



ROSE ASSOCIATES

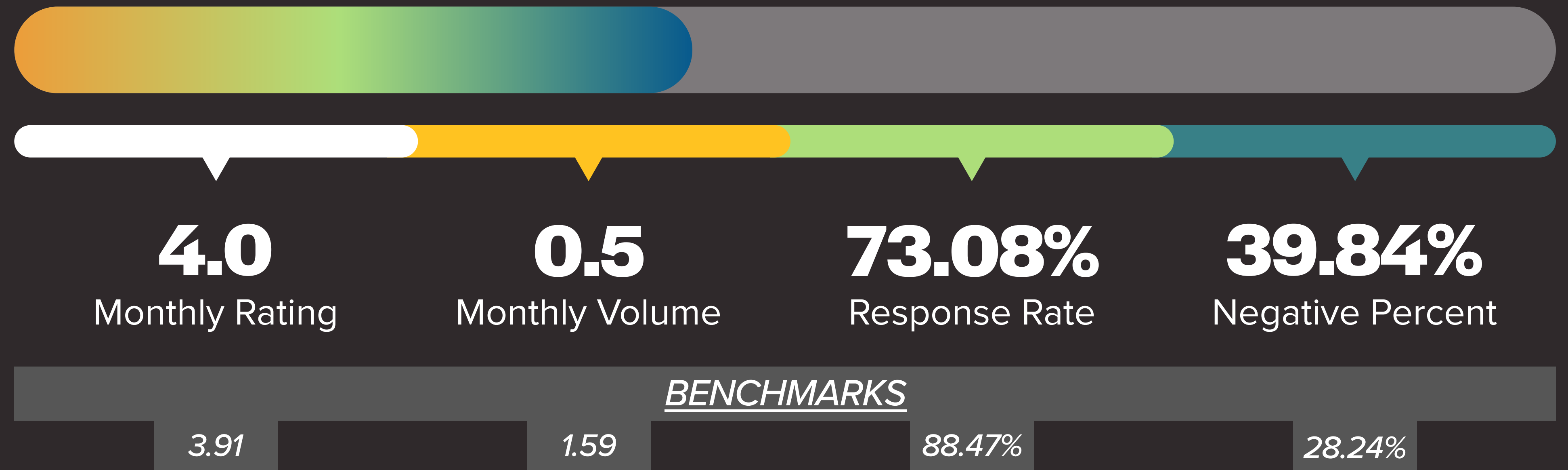
TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.

 POSITIVE REVIEWS
 NEGATIVE REVIEWS

| | |
|-------------------|--------|
| LEASING PROCESS | 31.94% |
| BILLING / FEES | 0.00% |
| MANAGEMENT | 47.83% |
| MOVE OUT | 10.87% |
| MAINTENANCE | 21.74% |
| MOVE IN | 10.87% |
| NOISE | 1.39% |
| MAINTENANCE STAFF | 23.61% |
| PESTS | 6.52% |
| PARKING | 1.39% |
| FRIENDLINESS | 11.11% |
| CUSTOMER SERVICE | 6.94% |
| NEIGHBORS | 4.17% |
| PRICING | 2.78% |
| HELPFULNESS | 18.06% |
| STAFF | 33.33% |
| COMMUNITY | 11.11% |
| TOUR | 4.35% |
| PROFESSIONALISM | 0.00% |
| PROPERTY MANAGER | 2.78% |
| AMBIANCE | 0.00% |
| COMMUNICATION | 8.33% |
| AMENITIES | 18.06% |
| SAFETY / SECURITY | 1.39% |
| LOCATION | 26.39% |
| AESTHETICS | 9.72% |
| CLEANLINESS | 8.70% |
| RENT | 2.78% |

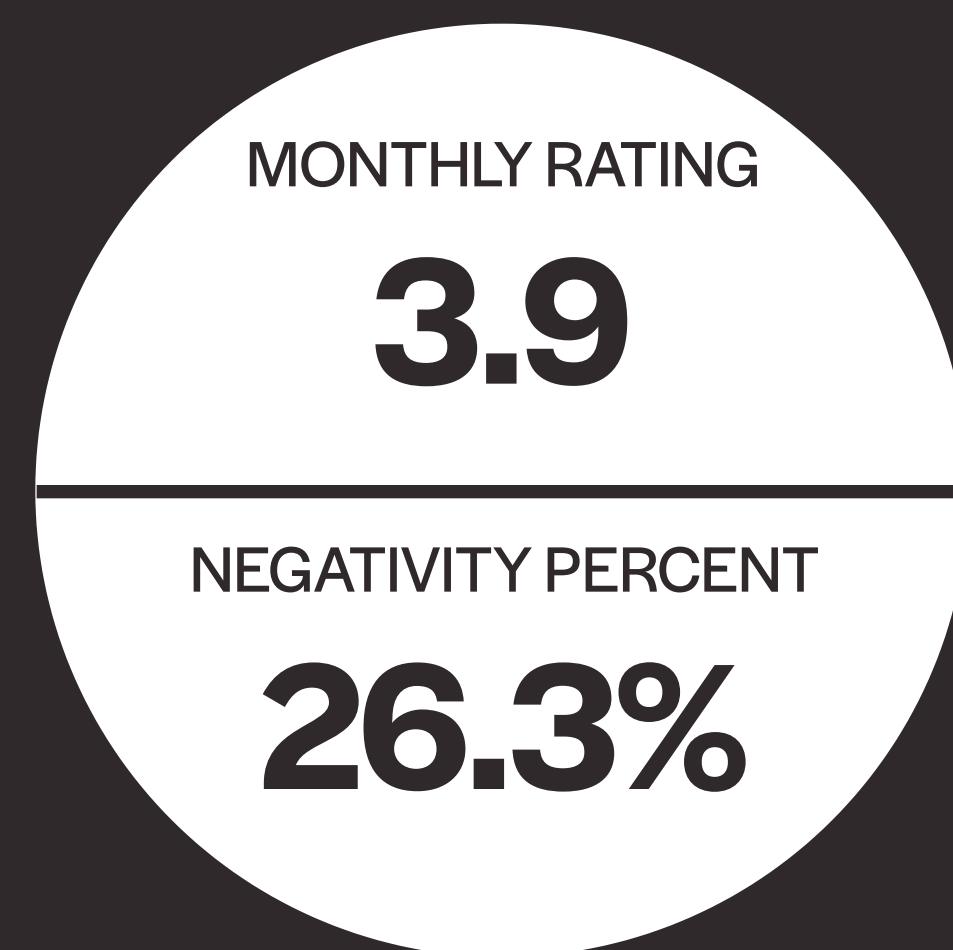
HEALTH SCORE: 43.98%



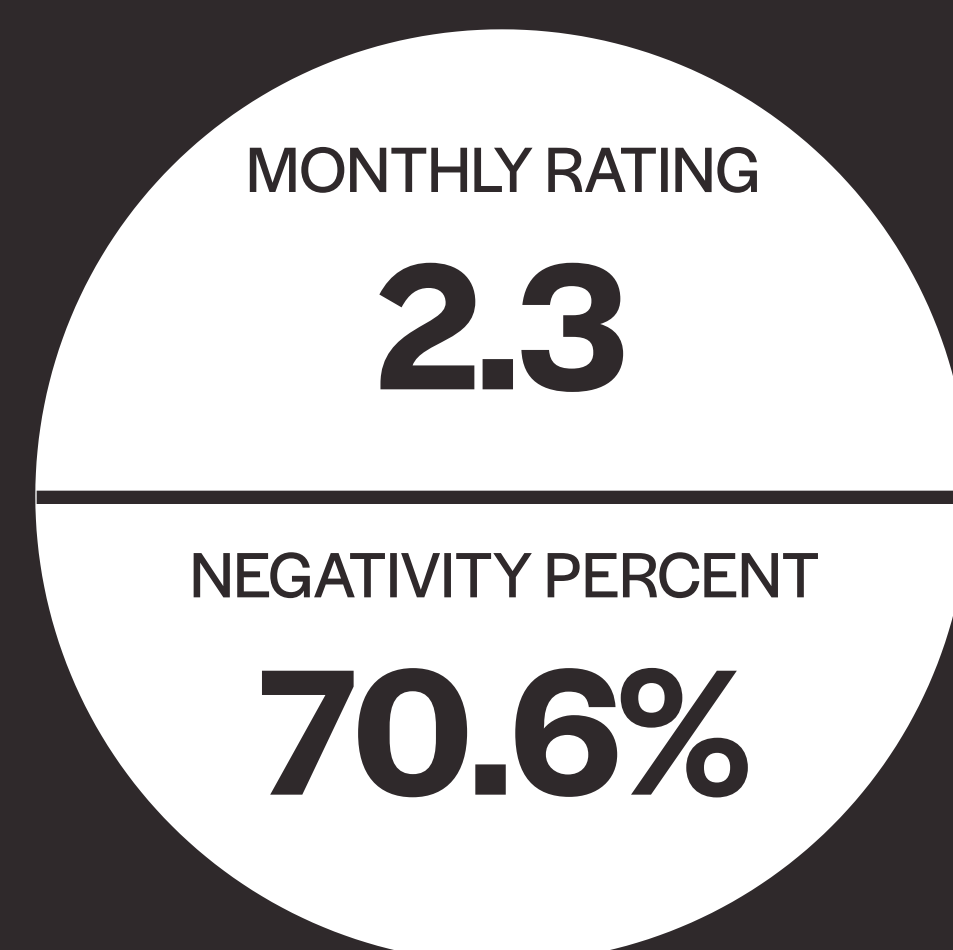
TOUR



MOVE-IN



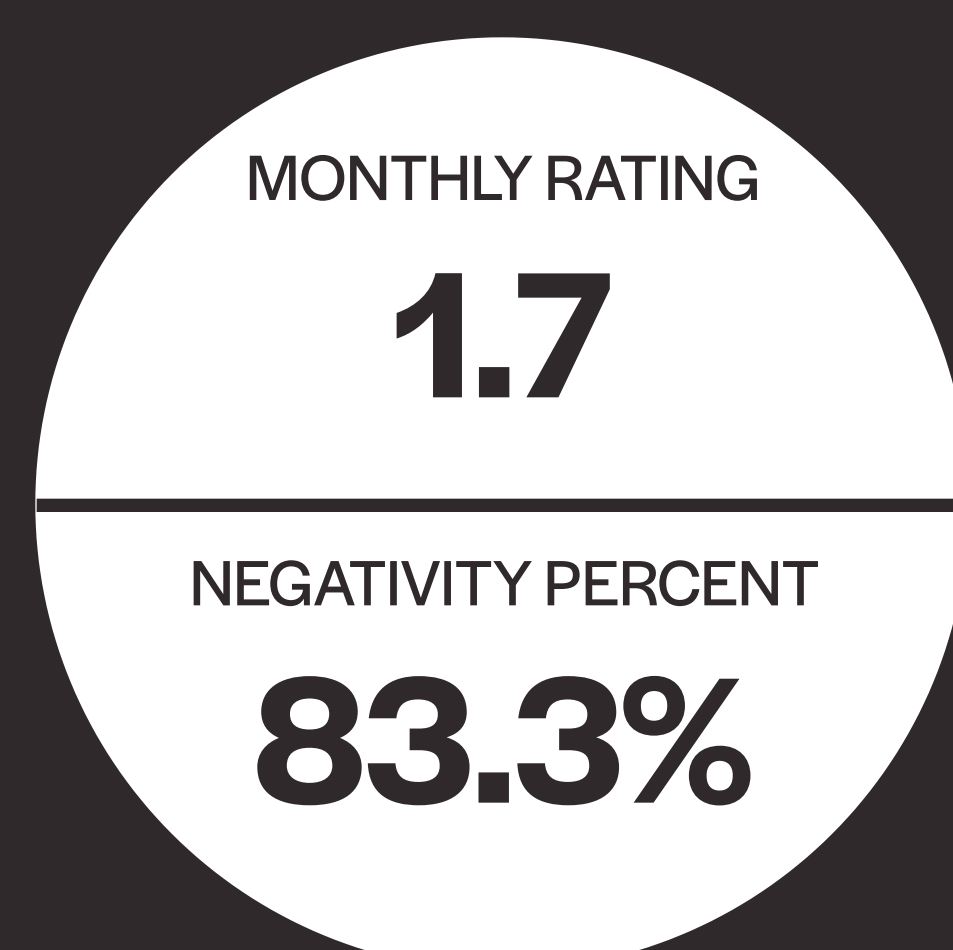
MAINTENANCE



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 | -37.7% below benchmark | |
| MANAGEMENT | +65.9% above benchmark | |
| COMMUNICATION | +15.7% above benchmark | |
| STAFF | +6.4% above benchmark | |
| SAFETY/SECURITY | -86% below benchmark | |
| BILLING/FEES | -61.3% below benchmark | |
| PARKING | -20.5% 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 | -50.9% below benchmark | |
| LOCATION | +86.7% above benchmark | |
| MAINTENANCE STAFF | +70.5% above benchmark | |
| MAINTENANCE | -29.2% below benchmark | |
| AMENITIES | +35.8% above benchmark | |
| HELPFULNESS | +50.2% above benchmark | |
| AESTHETICS | -11.5% 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 31.9% of positive reviews | +224.4% above the industry benchmark |
| LOCATION | Mentioned in 26.4% of positive reviews | 86.7% above the industry benchmark |
| MAINTENANCE STAFF | Mentioned in 23.6% of positive reviews | +70.5% above the industry benchmark |
| MOVE-IN | Mentioned in 18.1% of positive reviews | +63.5% above the industry benchmark |
| HELPFULNESS | Mentioned in 18.1% of positive reviews | +50.2% above the industry benchmark |