



# TM ASSOCIATES

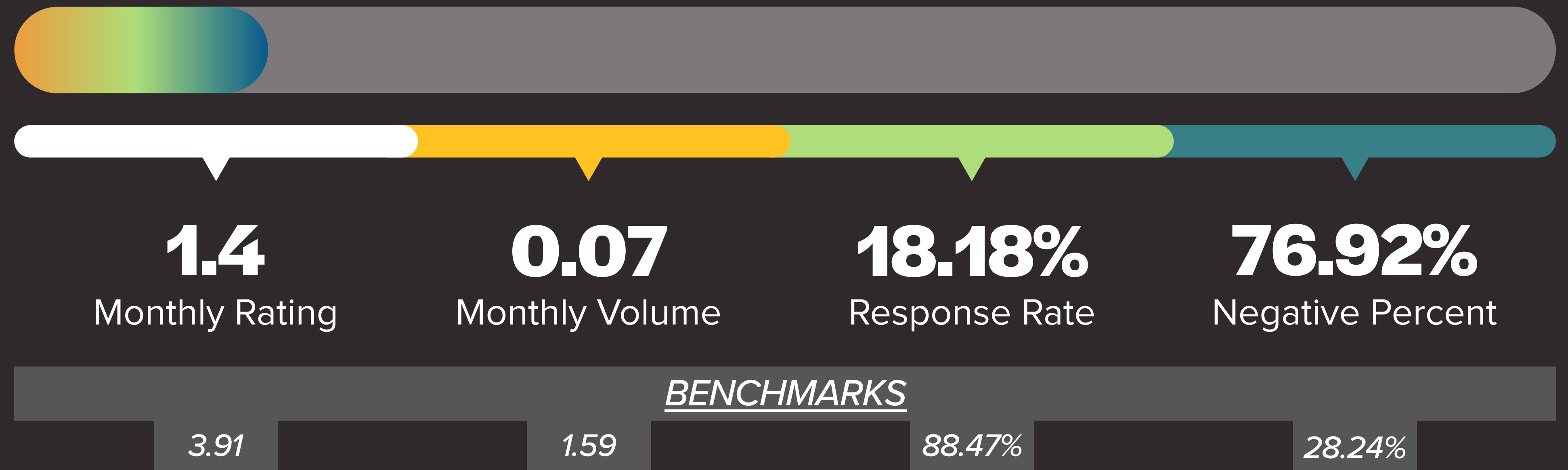
## TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.

 POSITIVE REVIEWS  
 NEGATIVE REVIEWS

LEASING PROCESS	0.00%
BILLING / FEES	0.00%
MANAGEMENT	0.00%
MOVE OUT	0.00%
MAINTENANCE	0.00%
MOVE IN	50.00%
NOISE	0.00%
MAINTENANCE STAFF	0.00%
PESTS	0.00%
PARKING	16.67%
FRIENDLINESS	0.00%
CUSTOMER SERVICE	0.00%
NEIGHBORS	0.00%
PRICING	0.00%
HELPFULNESS	50.00%
STAFF	50.00%
COMMUNITY	0.00%
TOUR	0.00%
PROFESSIONALISM	33.33%
PROPERTY MANAGER	0.00%
AMBIANCE	0.00%
COMMUNICATION	0.00%
AMENITIES	50.00%
SAFETY / SECURITY	0.00%
LOCATION	0.00%
AESTHETICS	50.00%
CLEANLINESS	0.00%
RENT	0.00%

## HEALTH SCORE: 16.45%



### 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	-52.2% below benchmark	●
MANAGEMENT	-42.2% below benchmark	●
COMMUNICATION	-26.1% below benchmark	●
STAFF	+144.6% above benchmark	●
SAFETY/SECURITY	No Reviews	●
BILLING/FEES	No Reviews	●
PARKING	+52.3% 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	-26.3% below benchmark	●
LOCATION	No Reviews	●
MAINTENANCE STAFF	No Reviews	●
MAINTENANCE	No Reviews	●
AMENITIES	+276% above benchmark	●
HELPFULNESS	+315.9% above benchmark	●
AESTHETICS	+355.1% 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.

UNIT CONDITION	Mentioned in 50% of positive reviews	+1856.2% above the industry benchmark
AESTHETICS	Mentioned in 50% of positive reviews	+355.1% above the industry benchmark
MOVE-IN	Mentioned in 50% of positive reviews	+352.8% above the industry benchmark
HELPFULNESS	Mentioned in 50% of positive reviews	+315.9% above the industry benchmark
AMENITIES	Mentioned in 50% of positive reviews	+276% above the industry benchmark