (-)
Cleanliness	10.45%
Aesthetics	5.00%
Pool	5.38%
Utilities	4.26%

**Data for this section is for the retention stage*

Reputation Tip

A great way to get real-time feedback from residents is by requesting multimedia reviews, like video testimonials. Ask residents to record a quick clip on their phone of what they think about the amenities offered. A great way to do this is by putting QR codes up at community events with a link to a video-collection campaign using a software like Widewail's Invite Video. You can even incentivize residents to submit videos by either offering gift cards outright, or entering them for a chance to win a prize. The best part, not only are you collecting feedback to improve operations but you've now got an arsenal of compelling marketing materials to help attract new residents. Chop up the best footage and distribute on your website, social media, or other digital marketing channels.

Cleanliness is mentioned in negative maintenance reviews **31%** more often than the benchmark and is the #6 driver of negativity during the maintenance stage.

31%

Meeting Expectations

Amenities are a big selling point during the tour stage, with positive mentions increasing 28% over the benchmark. However, whether those amenities live up to expectations long-term will impact a resident's decision to renew. There's an 80% jump in negative mentions of *amenities* during the renewal stage, making it the 8th highest negative topic above benchmark in renewal. This contrasts with a 55% increase in positive *amenities* mentions during the renewal stage. Amenities are impacting retention. But, when bad, the negative impact outpaces the positive.

Competitive Landscape

NMHC Top 50 mentions of *Amenities*

Positive Reviews

(More is better)

AVG	12.49%
Top 5	19.8%-25.5%

Negative Reviews

(Less is better)

AVG	7.02%
Top 5	2.53%-4.80%

**Performance in this section is for all lifecycle stages*

A SENSE OF COMMUNITY BEYOND AMENITIES

109%

Positive neighbors mentions increase **109%** over the industry benchmark during the renewal stage. Positive noise mentions increase 33%, but these topics are only mentioned in a small percentage of reviews overall (2.15%).

Pieces of the Puzzle

A sense of community and high-quality living conditions are impacting retention. While not the entire solution, they represent important pieces of the puzzle that property managers must prioritize to improve renewal rates. Details like proper sound insulation between units need to be a top priority from the construction phase, as noise complaints and lack of privacy can cause frustration within a community. Further, improving retention requires addressing the total living experience beyond amenities and unit features. While no community manager can force everyone to be friends, actively hosting events and creating opportunities for neighbors to build relationships organically will have a positive impact.

Related Topics

Topic	Positive Mentions	Negative Mentions
Community	10.76%	2.01%
Ambiance	4.86%	0.59%
Events	5.16%	0.79%

*Data for this section is for the retention stage

In negative renewal reviews, neighbors and noise are mentioned **32.5%** and **24%** over the benchmark, respectively.

+32.5%
+24%

Competitive Landscape

NMHC Top 50 mentions of **Neighbors**

Positive Reviews

(More is better)

AVG	3.38%
Top 5	5.15-5.74%

Negative Reviews

(Less is better)

AVG	9.57%
Top 5	6.01%-6.87%

NMHC Top 50 mentions of **Noise**

Positive Reviews

(More is better)

AVG	1.56%
Top 5	3.83%-2.92%

Negative Reviews

(Less is better)

AVG	8.49%
Top 5	4.02-5.35%

*Performance in this section is for all lifecycle stages

PRIORITIZE **PARKING** FOR RETENTION SUCCESS

41.64%

Parking is mentioned in 15.61% of negative renewal reviews, **41.64%** above the overall benchmark.

Throughout the Lifecycle

Stage	Parking Mentions (+)	Benchmark Difference
Tour	0.75%	-33.08%
Move-in	1.10%	-1.38%
Maintenance	2.17%	+93.71%
Move-out	1.79%	+60.29%
Renewal	2.69%	+140.59%

Reputation Tip

Use negative feedback to your advantage. As highlighted, parking is a driver of negativity during the retention stage. Paying attention to the issues raised in negative reviews can help you make a concrete plan for improvement. Maybe you need to clarify parking guidelines or enforce regulations more consistently. No matter where your negative reviews stem from, approaching them as an opportunity to learn and improve the resident experience will mitigate the effect of negative ratings and boost your reputation in the long run. This applies to every stage in the resident lifecycle.

Positive parking mentions during renewal are low (2.69% of reviews) but still a **140.59%** increase over the benchmark.

140.59%

The Parking Problem

If you manage communities, you already know whether or not parking is a problem. Parking is the #7 driver of renewal negativity overall, mentioned in 15.61% of reviews, 41.64% above the industry benchmark. Unfortunately, as with many topics, there may be little you can do to fix that. But, if you're lucky enough to have a potential solution, data from reviews can help you measure the impact of parking on your community's reputation and retention.

Competitive Landscape

NMHC Top 50 mentions of **Parking**

Positive Reviews *(More is better)*

AVG	1.17%
Top 5	1.65%-4.07%

Negative Reviews *(Less is better)*

AVG	10.51%
Top 5	13.21%-18.51%

**Performance in this section is for all lifecycle stages*

LIFECYCLE STAGE

RETENTION

TOPIC	BENCHMARK	RENEWAL	RENEWAL VS. BENCHMARK
ONSITE TEAMS	64.88%	61.10%	-5.82%
MAINTENANCE	13.72%	24.91%	81.56%
LOCATION	14.19%	24.61%	73.45%
LEASING PROCESS	9.91%	21.72%	119.19%
AMENITIES	13.35%	20.77%	55.59%
MAINTENANCE STAFF	13.97%	19.20%	37.45%
MANAGEMENT	8.70%	16.22%	86.38%
COMMUNITY	8.51%	10.76%	26.41%
AESTHETICS	10.59%	9.09%	-14.16%
CLEANLINESS	8.42%	8.33%	-1.09%
CUSTOMER SERVICE	9.24%	8.11%	-12.17%
MOVE IN	10.96%	6.88%	-37.27%
NEIGHBORS	3.15%	6.59%	109.42%
PROPERTY MANAGER	5.14%	6.37%	23.90%
SAFETY / SECURITY	3.21%	6.24%	94.59%
HELPFULNESS	12.52%	6.16%	-50.84%
COMMUNICATION	5.09%	5.24%	2.99%
EVENTS	3.16%	5.16%	63.42%
AMBIANCE	5.82%	4.86%	-16.53%
POOL	2.72%	3.96%	45.73%
UNIT CONDITION	3.06%	3.71%	21.13%
FRIENDLINESS	8.88%	3.63%	-59.06%
PETS	1.79%	3.07%	71.81%
NEIGHBORHOOD	2.39%	3.04%	27.33%
RENT	0.72%	2.75%	279.42%
PARKING	1.12%	2.69%	140.59%
PROFESSIONALISM	5.56%	2.25%	-59.46%
NOISE	1.49%	1.99%	33.44%
AFFORDABILITY	1.33%	1.90%	43.02%
MOVE OUT	0.82%	1.79%	119.36%
PRICING	0.91%	1.55%	70.01%
FACILITIES	1.35%	1.45%	7.59%
TOUR	6.42%	1.27%	-80.26%
APPLIANCES	0.51%	0.90%	77.10%
COMMON AREAS	0.41%	0.75%	83.14%
TECHNOLOGY	0.41%	0.63%	53.23%
PRICE INCREASES	0.30%	0.55%	82.85%
PESTS	0.19%	0.54%	180.26%
UTILITIES	0.21%	0.38%	78.02%
BILLING / FEES	0.17%	0.28%	68.61%
COVID-19	0.07%	0.23%	224.51%
ONLINE / VIRTUAL VIEWING	0.22%	0.21%	-5.44%
MOVING PROCESS	0.45%	0.14%	-68.74%
SECURITY DEPOSIT	0.08%	0.14%	72.77%
TOUR GUIDE	1.61%	0.13%	-92.13%
SCHEDULING APPOINTMENTS	0.29%	0.08%	-71.22%
EVICCTIONS	0.01%	0.03%	299.85%
FAIR HOUSING / DISCRIMINATION	0.01%	0.01%	47.31%

POSITIVE
TOPIC MENTIONS

LIFECYCLE STAGE

RETENTION

TOPIC	BENCHMARK	RENEWAL	RENEWAL VS. BENCHMARK
MAINTENANCE	34.47%	41.31%	19.84%
MANAGEMENT	29.22%	38.35%	31.24%
RENT	9.85%	26.02%	164.10%
COMMUNICATION	22.04%	25.17%	14.19%
ONSITE TEAMS	20.00%	19.37%	-3.16%
SAFETY / SECURITY	15.58%	15.69%	0.66%
PARKING	11.02%	15.61%	41.64%
LEASING PROCESS	7.36%	15.57%	111.46%
MOVE OUT	8.08%	13.45%	66.43%
AMENITIES	7.34%	13.24%	80.42%
PRICE INCREASES	4.62%	13.10%	183.72%
PRICING	6.97%	12.73%	82.54%
NEIGHBORS	9.41%	12.47%	32.59%
BILLING / FEES	10.84%	12.13%	11.95%
NOISE	8.86%	10.99%	24.01%
PESTS	10.85%	10.75%	-0.94%
CLEANLINESS	10.99%	10.45%	-4.98%
CUSTOMER SERVICE	7.59%	7.22%	-4.92%
MOVE IN	8.84%	7.04%	-20.36%
PROPERTY MANAGER	5.61%	5.61%	-0.04%
POOL	4.16%	5.38%	29.52%
AESTHETICS	4.56%	5.00%	9.73%
UTILITIES	3.20%	4.26%	33.06%
UNIT CONDITION	3.67%	3.34%	-8.91%
PETS	2.21%	3.07%	38.75%
SECURITY DEPOSIT	2.78%	2.99%	7.64%
AFFORDABILITY	2.84%	2.81%	-0.80%
MAINTENANCE STAFF	2.45%	2.72%	10.89%
PROFESSIONALISM	3.52%	2.30%	-34.65%
COMMUNITY	1.49%	2.01%	34.61%
LOCATION	1.67%	1.85%	10.54%
APPLIANCES	1.48%	1.58%	6.56%
EVICCTIONS	1.11%	1.58%	41.81%
FACILITIES	1.61%	1.49%	-7.24%
NEIGHBORHOOD	1.59%	1.30%	-17.92%
TECHNOLOGY	1.12%	1.08%	-3.46%
EVENTS	0.35%	0.79%	124.75%
COMMON AREAS	0.62%	0.72%	17.39%
DISTURBANCES	0.73%	0.61%	-15.81%
AMBIANCE	0.75%	0.59%	-20.20%
FAIR HOUSING / DISCRIMINATION	0.59%	0.53%	-9.82%
COVID-19	0.27%	0.48%	80.53%
HELPFULNESS	0.78%	0.45%	-42.66%
TOUR	2.44%	0.43%	-82.19%
ONLINE / VIRTUAL VIEWING	0.48%	0.40%	-16.32%
SCHEDULING APPOINTMENTS	1.69%	0.29%	-82.85%
FRIENDLINESS	0.33%	0.24%	-26.16%
MOVING PROCESS	0.08%	0.05%	-41.66%

**NEGATIVE
TOPIC MENTIONS**



Resident Video Testimonials via SMS

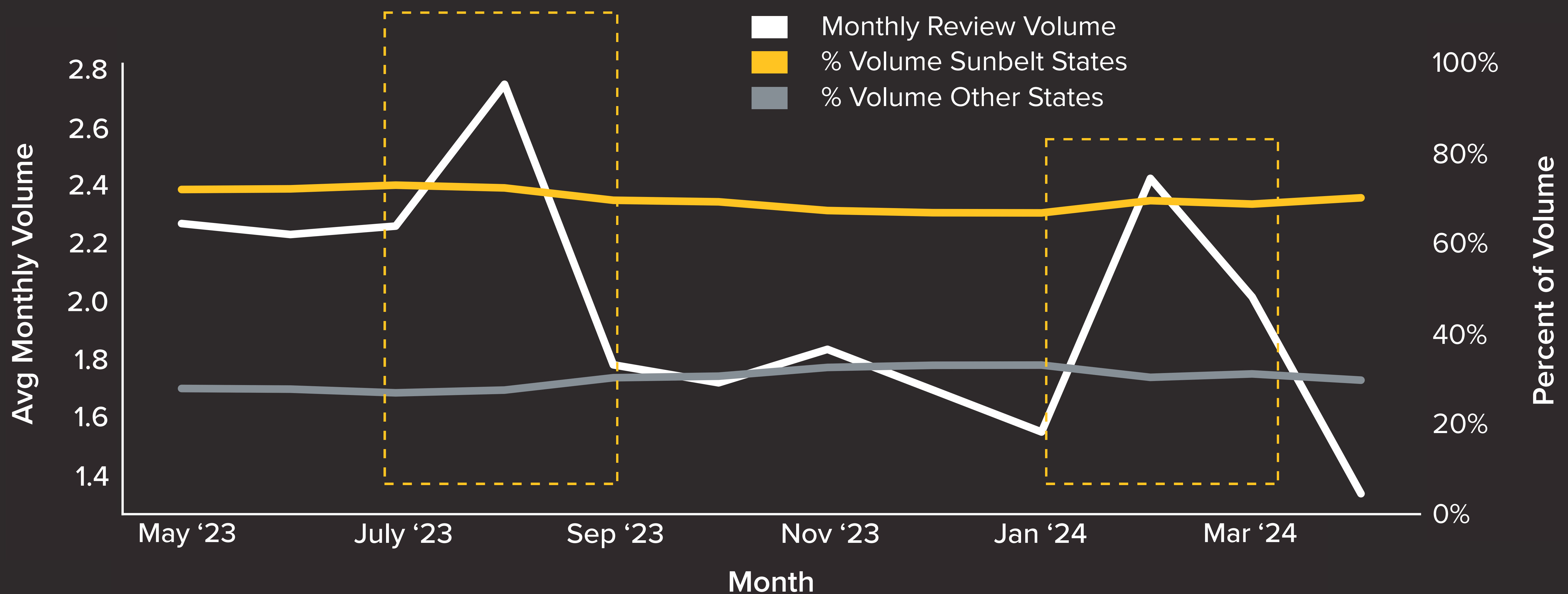
Using SMS, personalization, and automation, turn your PMS/CRM into a video testimonial generating machine with Invite Video. Collect authentic and trustworthy video content regularly with Widewail's automated, hands-off process. Share resident video testimonials in ads, on your site, and social media at key decision-making moments to increase conversion.

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LEASING SEASON

Multifamily leasing season, when most new leases are signed and move-ins occur, runs from May-August. Our analysis of over 400k Google reviews across 20,611 properties revealed a surge in monthly volume during this period, hovering around 2.2 reviews per month with a peak in August at 2.7 reviews per month. Notably, another spike of 2.4 reviews per community, a 7.5% increase over the May-August peaks, was observed in February.



What Are People Talking About?

Leasing season is the ideal time to get a glimpse of what new and prospective residents notice when touring and moving into units. Using state-of-the-art, machine-learning techniques, we analyzed 36,766 reviews during August, when the industry saw the highest monthly volume, to see what residents are saying.

There was a **61.42%** increase in mentions of appliances and a 39.35% increase in mentions of unit condition compared to what's expected during the rest of the year.

61.42%

+19.05%
+12.18%

Staff matters. While general mentions of onsite teams remain relatively the same, specific members, like management (+19.05%) and tour guides (+12.18%), are recognized more.

Stand Out

While these topics might not surprise people familiar with the industry, the surge in mentions of *security deposits* and *fair housing/discrimination* stands out. While the observed frequency of reviews mentioning these topics was small overall, just 1.75% and 0.33% respectively, this represents an 85.78% and 83.20% jump compared to what we typically see during any other time in the year. These are serious issues, and knowing that these surges occur presents a unique opportunity for employers to spend extra time on staff training so they are better prepared to handle any situations that may arise.

Notable Mentions

Other notable mentions conventionally related to the move-in process include *cleanliness* (+12.09%) and *amenities* (+9.12%), with specific mentions about *pools* (+38.68%) indicating that residents appreciate those luxury offerings too.

SUNBELT STATES

70%

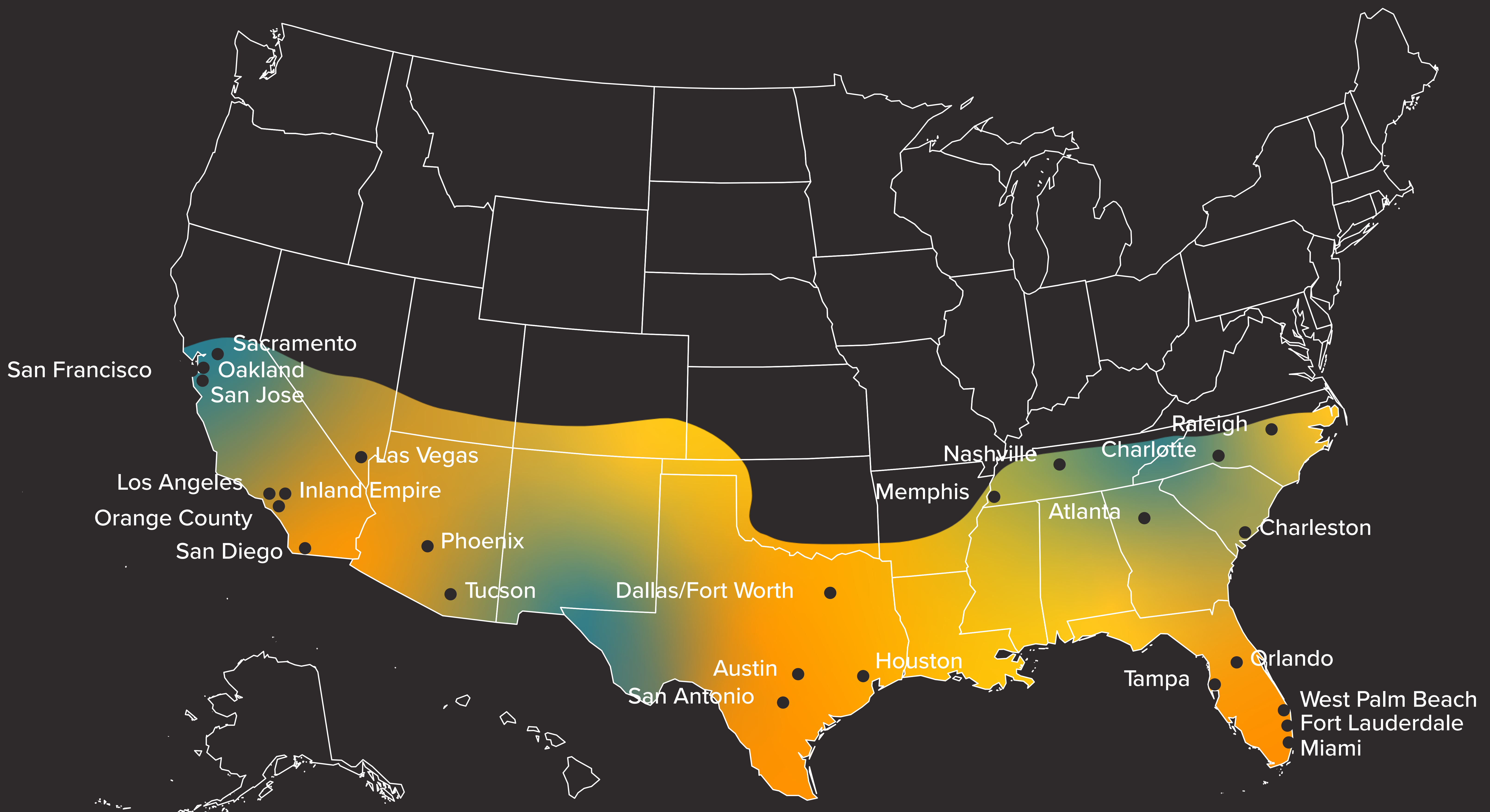
Due to the warmer climates and potentially lower costs of living, the sunbelt states have become highly desirable places for people to move and retire to. This is reflected in the data, with **70%** of all reviews in Widewail's Multifamily reputation index, a database of 400,000 Google reviews, coming from this group of states.

Topics of Conversation:

Prospective residents in the sunbelt states are much more likely to comment on aspects typically associated with the move-in process, suggesting that property management groups in these locations are doing more to take advantage of this lifecycle stage. For example, *tour guide* (+66.7%), *moving process* (+48.0%), *tour* (+21.4%), and *move-in* (+9.4%) are all mentioned at higher frequencies. Consequently, staff-related topics such as *customer service* (+26.0%), *helpfulness* (+17.3%), and *friendliness* (+8.0%) are also mentioned more frequently.

The Sunbelt States

Alabama, Arkansas, Arizona, California, Colorado, Florida, Georgia, Kansas, Louisiana, Mississippi, North Carolina, New Mexico, Nevada, Oklahoma, South Carolina, Tennessee, Texas, and Utah.

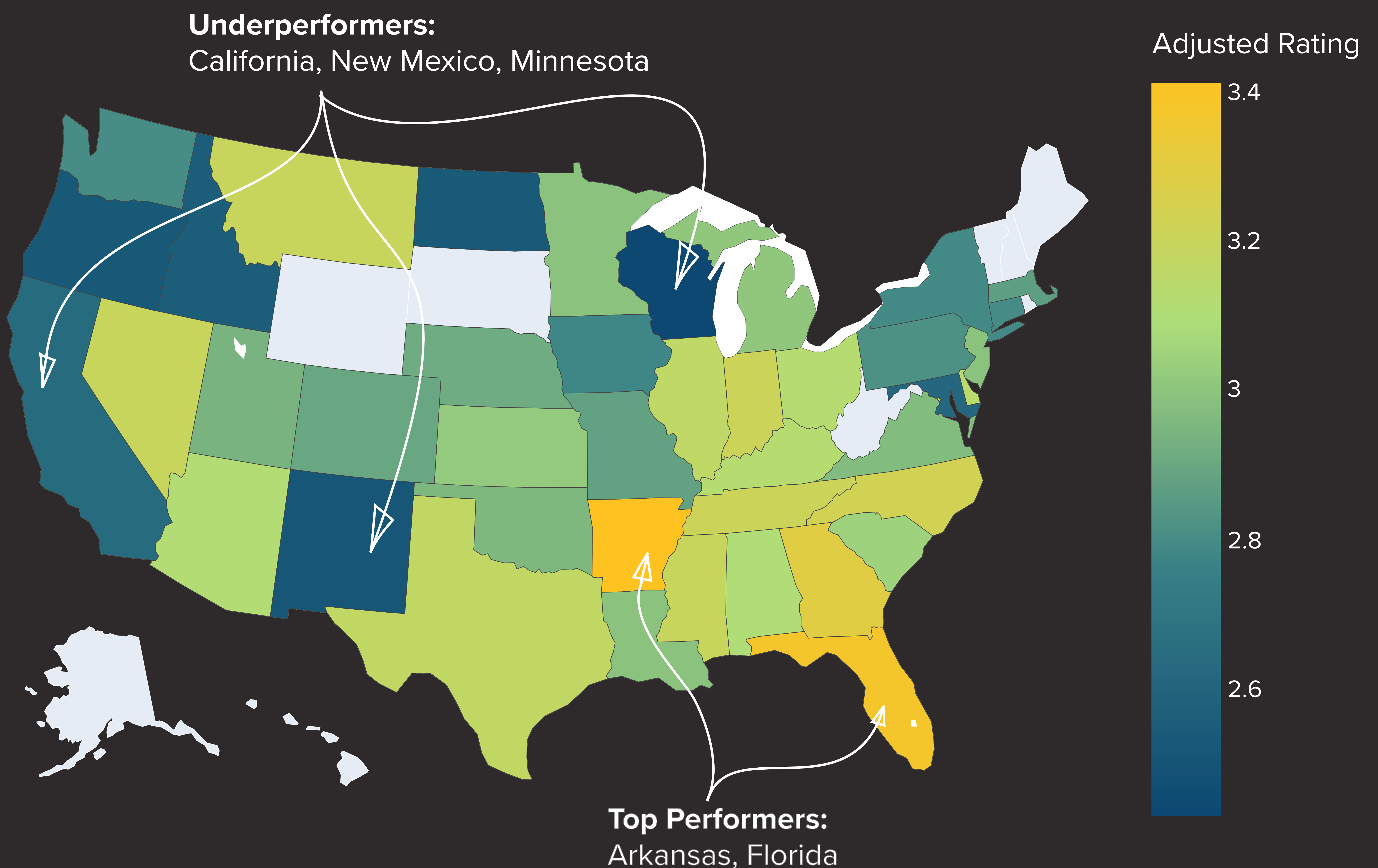


REGIONAL PERFORMANCE

Adjusted Rating

While most reviews come from the sunbelt states, the overall volume is still relatively low. This can make average ratings misleading - a community might have a 5-star rating with just one review or a 1-star average due to lack of volume. Rather than setting a minimum review threshold that omits relevant communities, we use a technique known as “additive smoothing” to account for low review volume. This allows us to estimate a more unbiased view of individual communities’ performance in the absence of review volume. However, several states were omitted from our study because there weren’t enough reviews over the past year to draw conclusions.

The adjusted star rating confirms that the top-performing states are still in the sunbelt with Arkansas (3.41) and Florida (3.38) standing out. New Mexico (2.52) and California (2.64) underperformed their warm-climate peers. Some other notable surprises came from DC (3.22), Indiana (3.21), and Montana (3.20), which all averaged above 3.20 stars.

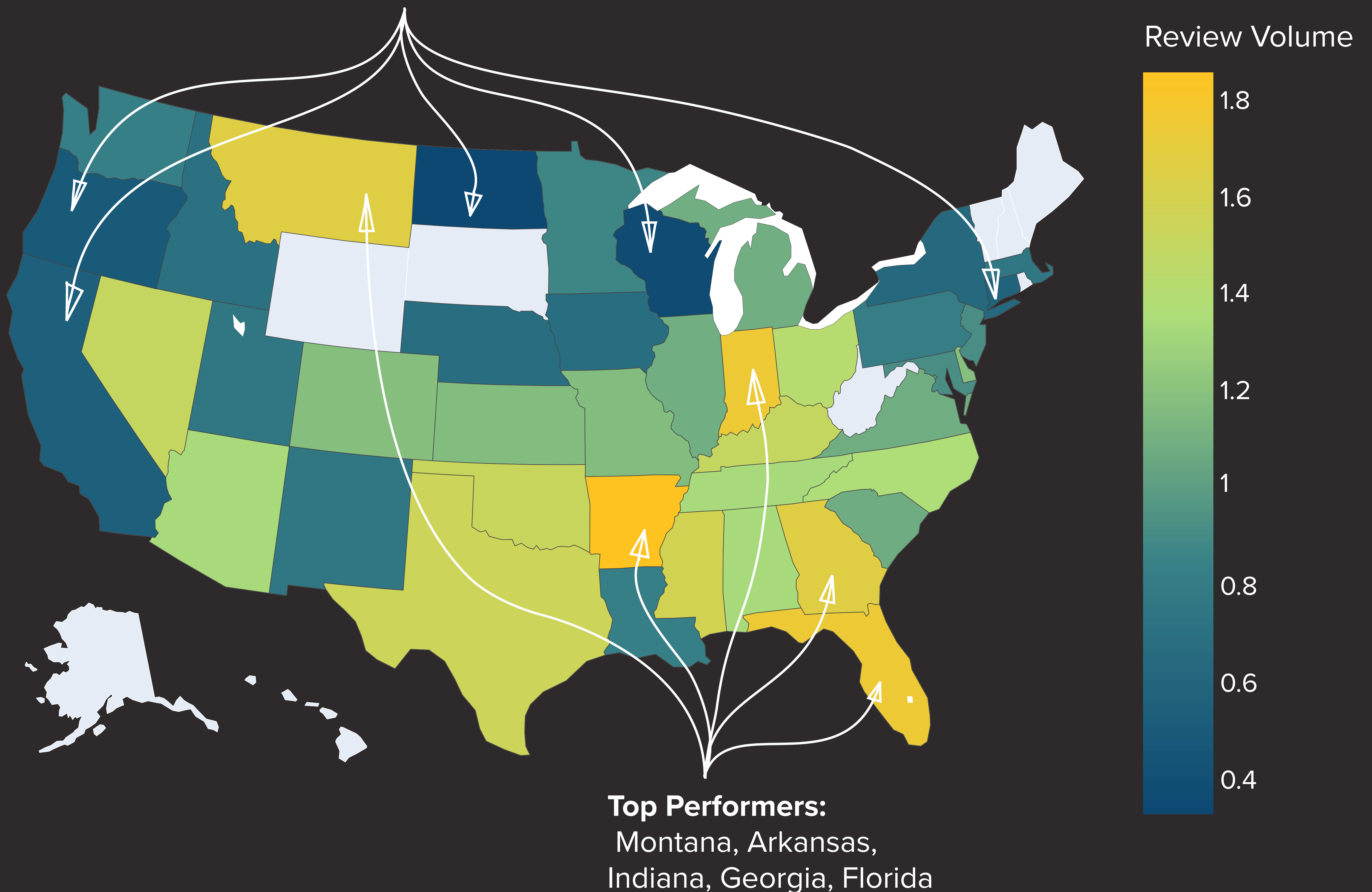


REGIONAL PERFORMANCE

Review Volume

There is some overlap between states with the highest adjusted average rating and average review volume per month. In order, the top 5 states for review volume were Arkansas (1.86 reviews per month), Indiana (1.75), Florida (1.75), Georgia (1.67), and Montana (1.67). The bottom 5 states for review volume were North Dakota (0.33), Wisconsin (0.36), Oregon (0.5), California (0.55), and Connecticut (0.58). California underperforms in both these comparisons, highlighting the opportunity for property management groups to improve their core reputation metrics.

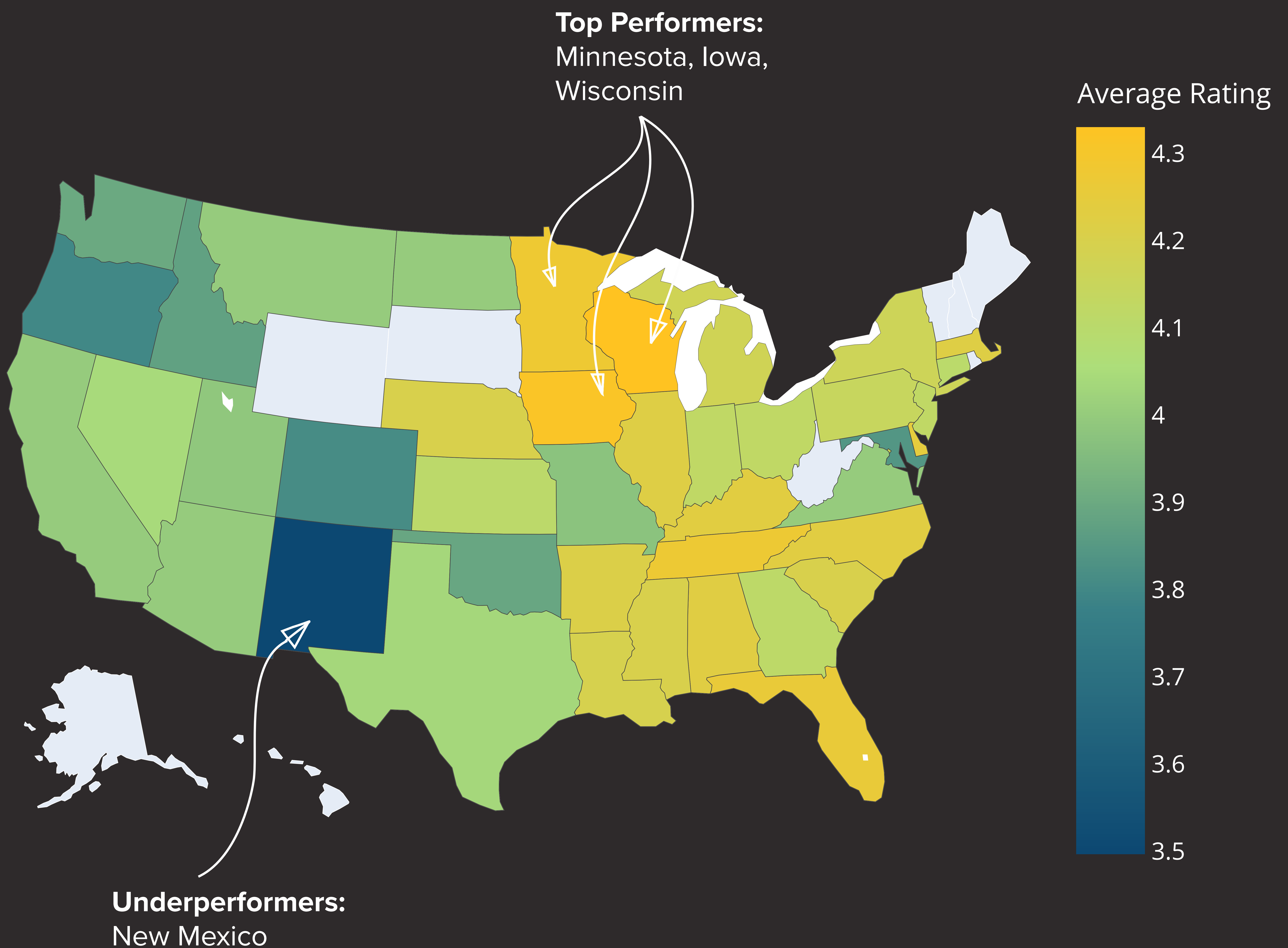
Underperformers:
Oregon, California, North
Dakota, Wisconsin, Connecticut



REGIONAL PERFORMANCE

Average Rating

While Wisconsin (4.33 stars), Iowa (4.31), and Minnesota (4.28) top the average rating ranks, followed by Tennessee (4.27) and Florida (4.26), the low review volumes of 0.36, 0.67, and 0.87 reviews per month respectively for those states skew results in favor of communities with fewer reviews and higher averages. States with more reviews may provide a more accurate representation of ratings, despite slightly lower averages.



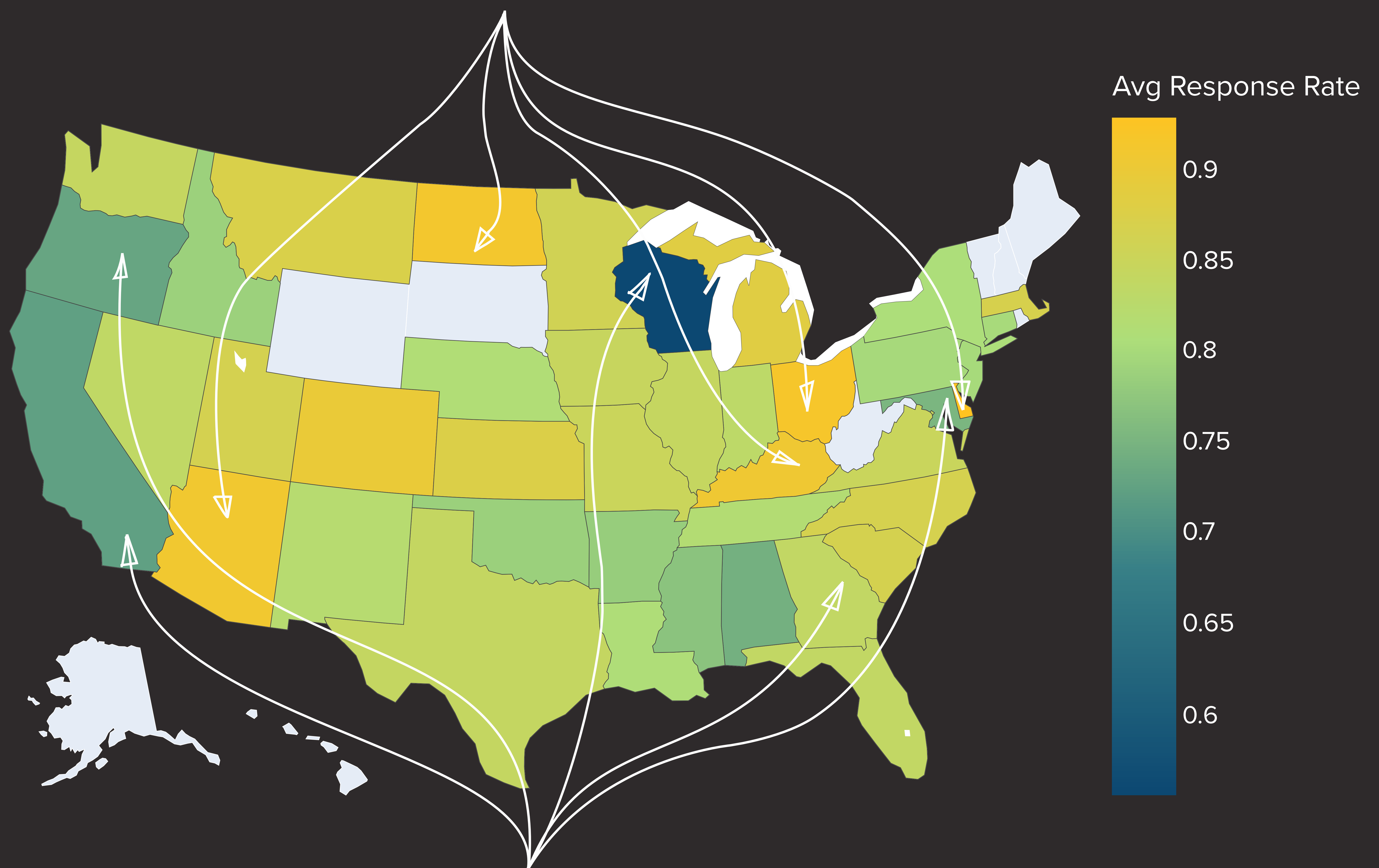
REGIONAL PERFORMANCE

Average Response Rate

On the whole, most communities do a good job of responding to their reviews. The average response rates for communities in Delaware, Ohio, North Dakota, Arizona, and Kentucky were all above 90%. Underperformers included Wisconsin (55%), California (72%), Oregon (73%), Alabama (74%), and Maryland (75%).

Top Performers:

Arizona, North Dakota,
Kentucky, Ohio, Delaware



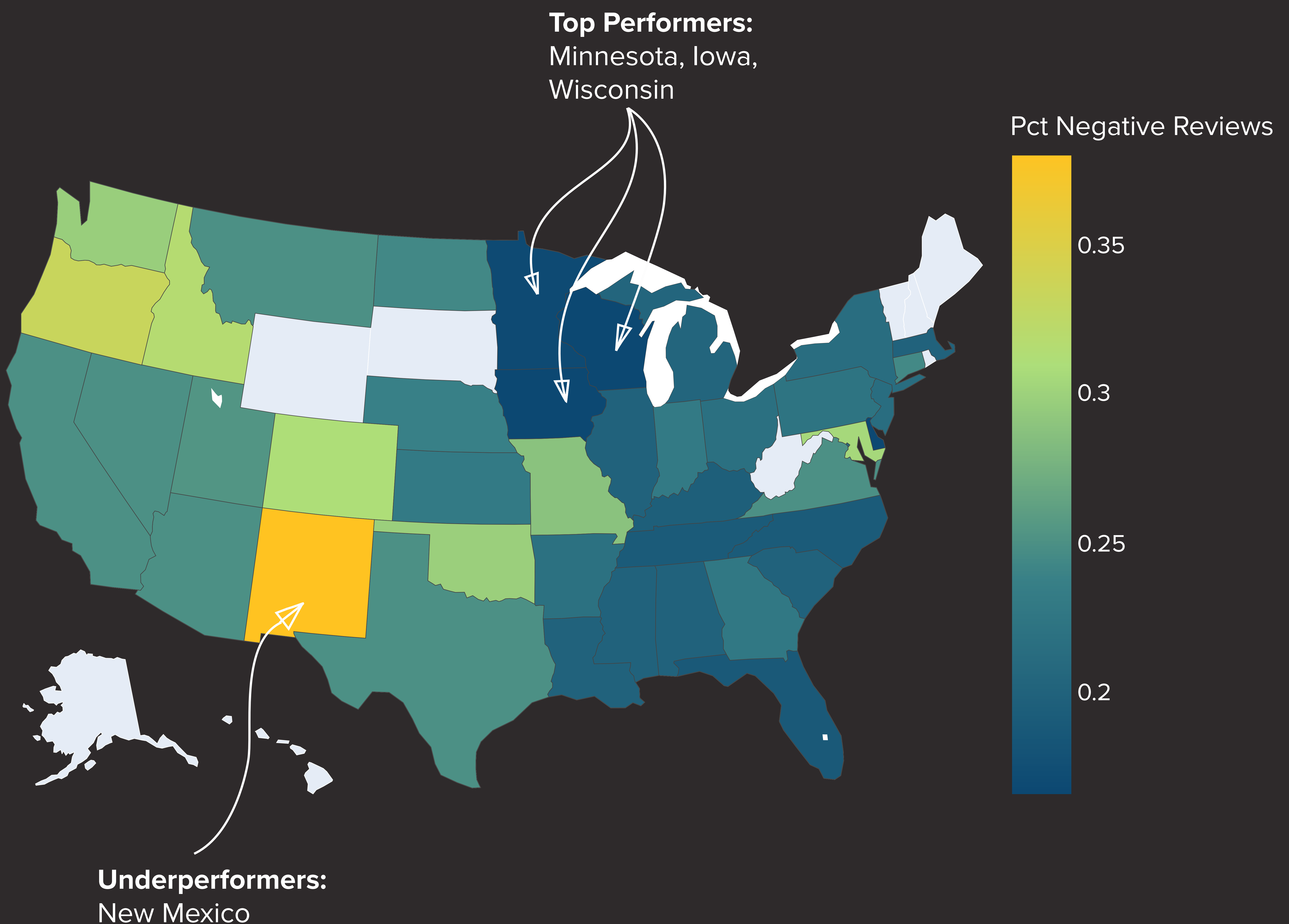
Underperformers:

California, Oregon, Wisconsin,
Alabama, Maryland

REGIONAL PERFORMANCE

Negative Percentage of Reviews

We were interested in seeing what percentage of total reviews that communities in each state receive are negative (1, 2, or 3 stars). New Mexico underperformed in all of our core metrics and here we see it garnered the highest percentage of negative reviews over the past 12 months with 38% of reviews being negative. This is significantly higher than the sunbelt states in the east, which averaged closer to 20%, and western sunbelt states, which were closer to 25%. This data is also slightly correlated with monthly review volume, where we saw eastern sunbelt states averaging more reviews than their western counterparts.



VOICE OF THE RESIDENT WEBINAR SERIES

The event series provides a unique look at what residents are saying about their living experiences, straight from the source. By analyzing 400,000 Google reviews, we've uncovered key insights into resident sentiment, pain points, and what drives satisfaction.



KATIE RITTER
NATIONAL DIRECTOR, MULTIFAMILY



JAKE HUGHES
DIRECTOR OF MARKETING

WATCH ON DEMAND:
[widewail.com/data](https://www.widewail.com/data)



PART 1: TOUR/MOVE-IN
PART 2: RESIDENCY
PART 3: RETENTION



Thanks for reading!

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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.



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



Listings:

Keep your community's contact information up to date on Google and other key directories



Invite:

Increase review count on Google and other review platforms with an automated SMS process



Invite Video:

Collect video testimonials from your residents with an automated SMS process



Engage:

Leverage our expert team of responders with review response managed services



Engage Plus:

Continue the conversation on social media with response managed services

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