

DAS MEN RESIDENTIAL

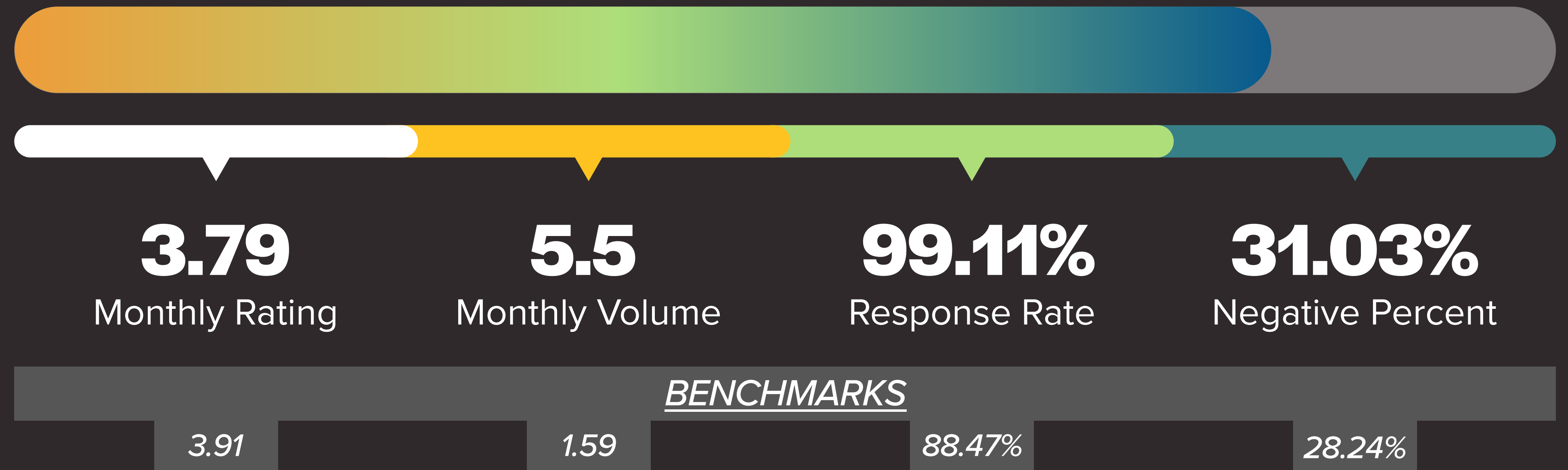
TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.

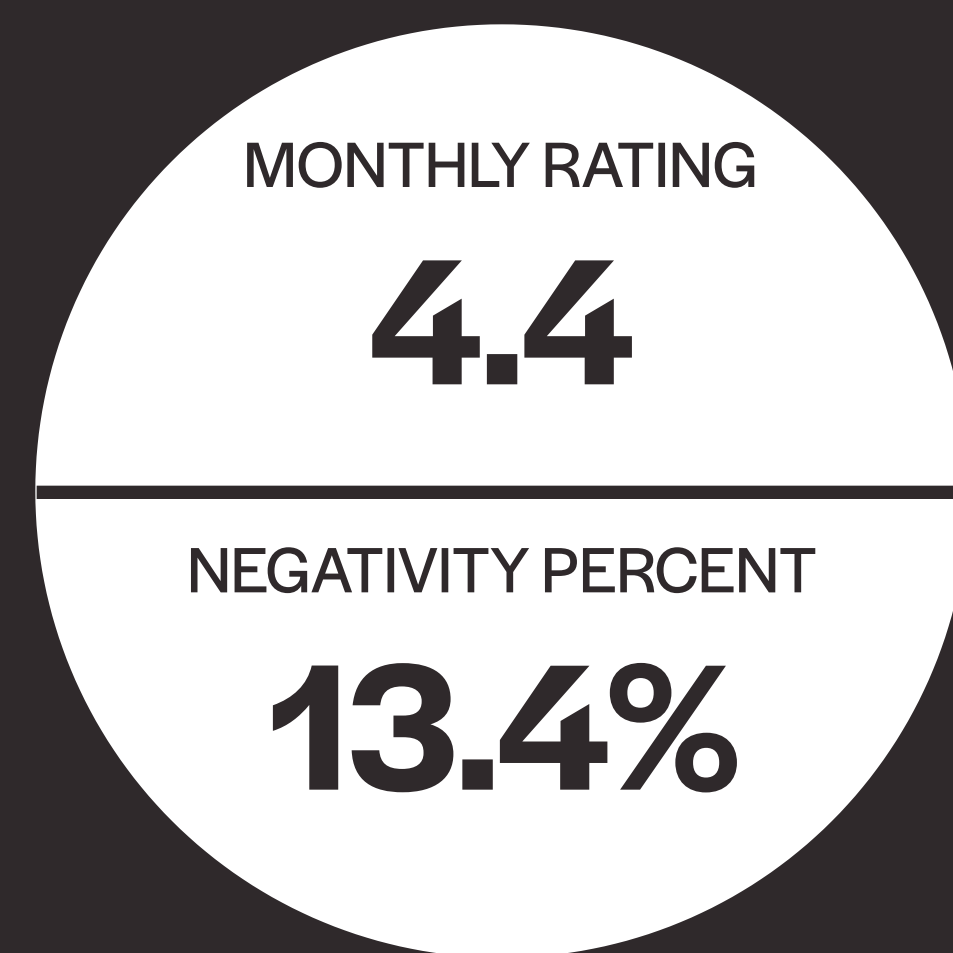
■ POSITIVE REVIEWS
■ NEGATIVE REVIEWS

LEASING PROCESS	10.69%
BILLING / FEES	0.00%
MANAGEMENT	10.69%
MOVE OUT	0.38%
MAINTENANCE	47.32%
MOVE IN	12.89%
NOISE	10.20%
MAINTENANCE STAFF	0.61%
PESTS	2.17%
PARKING	5.99%
FRIENDLINESS	3.51%
CUSTOMER SERVICE	0.30%
NEIGHBORS	19.73%
PRICING	0.23%
HELPFULNESS	3.18%
STAFF	10.77%
COMMUNITY	0.00%
TOUR	20.32%
PROFESSIONALISM	10.87%
PROPERTY MANAGER	1.74%
AMBIANCE	8.70%
COMMUNICATION	1.36%
AMENITIES	9.87%
SAFETY / SECURITY	16.38%
LOCATION	0.50%
AESTHETICS	47.08%
CLEANLINESS	18.56%
RENT	7.43%
	1.51%
	5.38%
	1.67%
	5.00%
	3.51%
	4.78%
	2.34%
	1.67%
	0.00%
	4.25%
	24.75%
	5.84%
	4.18%
	1.90%
	11.37%
	6.37%
	1.51%
	4.17%
	0.84%
	4.32%
	15.55%
	0.83%
	8.36%

HEALTH SCORE: 81.51%



TOUR



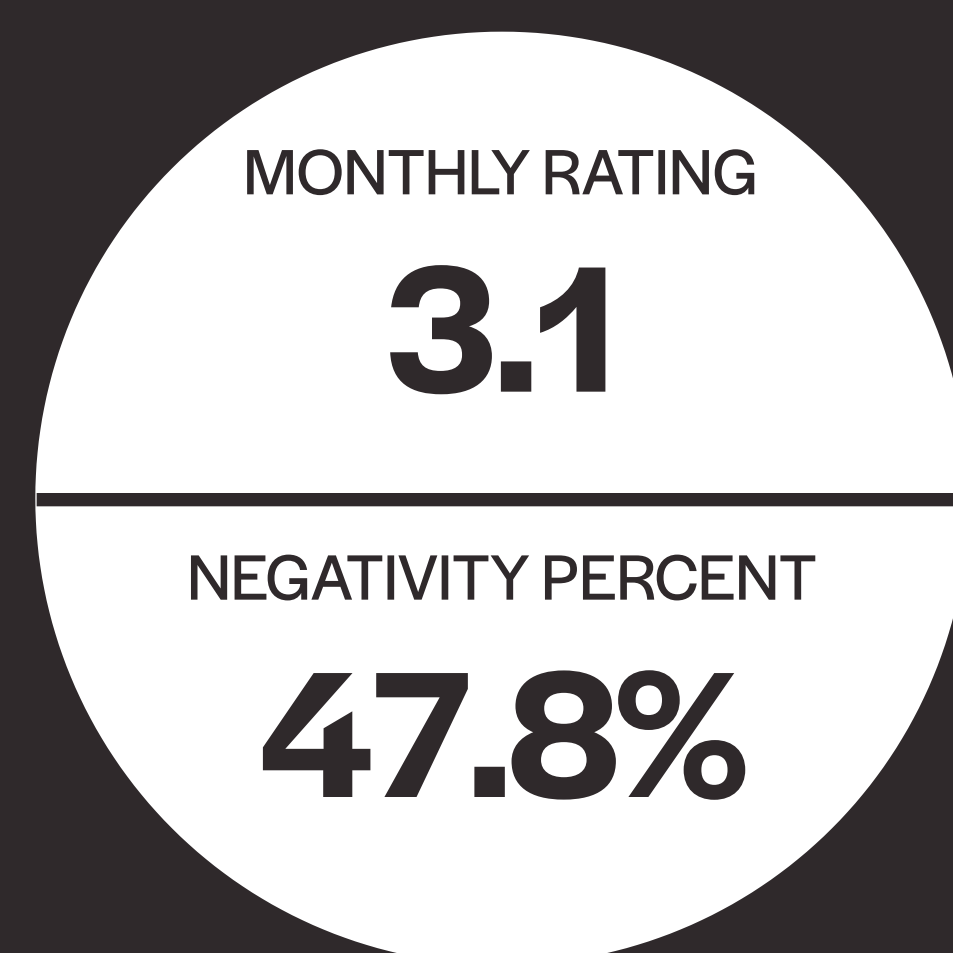
MOVE-IN



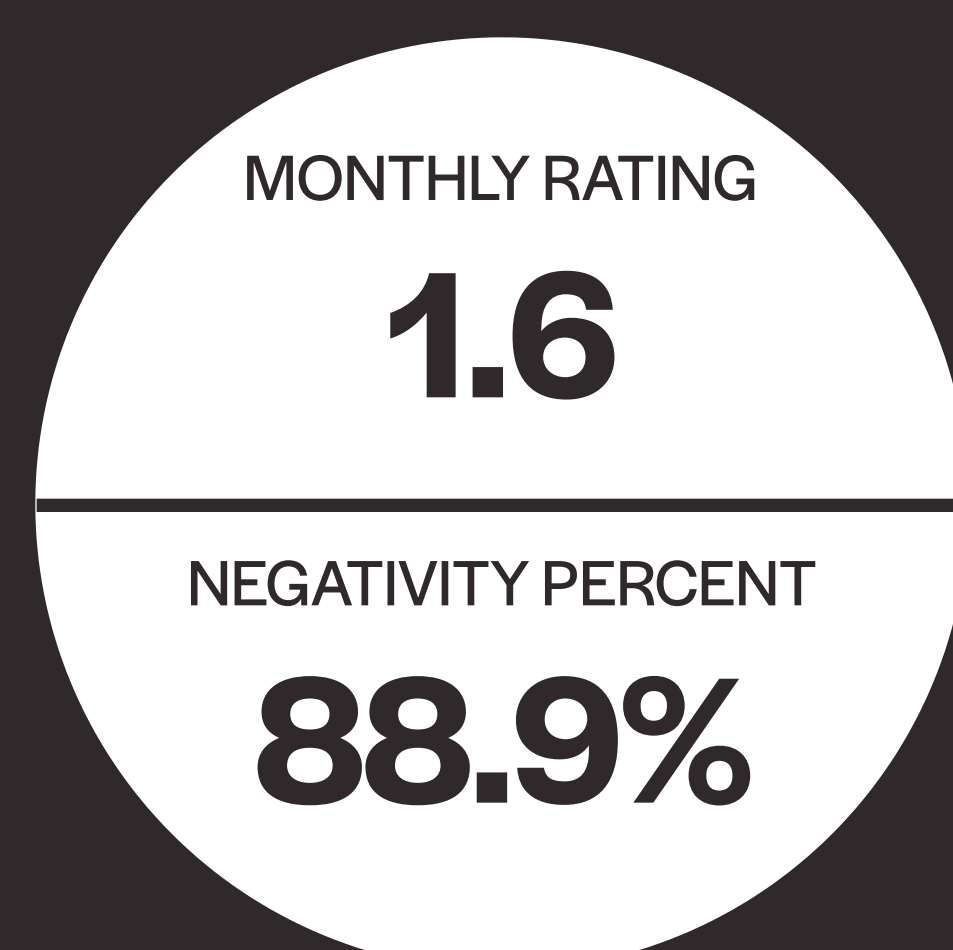
MAINTENANCE



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	+35.6% above benchmark	●
MANAGEMENT	+12.5% above benchmark	●
COMMUNICATION	+9.8% above benchmark	●
STAFF	-9.2% below benchmark	●
SAFETY/SECURITY	-26.6% below benchmark	●
BILLING/FEES	-18.1% below benchmark	●
PARKING	-71% 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	-30.6% below benchmark	●
LOCATION	-54.9% below benchmark	●
MAINTENANCE STAFF	-56.8% below benchmark	●
MAINTENANCE	-43.1% below benchmark	●
AMENITIES	-56.1% below benchmark	●
HELPFULNESS	+36.2% 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.

CUSTOMER SERVICE	Mentioned in 20.3% of positive reviews	+135.6% above the industry benchmark
HELPFULNESS	Mentioned in 16.4% of positive reviews	+36.2% above the industry benchmark
FRIENDLINESS	Mentioned in 10.8% of positive reviews	+28.1% above the industry benchmark
MANAGEMENT	Mentioned in 10.7% of positive reviews	+26.2% above the industry benchmark
MOVE-IN	Mentioned in 12.9% of positive reviews	+16.7% above the industry benchmark