HARBOR GROUP NTERNATIONAL

TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.



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

11.95% 7.34%

0.12%

10.93% 7.75%

29.86%

8.55%

0.71%

13.21% 38.08%

12.64% 12.42%

1.97%

6.68%

13.70%

3.75% 0.39%

17.16%

1.33% 10.76%

7.45%

0.28% 8.36%

6.90%

3.34%

8.83% 0.84%

4.03%

11.19%

1.38%

81.36%

24.89% 6.54%

1.38%

7.55% 3.75%

7.53%

4.25%

7.72%

8.72% 9.08%

1.05%

5.56%

27.21%

10.97%

7.23%

3.17%

18.60%

12.47%

2.15%

11.46% **7.28**%

7.67%

10.15%

0.93% 10.26%

HEALTH SCORE: 65.15%

91.36% 29.36% 3.8 2.07 Monthly Rating Monthly Volume **Negative Percent** Response Rate

BENCHMARKS

1.59

88.47%

28.24%

TOUR

3.91

MONTHLY RATING

NEGATIVITY PERCENT 22.3%

MOVE-IN

MONTHLY RATING 3.8 **NEGATIVITY PERCENT**

MAINTENANCE

31.5%

MONTHLY RATING 2.8 **NEGATIVITY PERCENT** 58.2%

RENEWAL

MONTHLY RATING 3.2 **NEGATIVITY PERCENT** 49.6%

MOVE-OUT

MONTHLY RATING 1.8

NEGATIVITY PERCENT 80.8%

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	+9.1% above benchmark	
MANAGEMENT	+3.5% above benchmark	
COMMUNICATION	+20.7% above benchmark	
STAFF	+21.8% above benchmark	
SAFETY/SECURITY	+20% above benchmark	
BILLING/FEES	-2.7% below benchmark	
PARKING	-1.6% 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	+20% above benchmark	
LOCATION	-11.8% below benchmark	
MAINTENANCE STAFF	-1.1% below benchmark	
MAINTENANCE	-3.8% below benchmark	
AMENITIES	-17.5% below benchmark	
HELPFULNESS	-6.9% below benchmark	
AESTHETICS	+4.3% 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.

PROPERTY MANAGER	Mentioned in 7.7% of positive reviews	+40.9% above the industry benchmark
AMBIANCE	Mentioned in 9.1% of positive reviews	+38.4% above the industry benchmark
PROFESSIONALISM	Mentioned in 7.5% of positive reviews	+32.6% above the industry benchmark
LEASING PROCESS	Mentioned in 12% of positive reviews	+21.4% above the industry benchmark
STAFF	Mentioned in 81.4% of positive reviews	+20% above the industry benchmark

