

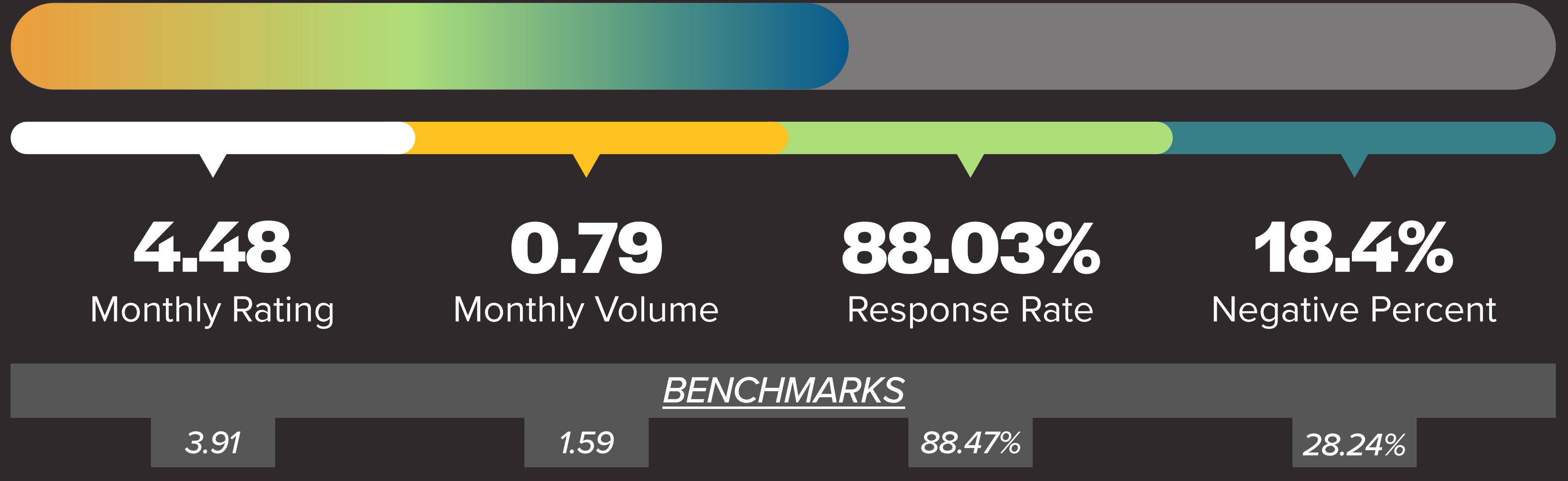


## TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.

 POSITIVE REVIEWS  
 NEGATIVE REVIEWS

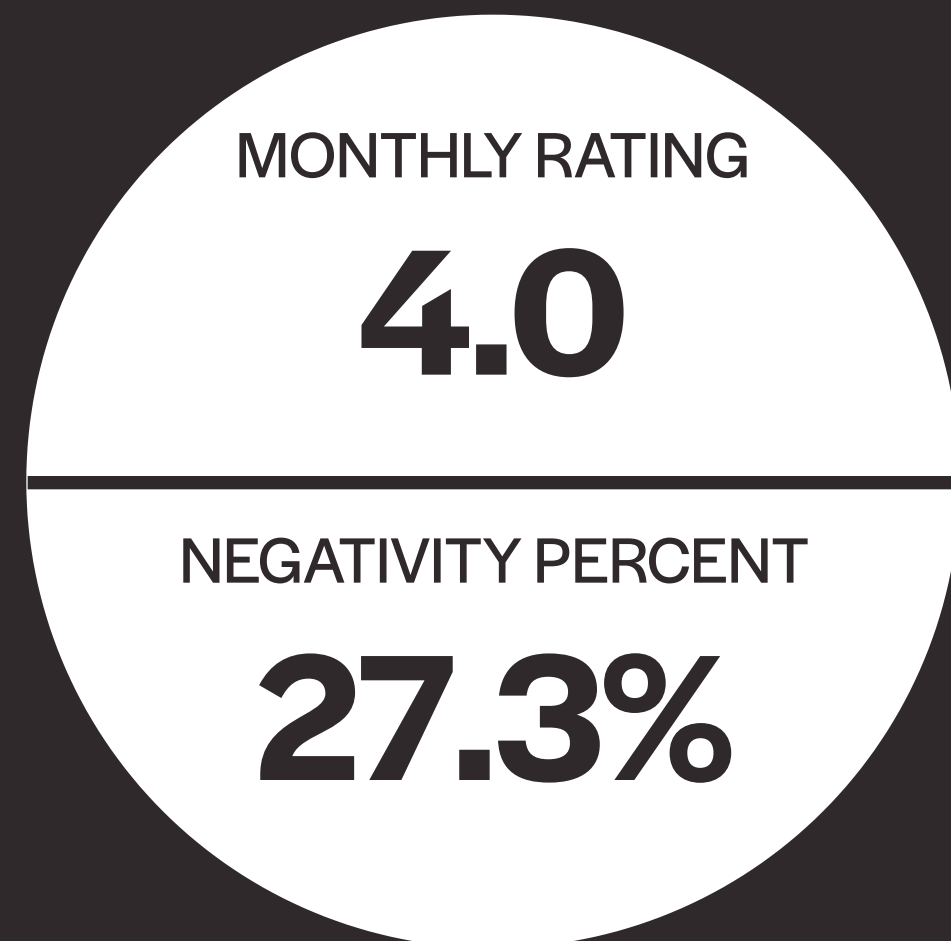
LEASING PROCESS	1.73%
BILLING / FEES	0.00%
MANAGEMENT	1.69%
MOVE OUT	18.50%
MAINTENANCE	20.34%
MOVE IN	0.00%
NOISE	3.39%
MAINTENANCE STAFF	34.10%
PESTS	20.34%
PARKING	5.20%
FRIENDLINESS	3.39%
CUSTOMER SERVICE	4.05%
NEIGHBORS	10.17%
PRICING	7.51%
HELPFULNESS	0.00%
STAFF	3.39%
COMMUNITY	2.89%
TOUR	8.47%
PROFESSIONALISM	10.40%
PROPERTY MANAGER	0.00%
AMBIANCE	2.89%
COMMUNICATION	8.47%
AMENITIES	12.14%
SAFETY / SECURITY	10.17%
LOCATION	1.73%
AESTHETICS	15.25%
CLEANLINESS	6.94%
RENT	0.00%
	28.32%
	11.86%
	17.34%
	1.69%
	0.00%
	3.39%
	0.00%
	5.08%
	3.47%
	1.69%
	2.89%
	0.00%
	5.20%
	15.25%
	30.64%
	8.47%
	13.87%
	1.69%
	32.95%
	0.00%
	12.14%
	0.00%
	19.08%
	5.08%
	0.58%
	11.86%



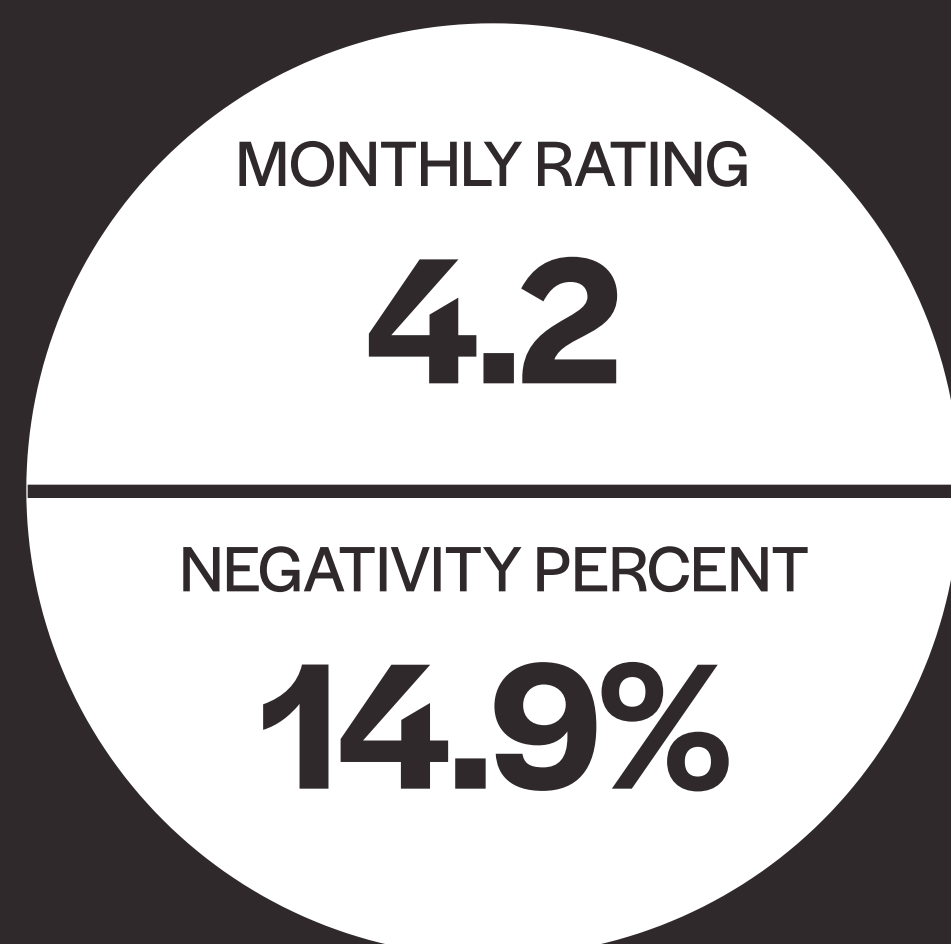
### TOUR



### 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	-41.7% below benchmark	
MANAGEMENT	-29.5% below benchmark	
COMMUNICATION	-32.3% below benchmark	
STAFF	-41.9% below benchmark	
SAFETY/SECURITY	-89.1% below benchmark	
BILLING/FEES	-84.9% below benchmark	
PARKING	-22.5% 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	-58.2% below benchmark	
LOCATION	+133.1% above benchmark	
MAINTENANCE STAFF	-45.7% below benchmark	
MAINTENANCE	+148.5% above benchmark	
AMENITIES	+130.4% above benchmark	
HELPFULNESS	-42.3% below benchmark	
AESTHETICS	+10.5% 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.

APPLIANCES	Mentioned in 2.9% of positive reviews	+555.2% above the industry benchmark
UNIT CONDITION	Mentioned in 13.3% of positive reviews	420.1% above the industry benchmark
SAFETY / SECURITY	Mentioned in 13.9% of positive reviews	+324.5% above the industry benchmark
MAINTENANCE	Mentioned in 34.1% of positive reviews	+148.5% above the industry benchmark
LOCATION	Mentioned in 32.9% of positive reviews	+133.1% above the industry benchmark