BUCKINGHAM

TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.



POSITIVE REVIEWS **NEGATIVE REVIEWS**

5.89%

4.51%

0.11%

12.19%

32.51%

5.26%

1.16%

10.16%

10.94%

7.67%

1.79%

5.87%

2.03%

0.00%

8.80%

0.63%

4.51%

8.94%

9.88%

10.38%

0.45%

2.73%

6.77%

11.74%

12.83%

18.74%

59.83%

1.16%

0.45%

5.57%

0.68%

2.31%

2.71%

4.73%

4.97%

5.05%

5.19%

3.68%

0.68%

4.10%

8.10%

6.32%

5.89%

7.45%

1.58%

7.57%

3.39%

5.68%

13.88%

29.80%

18.82%

16.82%

43.57%

LEASING PROCESS

BILLING / FEES

MANAGEMENT

MOVE OUT

MAINTENANCE

MOVE IN

NOISE

MAINTENANCE STAFF

PESTS

PARKING

FRIENDLINESS

CUSTOMER SERVICE

NEIGHBORS

PRICING

HELPFULNESS

STAFF

COMMUNITY

TOUR

PROFESSIONALISM

PROPERTY MANAGER

AMBIANCE

COMMUNICATION

AMENITIES

SAFETY / SECURITY

LOCATION

AESTHETICS

CLEANLINESS

RENT

7.22% 0.32% 12.64%

HEALTH SCORE: 65.05%

3.65 Monthly Rating

3.91

1.89 Monthly Volume 98.54%

Response Rate

26.91%

Negative Percent

BENCHMARKS

1.59

88.47%

28.24%

TOUR

MONTHLY RATING

NEGATIVITY PERCENT 33.3%

MOVE-IN

MONTHLY RATING 4.0 **NEGATIVITY PERCENT** 24.3%

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 +24.8% above benchmark MANAGEMENT +12.7% above benchmark COMMUNICATION +32.2% above benchmark STAFF -8.3% below benchmark SAFETY/SECURITY -51.9% below benchmark BILLING/FEES +8.6% above benchmark **PARKING** -58.7% below benchmark

MONTHLY RATING 2.7 **NEGATIVITY PERCENT** 58.4%

MAINTENANCE

RENEWAL

MONTHLY RATING 2.1 **NEGATIVITY PERCENT 75%**

MOVE-OUT

MONTHLY RATING 1.8 **NEGATIVITY PERCENT** 85%

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	-11.8% below benchmark	
LOCATION	-1.8% below benchmark	
MAINTENANCE STAFF	+35.9% above benchmark	
MAINTENANCE	+22.6% above benchmark	
AMENITIES	-39.1% below benchmark	
HELPFULNESS	+6.7% above benchmark	
AESTHETICS	-31.1% 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.

SAFETY/ SECURITY	Mentioned in 5.9% of positive reviews	+80.2% above the industry benchmark
PETS	Mentioned in 3.2% of positive reviews	+72.7% above the industry benchmark
UNIT	Mentioned in 4.1% of positive reviews	+60.4% above the industry benchmark
NEIGHBORHOOD	Mentioned in 3.5% of positive reviews	+53.5% above the industry benchmark
MAINTENANCE STAFF	Mentioned in 18.8% of positive reviews	+35.9% above the industry benchmark

