



WASHINGTON PROPERTY COMPANY

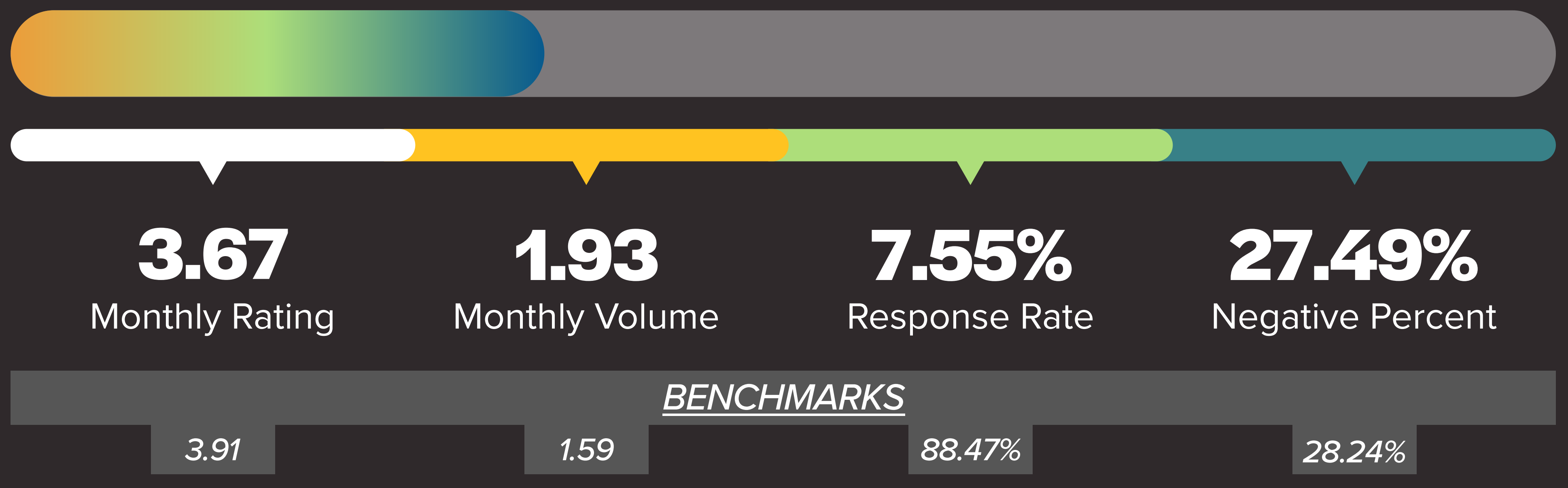
TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.

 POSITIVE REVIEWS
 NEGATIVE REVIEWS

LEASING PROCESS	14.62%
BILLING / FEES	0.00%
MANAGEMENT	16.92%
MOVE OUT	1.54%
MAINTENANCE	10.77%
MOVE IN	11.54%
NOISE	3.08%
MAINTENANCE STAFF	10.77%
PESTS	0.00%
PARKING	7.55%
FRIENDLINESS	6.15%
CUSTOMER SERVICE	13.85%
NEIGHBORS	6.92%
PRICING	0.77%
HELPFULNESS	15.38%
STAFF	49.23%
COMMUNITY	10.00%
TOUR	3.85%
PROFESSIONALISM	5.38%
PROPERTY MANAGER	10.00%
AMBIANCE	0.00%
COMMUNICATION	13.85%
AMENITIES	15.38%
SAFETY / SECURITY	3.85%
LOCATION	24.62%
AESTHETICS	4.62%
CLEANLINESS	8.46%
RENT	1.54%

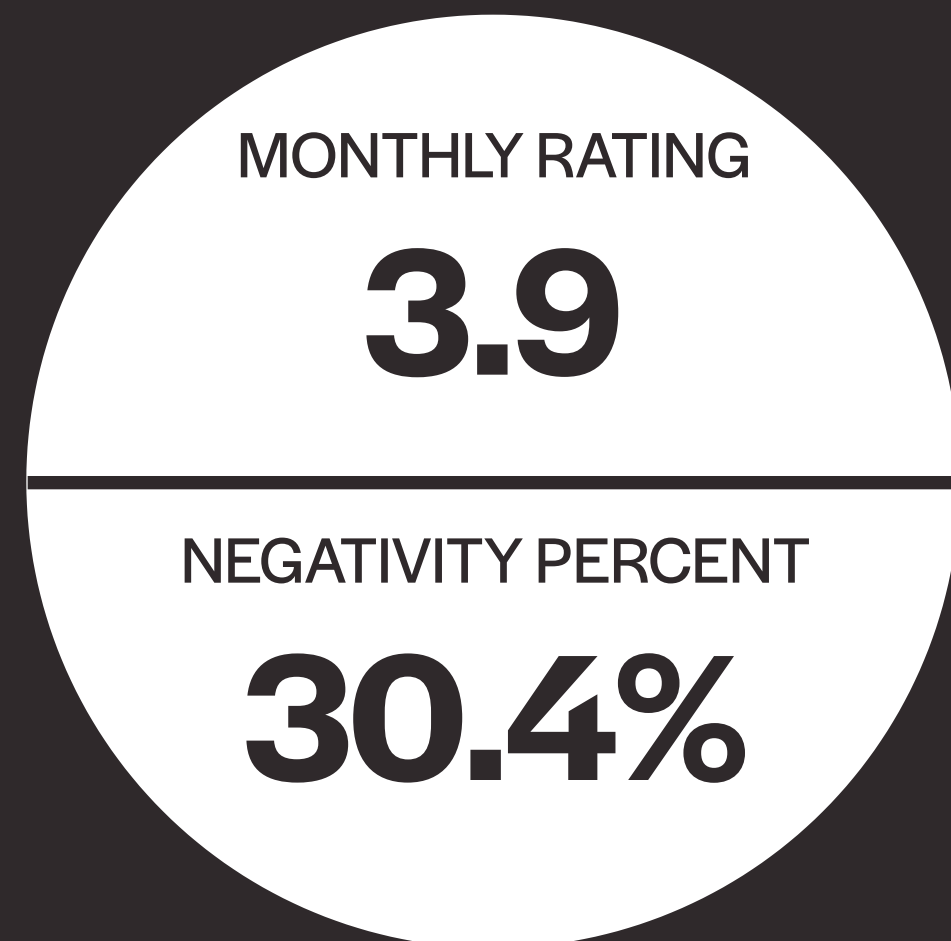
HEALTH SCORE: 34.54%



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	-35.1% below benchmark	
MANAGEMENT	+37.4% above benchmark	
COMMUNICATION	-16.3% below benchmark	
STAFF	-53.8% below benchmark	
SAFETY/SECURITY	-75.6% below benchmark	
BILLING/FEES	-32.8% below benchmark	
PARKING	-31% 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	-27.4% below benchmark	
LOCATION	+74.1% above benchmark	
MAINTENANCE STAFF	-22.2% below benchmark	
MAINTENANCE	-21.5% below benchmark	
AMENITIES	+15.7% above benchmark	
HELPFULNESS	+28% above benchmark	
AESTHETICS	-58% 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.

COMMUNICATION	Mentioned in 13.8% of positive reviews	+163.8% above the industry benchmark
NEIGHBORS	Mentioned in 6.9% of positive reviews	+115.5% above the industry benchmark
MANAGEMENT	Mentioned in 16.9% of positive reviews	+99.7% above the industry benchmark
PROPERTY MANAGER	Mentioned in 10% of positive reviews	+81.4% above the industry benchmark
LOCATION	Mentioned in 24.6% of positive reviews	+74.1% above the industry benchmark