HUMPHREY MANAGEMENT

TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.

5.81%

0.00%

1.16%

4.00%

9.30%

6.98%

5.33%

2.33%

2.67%

1.16%

0.00%

1.33%

8.14%

8.14%

0.00%

4.00%

5.81%

0.00%

1.33%

0.00%

0.00%

1.16%

0.00%

2.33%

0.00%

4.65%

0.00%

4.65%

10.47%

5.33%

9.30%

13.33%

11.63%

13.95%

1.33%

1.33%

26.67%

26.74%

14.67%

19.77%

10.67%

20.00%

6.67%

12.79%

12.00%

12.00%

10.47%

8.00%

25.58%

29.33%

29.33%

10.67%



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

22.09% CLEANLINESS 5.33% 1.16% RENT 6.67%

HEALTH SCORE: 38.26%

3.65 Monthly Rating

3.91

0.21 Monthly Volume 57.43% Response Rate

38.67%

Negative Percent

BENCHMARKS

1.59

88.47%

28.24%

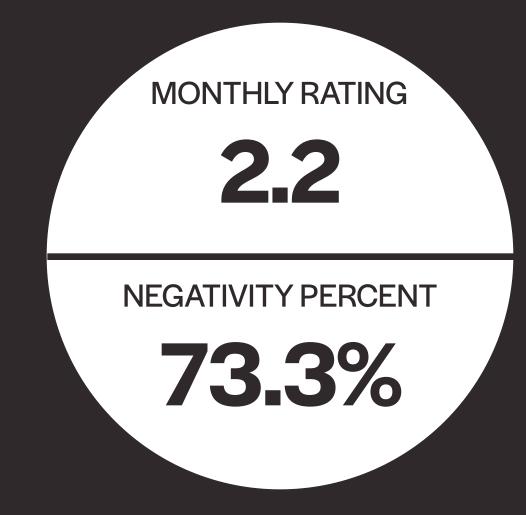
TOUR



MOVE-IN

MONTHLY RATING 3.4 **NEGATIVITY PERCENT** 40%

MAINTENANCE



RENEWAL



MOVE-OUT

MONTHLY RATING 2.3 **NEGATIVITY PERCENT 75%**

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	-16% below benchmark	
MANAGEMENT	+1.7% above benchmark	
COMMUNICATION	+18.3% above benchmark	
STAFF	-28.2% below benchmark	
SAFETY/SECURITY	-14% below benchmark	
BILLING/FEES	-28.7% below benchmark	
PARKING	+9.7% 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	-60.6% below benchmark	
LOCATION	-17.7% below benchmark	
MAINTENANCE STAFF	-7.6% below benchmark	
MAINTENANCE	-32.2% below benchmark	
AMENITIES	-21.3% below benchmark	
HELPFULNESS	-51.6% below benchmark	
AESTHETICS	+27% 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.

NEIGHBORHOOD	Mentioned in 8.1% of positive reviews	+260% above the industry benchmark
MANAGEMENT	Mentioned in 25.6% of positive reviews	+201.9% above the industry benchmark
SAFETY/ SECURITY	Mentioned in 9.3% of positive reviews	+184.7% above the industry benchmark
CLEANLINESS	Mentioned in 22.1% of positive reviews	+170.1% above the industry benchmark
COMMUNITY	Mentioned in 19.8% of positive reviews	+153.6% above the industry benchmark

