



GRADY MANAGEMENT

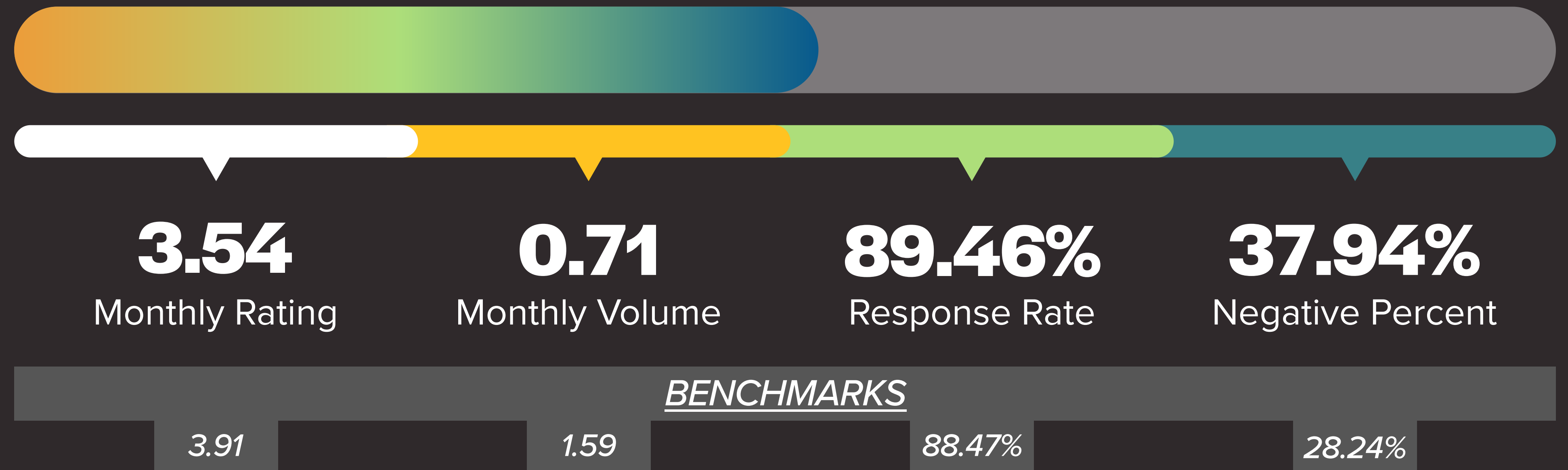
TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.

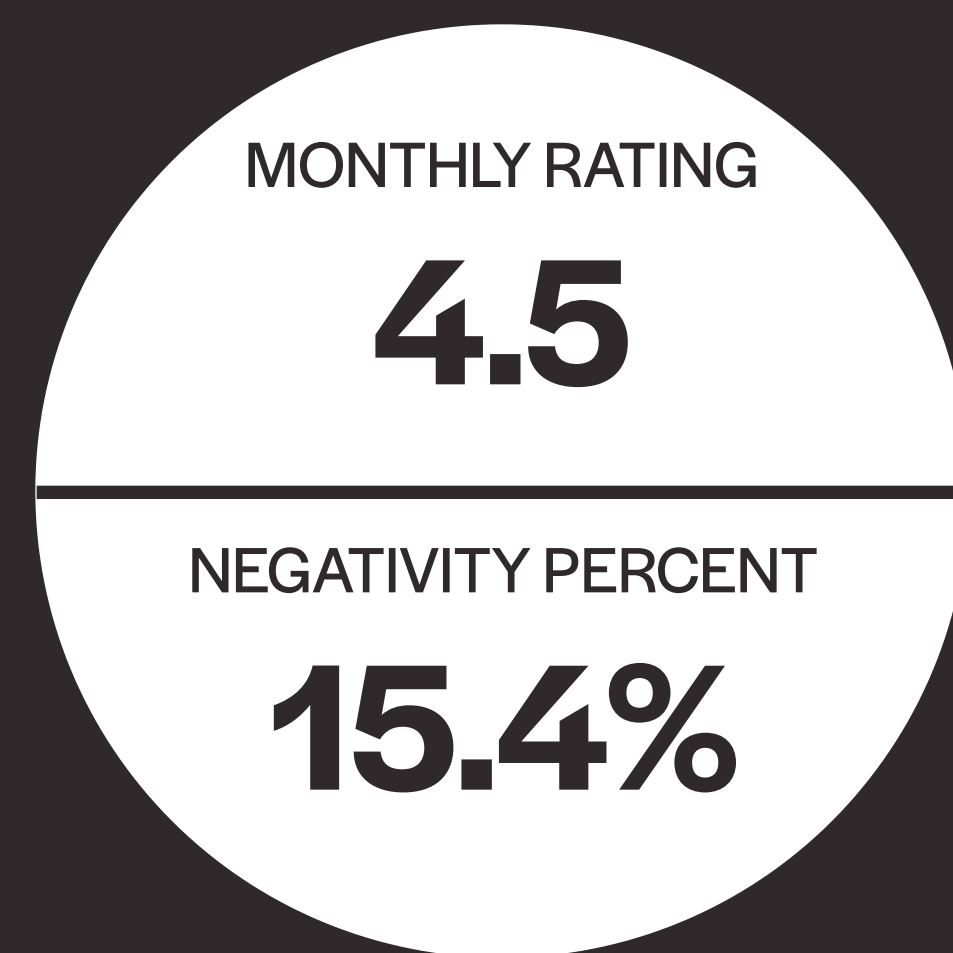
 POSITIVE REVIEWS
 NEGATIVE REVIEWS

LEASING PROCESS	9.89%
	7.53%
BILLING / FEES	0.00%
	9.68%
MANAGEMENT	19.77%
	39.78%
MOVE OUT	0.23%
	7.89%
MAINTENANCE	15.40%
	30.11%
MOVE IN	9.66%
	2.15%
NOISE	1.38%
	5.73%
MAINTENANCE STAFF	10.11%
	1.79%
PESTS	0.00%
	14.34%
PARKING	1.38%
	13.62%
FRIENDLINESS	9.66%
	0.00%
CUSTOMER SERVICE	12.18%
	9.68%
NEIGHBORS	5.29%
	11.11%
PRICING	1.15%
	7.17%
HELPFULNESS	13.33%
	0.72%
STAFF	41.15%
	20.07%
COMMUNITY	12.41%
	2.15%
TOUR	2.53%
	0.36%
PROFESSIONALISM	6.21%
	1.43%
PROPERTY MANAGER	2.53%
	1.79%
AMBIANCE	1.38%
	0.00%
COMMUNICATION	4.37%
	14.34%
AMENITIES	12.18%
	7.17%
SAFETY / SECURITY	5.06%
	18.64%
LOCATION	16.78%
	0.36%
AESTHETICS	8.05%
	0.36%
CLEANLINESS	16.09%
	13.98%
RENT	0.69%
	10.39%

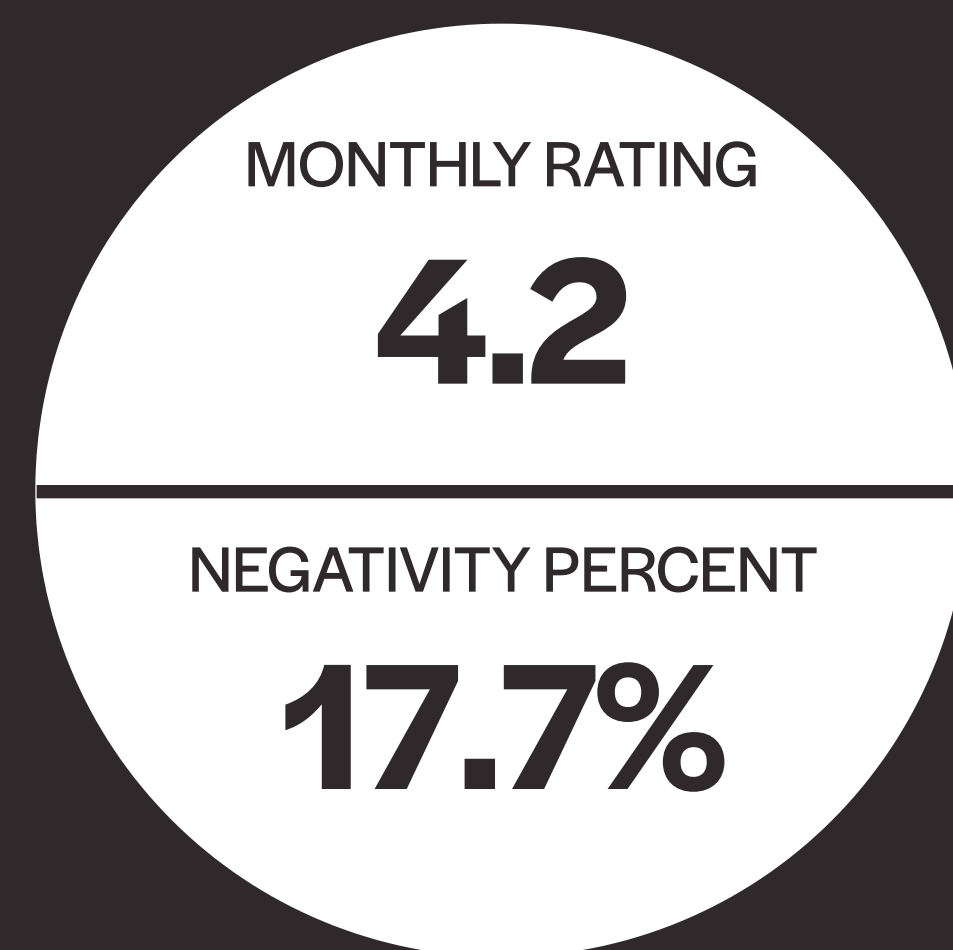
HEALTH SCORE: 52.17%



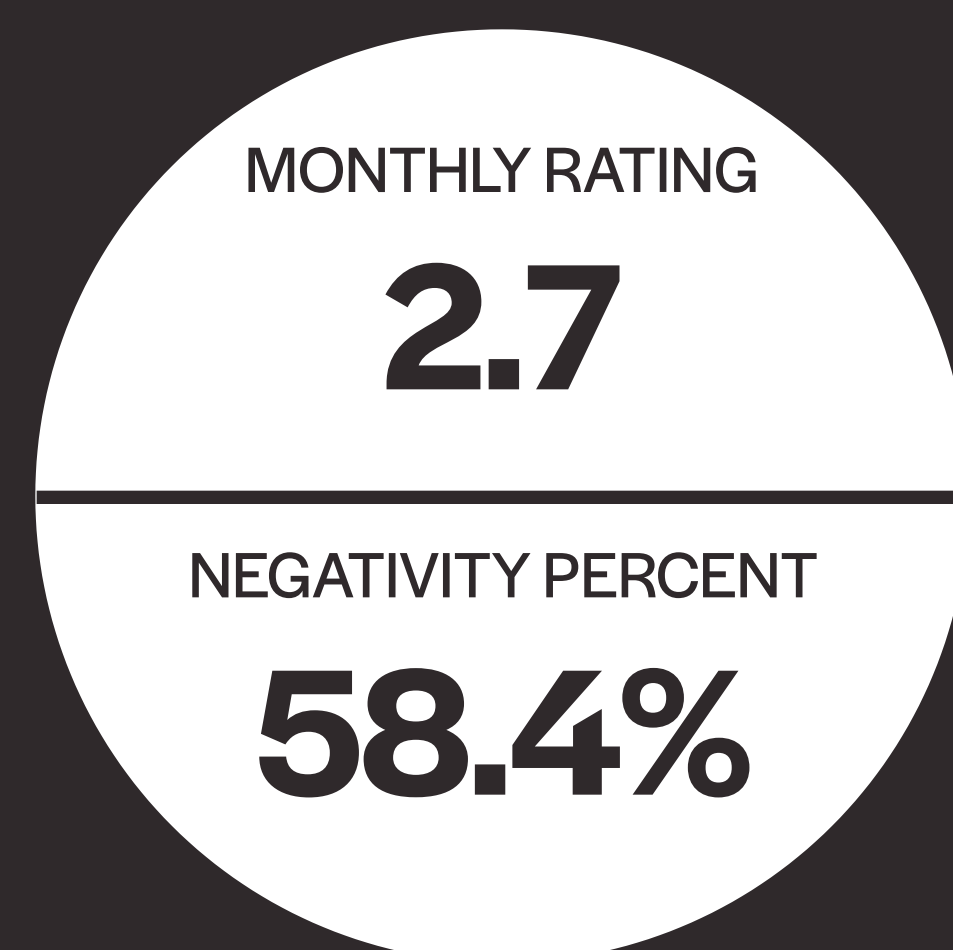
TOUR



MOVE-IN



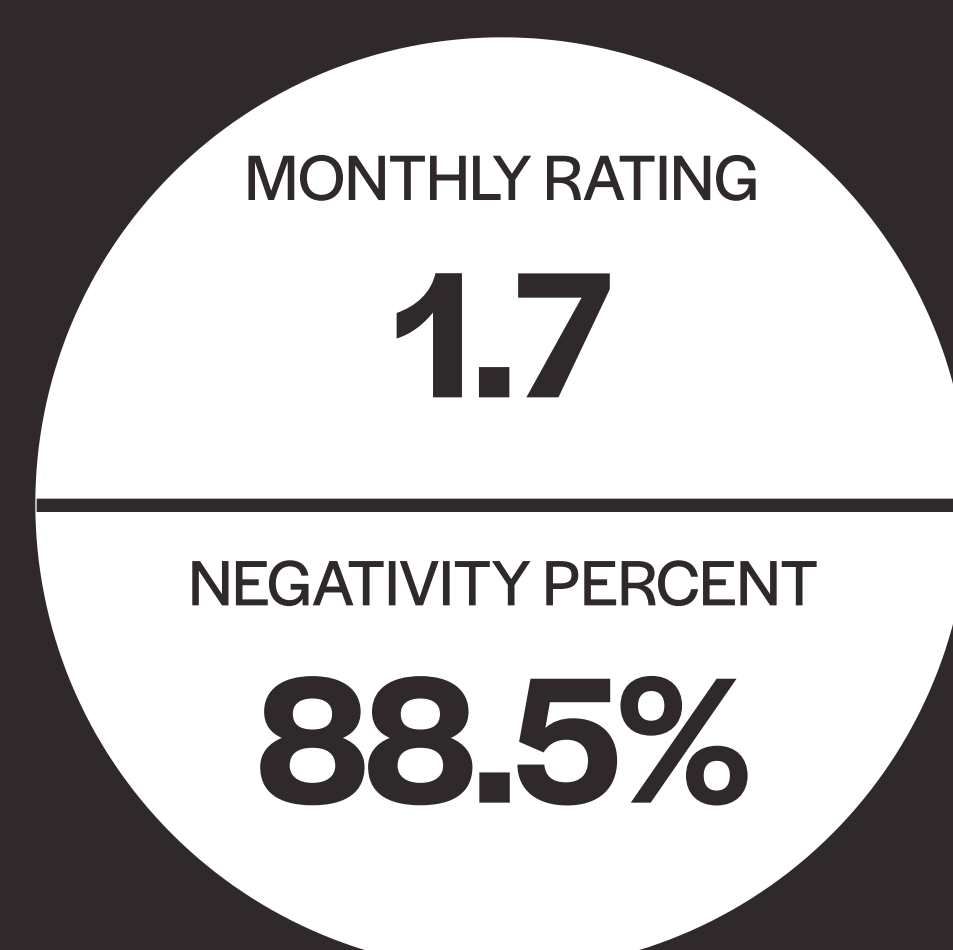
MAINTENANCE



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	-13.7% below benchmark	●
MANAGEMENT	+38% above benchmark	●
COMMUNICATION	-36.4% below benchmark	●
STAFF	-1.8% below benchmark	●
SAFETY/SECURITY	+20.3% above benchmark	●
BILLING/FEES	-13.8% below benchmark	●
PARKING	+24.5% 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	-39.3% below benchmark	●
LOCATION	+18.7% above benchmark	●
MAINTENANCE STAFF	-27% below benchmark	●
MAINTENANCE	+12.3% above benchmark	●
AMENITIES	-8.4% below benchmark	●
HELPFULNESS	+10.9% above benchmark	●
AESTHETICS	-26.8% 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.

MOVING PROCESS	Mentioned in 1.8% of positive reviews	+407.4% above the industry benchmark
APPLIANCES	Mentioned in 1.6% of positive reviews	+264.8% above the industry benchmark
UNIT CONDITION	Mentioned in 7.4% of positive reviews	+187.8% above the industry benchmark
MANAGEMENT	Mentioned in 19.8% of positive reviews	+133.3% above the industry benchmark
NEIGHBORHOOD	Mentioned in 4.8% of positive reviews	+113.5% above the industry benchmark