SOUTHERN COMPANY

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

11.67%

4.17% 0.00%

4.17%

16.67% 25.00%

0.00%

16.67%

6.67%

25.00%

10.00%

4.17%

0.00%

25.00%

6.67% 0.00%

0.00%

0.00%

1.67%

12.50%

10.00% 0.00%

5.00%

4.17%

0.00%

16.67%

3.33% 12.50%

6.67%

0.00%

55.00%

12.50%

20.00%

4.17% 11.67%

0.00%

3.33%

0.00% 5.00%

4.17%

0.00%

0.00%

1.67%

12.50%

48.33% 25.00%

3.33%

0.00%

41.67%

8.33%

25.00%

0.00%

6.67%

20.83%

0.00% 12.50%

HEALTH SCORE: 56.4%

1.59

25.81% 94.44% 4.57 1.29 Monthly Volume Monthly Rating **Negative Percent** Response Rate

BENCHMARKS

3.91

MONTHLY RATING NEGATIVITY PERCENT 0%

TOUR

MOVE-IN

MONTHLY RATING 4.6 **NEGATIVITY PERCENT** 14.3%

MAINTENANCE

MONTHLY RATING 2.7 **NEGATIVITY PERCENT** 63.6%

RENEWAL

MONTHLY RATING 3.3 **NEGATIVITY PERCENT** 50%

MOVE-OUT

MONTHLY RATING 1.8 **NEGATIVITY PERCENT** 80%

MINIMIZE NEGATIVITY

28.24%

88.47%

*The 7 topics most often mentioned in **negative** reviews. Below benchmark is preferred, meaning the group has fewer negative mentions of each topic.

MAINTENANCE	-28.4% below benchmark	
MANAGEMENT	-13.3% below benchmark	
COMMUNICATION	-44.5% below benchmark	
STAFF	-38.8% below benchmark	
SAFETY/SECURITY	No Reviews	
BILLING/FEES	-62.9% below benchmark	
PARKING	+14.2% 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	-18.9% below benchmark	
LOCATION	+194.8% above benchmark	
MAINTENANCE STAFF	-51.9% below benchmark	
MAINTENANCE	-51.4% below benchmark	
AMENITIES	+263.5% above benchmark	
HELPFULNESS	-44.6% below benchmark	
AESTHETICS	+127.6% 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.

Mentioned in 20% of positive reviews	+552.3% above the industry benchmark
Mentioned in 48.3% of positive reviews	+263.5% above the industry benchmark
Mentioned in 41.7% of positive reviews	+194.8% above the industry benchmark
Mentioned in 20% of positive reviews	+156.6% above the industry benchmark
Mentioned in 25% of positive reviews	+127.6% above the industry benchmark
	of positive reviews Mentioned in 48.3% of positive reviews Mentioned in 41.7% of positive reviews Mentioned in 20% of positive reviews Mentioned in 25%

