



HIRSCHFELD PROPERTIES

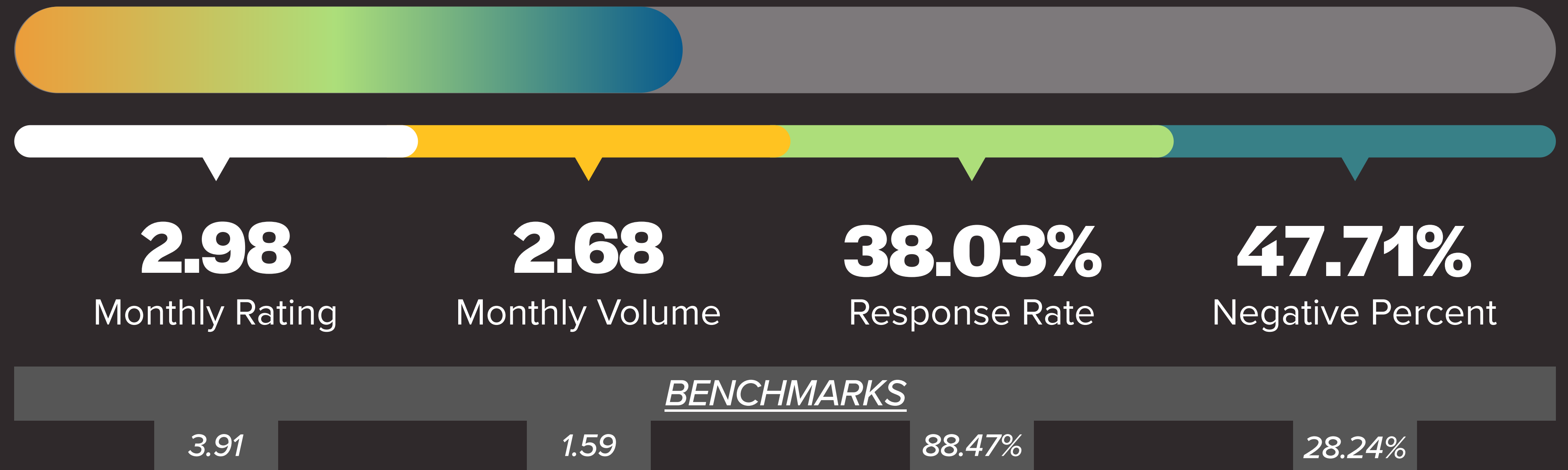
TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.

 POSITIVE REVIEWS
 NEGATIVE REVIEWS



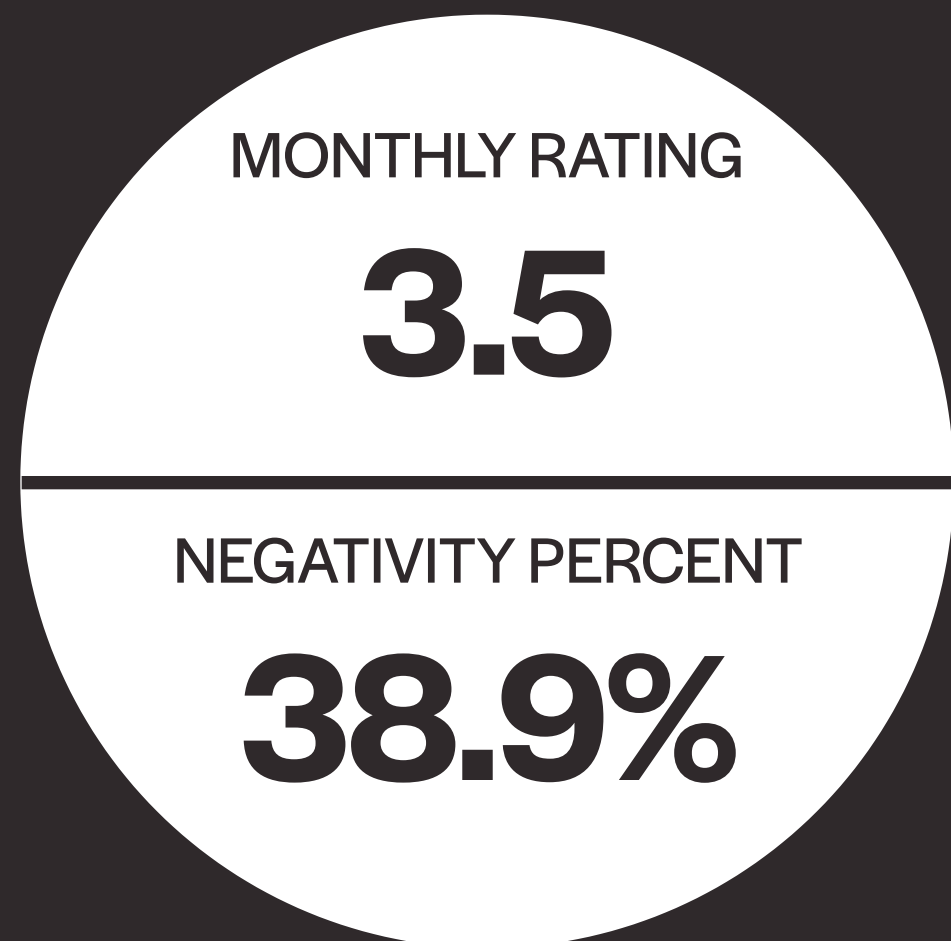
HEALTH SCORE: 43.28%



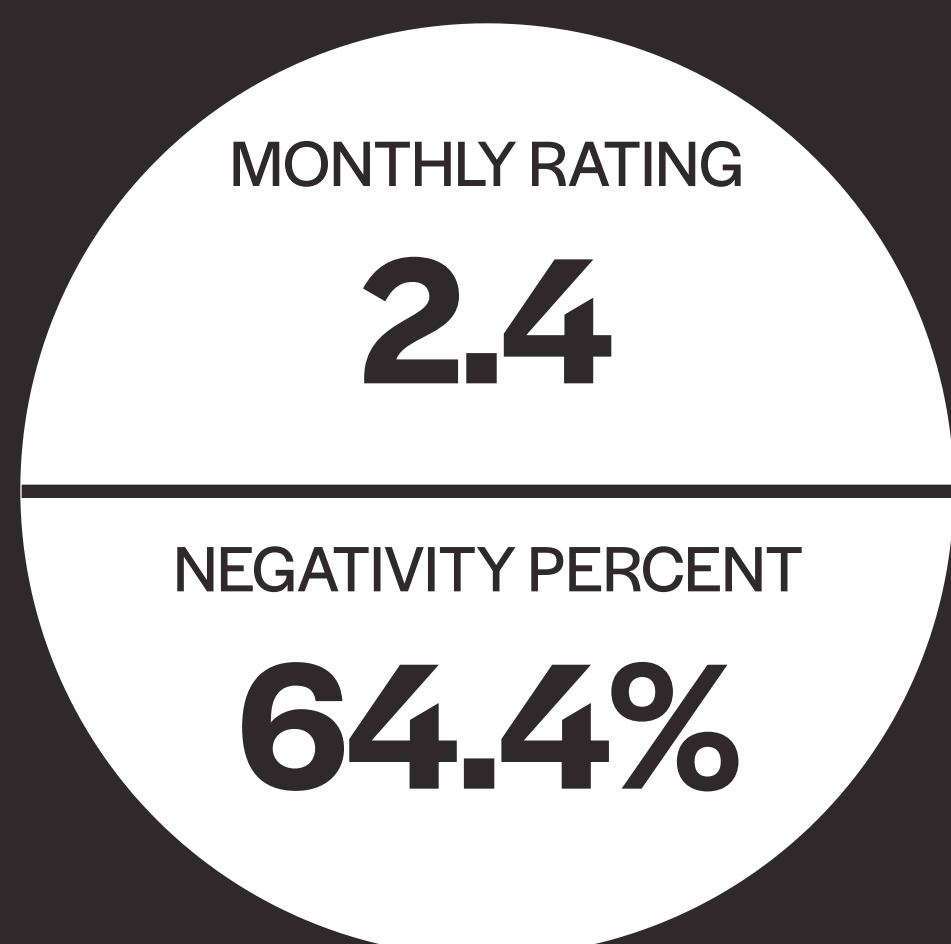
TOUR



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	+55.9% above benchmark	●
MANAGEMENT	+27.5% above benchmark	●
COMMUNICATION	+17.4% above benchmark	●
STAFF	+0.7% above benchmark	●
SAFETY/SECURITY	-24.1% below benchmark	●
BILLING/FEES	-47.6% below benchmark	●
PARKING	-86.6% 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	-33.9% below benchmark	●
LOCATION	+38.2% above benchmark	●
MAINTENANCE STAFF	+32.8% above benchmark	●
MAINTENANCE	+75.9% above benchmark	●
AMENITIES	-30.9% below benchmark	●
HELPFULNESS	-33.1% below benchmark	●
AESTHETICS	-79.1% 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.

APPLIANCES	Mentioned in 4.6% of positive reviews	+942.4% above the industry benchmark
NEIGHBORHOOD	Mentioned in 16.1% of positive reviews	+611.6% above the industry benchmark
PRICING	Mentioned in 5.8% of positive reviews	+553.5% above the industry benchmark
PARKING	Mentioned in 5.8% of positive reviews	+406.7 above the industry benchmark
UNIT CONDITION	Mentioned in 12.6% of positive reviews	+394.7% above the industry benchmark