

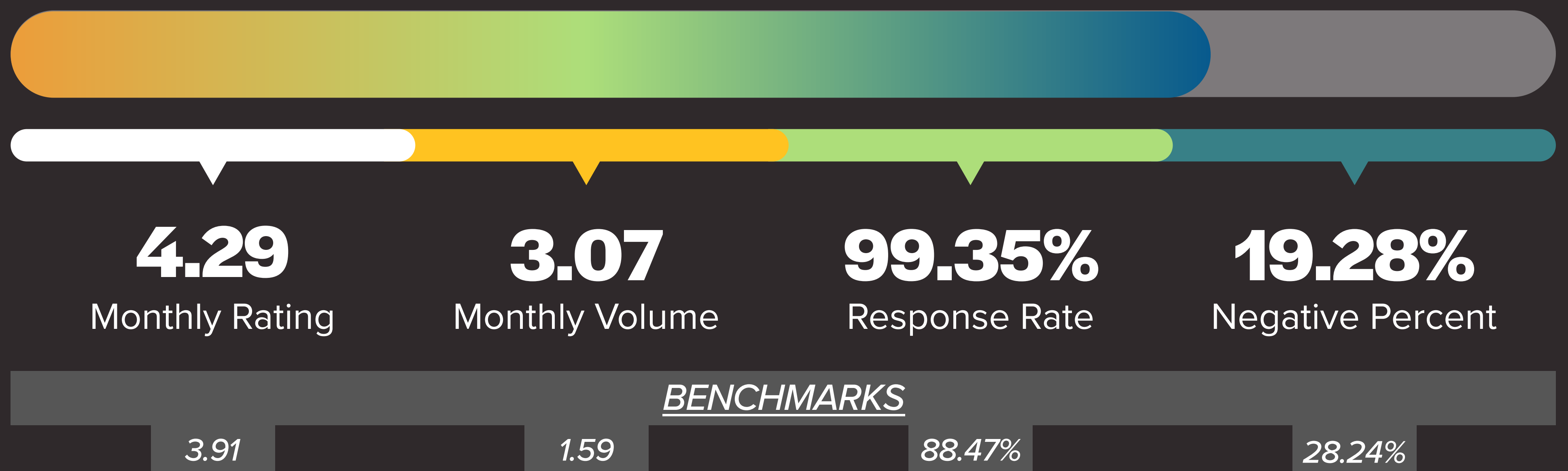
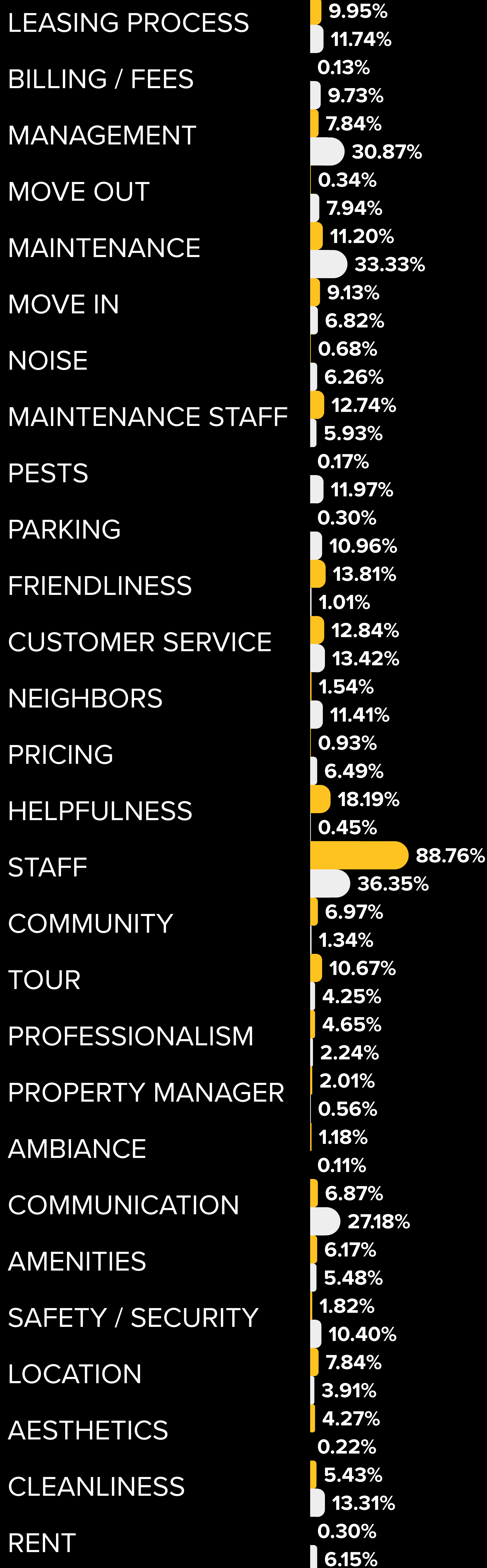


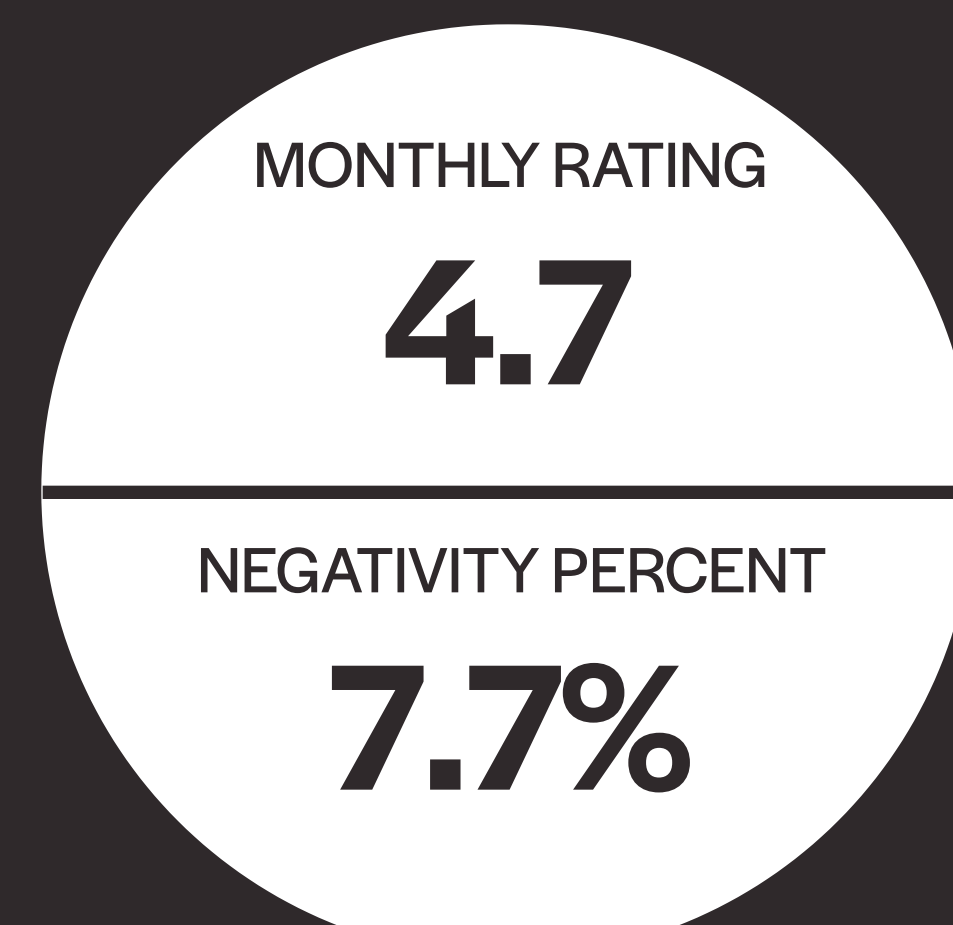
TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.

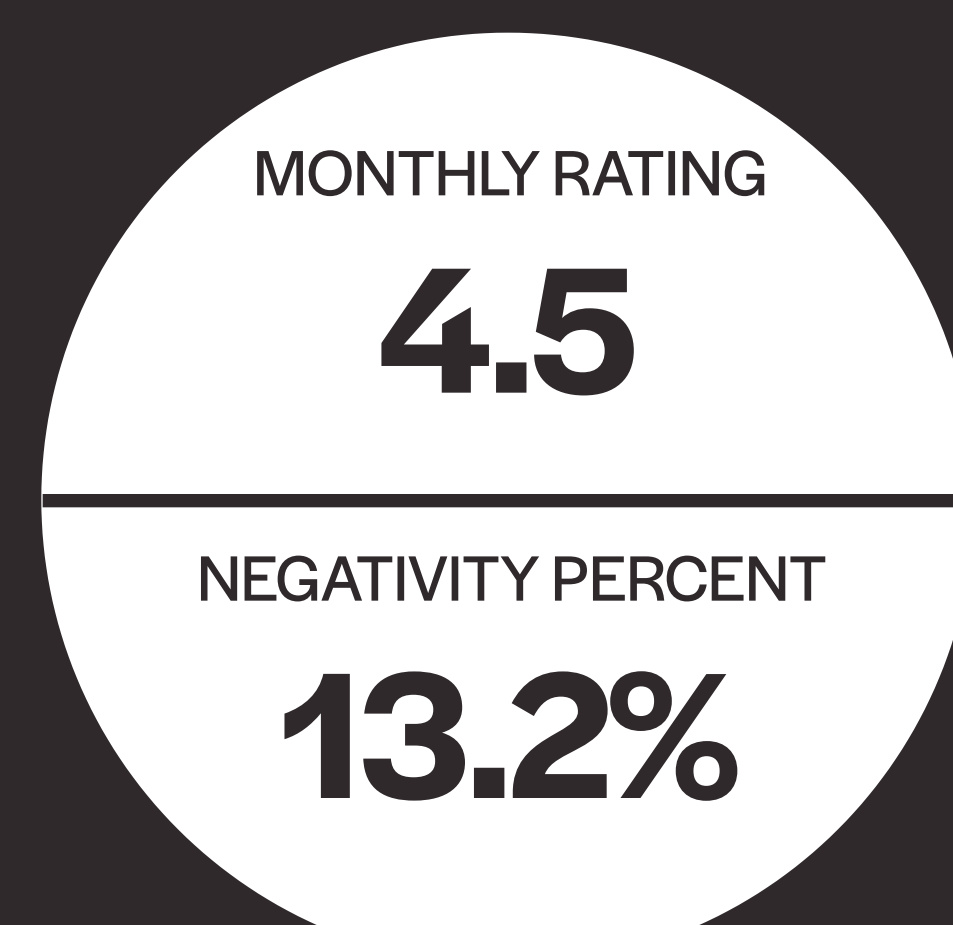
 POSITIVE REVIEWS
 NEGATIVE REVIEWS



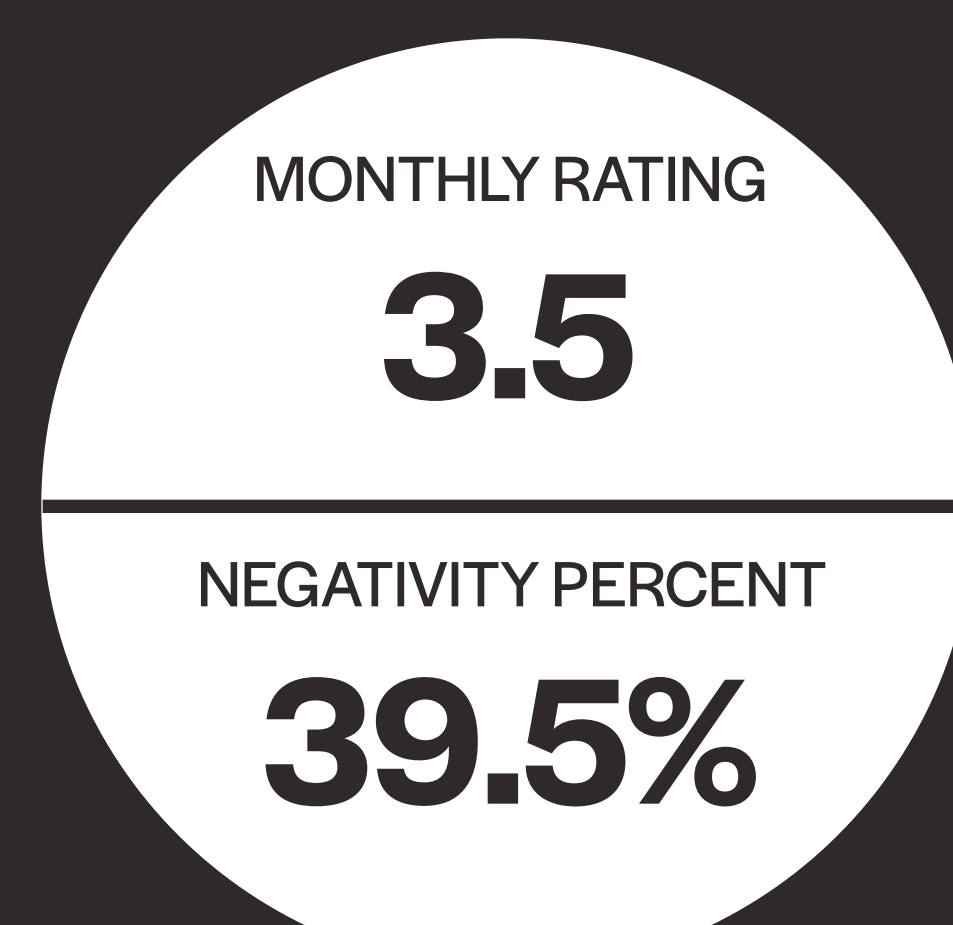
TOUR



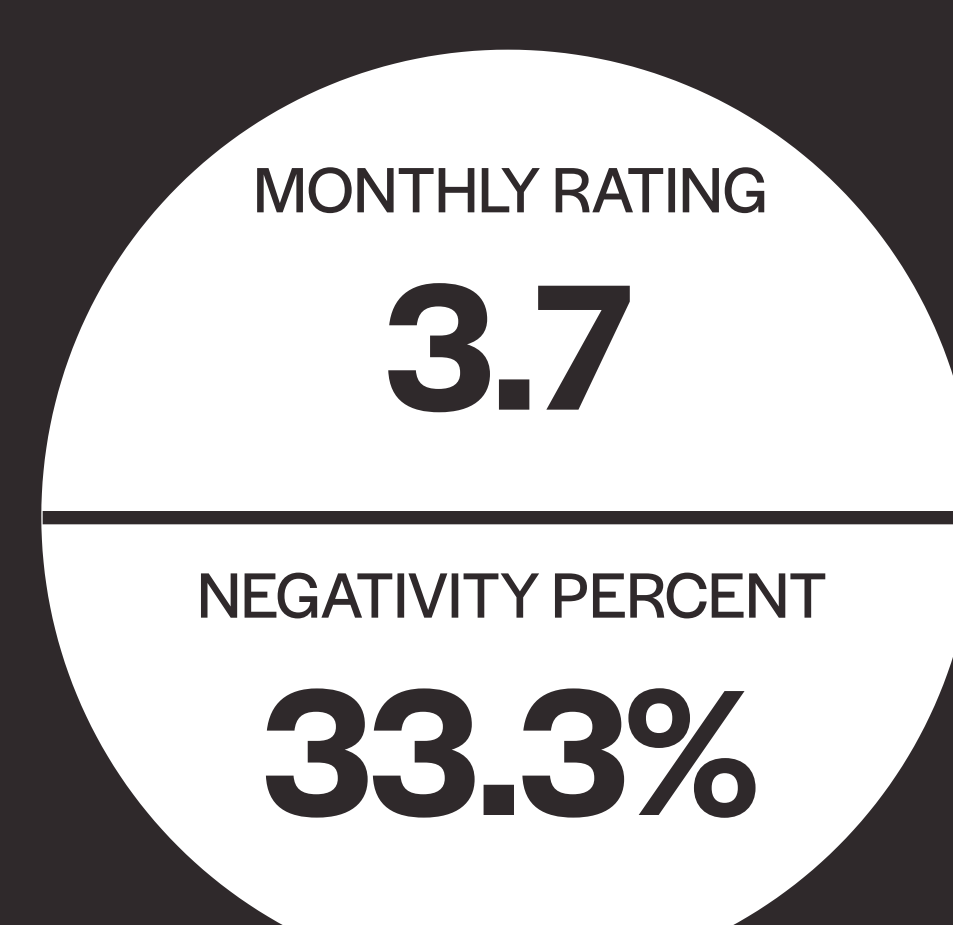
MOVE-IN



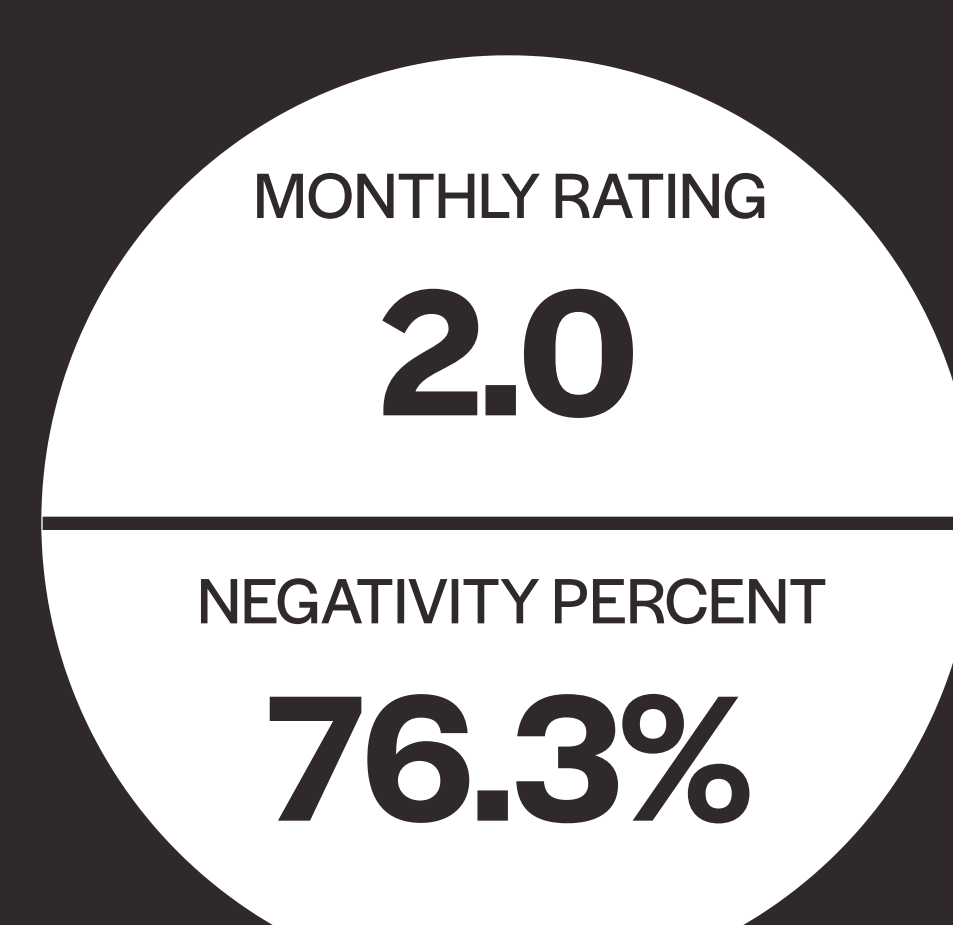
MAINTENANCE



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	+8.6% above benchmark	●
COMMUNICATION	+21.7 above benchmark	●
STAFF	+77% above benchmark	●
SAFETY/SECURITY	-31.9% below benchmark	●
BILLING/FEES	-12.4% below benchmark	●
PARKING	+4.3% 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	+31.4% above benchmark	●
LOCATION	-46.1% below benchmark	●
MAINTENANCE STAFF	-8.9% below benchmark	●
MAINTENANCE	-20.1% below benchmark	●
AMENITIES	-54.6% below benchmark	●
HELPFULNESS	+53.4% above benchmark	●
AESTHETICS	-62% 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.

TOUR GUIDE	Mentioned in 6.6% of positive reviews	+386.7% above the industry benchmark
FACILITIES	Mentioned in 2.7% of positive reviews	+111.9% above the industry benchmark
FRIENDLINESS	Mentioned in 13.8% of positive reviews	+64.1% above the industry benchmark
TOUR	Mentioned in 10.7% of positive reviews	+62.1% above the industry benchmark
HELPFULNESS	Mentioned in 18.4% of positive reviews	+53.4% above the industry benchmark