REALESIATE

TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.

7.50%

8.09%

0.00%

2.50%

6.01%

10.56%

13.05%

14.72%

2.22%

9.14%

3.13%

0.00%

2.22%

12.01%

11.75%

5.28%

0.26%

4.44%

5.22%

11.11%

9.92%

0.83%

3.92%

8.06%

0.00%

7.50%

0.52%

5.56%

1.57%

3.33%

2.87%

5.83%

6.79%

5.28%

0.26%

5.56%

11.94%

4.44%

6.67%

0.78%

5.48%

10.00%

11.23%

13.84%

1.67%

16.19%

20.00%

15.00%

26.63%

19.84%

49.44%

10.97%

20.83%

30.03%

25.56%

39.43%



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

3.67

Monthly Rating

3.91

0.43

Monthly Volume

HEALTH SCORE: 46.74%

85.53%

Response Rate

49.95%

Negative Percent

BENCHMARKS

1.59

88.47%

28.24%

TOUR

MONTHLY RATING NEGATIVITY PERCENT

23.1%

MOVE-IN

MONTHLY RATING 2.8 **NEGATIVITY PERCENT** 58.4%

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	+13% above benchmark	
MANAGEMENT	+4.1% above benchmark	
COMMUNICATION	+18.1% above benchmark	
STAFF	-2.9% below benchmark	
SAFETY/SECURITY	+4.5% above benchmark	
BILLING/FEES	-2.3% below benchmark	
PARKING	+7.4% above benchmark	

MONTHLY RATING 2.7 **NEGATIVITY PERCENT** 61.3%

MAINTENANCE

RENEWAL

MONTHLY RATING 3.2 **NEGATIVITY PERCENT** 58.8%

MOVE-OUT

MONTHLY RATING 2.2 **NEGATIVITY PERCENT** 80.6%

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	-27.1% below benchmark	
LOCATION	+41.5% above benchmark	
MAINTENANCE STAFF	+6.3% above benchmark	
MAINTENANCE	+86.2% above benchmark	
AMENITIES	-10.2% below benchmark	
HELPFULNESS	-33% below benchmark	
AESTHETICS	+36.5% 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.

NEIGHBORS	Mentioned in 11.1% of positive reviews	+245.8% above the industry benchmark
MANAGEMENT	Mentioned in 20.8% of positive reviews	+145.9% above the industry benchmark
UNIT	Mentioned in 5.8% of positive reviews	+128.2% above the industry benchmark
SAFETY/ SECURITY	Mentioned in 6.7% of positive reviews	+104% above the industry benchmark
MAINTENANCE	Mentioned in 25.6% of positive reviews	+86.2% above the industry benchmark

