

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

23.98%

10.98%

0.08%

4.47%

6.31%

29.67%

1.16%

5.69% 9.54%

23.17%

11.78% 4.07%

0.91%

16.67%

12.61% 2.03%

0.00%

4.47% 0.58%

12.60%

13.78%

0.41%

11.12% 7.32%

1.74%

9.76%

0.83%

11.38% 18.34%

1.22%

65.73%

19.92%

9.21% 1.22%

5.56%

3.66% 4.90%

1.22%

1.58%

1.63%

1.00%

0.41%

4.98% 19.51%

22.57%

10.57%

1.24% 14.23%

20.41%

2.03%

5.48%

1.22%

6.06%

8.13%

0.33% 9.76% HEALTH SCORE: 76.11%

4.46

Monthly Rating

3.91

4.0 Monthly Volume 97.36%

Response Rate

15.97%

Negative Percent

BENCHMARKS

1.59

88.47%

28.24%

TOUR

MONTHLY RATING

NEGATIVITY PERCENT

11.5%

MOVE-IN

MONTHLY RATING 4.8 **NEGATIVITY PERCENT**

6.5%

MAINTENANCE

MONTHLY RATING 3.8 **NEGATIVITY PERCENT** 31.4%

RENEWAL

MONTHLY RATING 3.6 **NEGATIVITY PERCENT** 42.5%

MOVE-OUT

MONTHLY RATING 2.8 **NEGATIVITY PERCENT** 58.6%

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	-33.6% below benchmark	
MANAGEMENT	+2.9% above benchmark	
COMMUNICATION	-13.4% below benchmark	
STAFF	-2.5% below benchmark	
SAFETY/SECURITY	-8.2% below benchmark	
BILLING/FEES	-60.2% below benchmark	
PARKING	+15.2% 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	-3.1% below benchmark	
LOCATION	+44.4% above benchmark	
MAINTENANCE STAFF	-8.9% below benchmark	
MAINTENANCE	-30.5% below benchmark	
AMENITIES	+69.8% above benchmark	
HELPFULNESS	+52.5% above benchmark	
AESTHETICS	-50.1% 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.

LEASING PROCESS	Mentioned in 24.0% of positive reviews	+143.6% above the industry benchmark
UNIT	Mentioned in 4.8% of positive reviews	+88.3% above the industry benchmark
AMENITIES	Mentioned in 22.6% of positive reviews	+69.8% above the industry benchmark
FRIENDLINESS	Mentioned in 13.8% of positive reviews	+63.9% above the industry benchmark
HELPFULNESS	Mentioned in 18.3% of positive reviews	+52.5% above the industry benchmark

