



WILLOW BRIDGE

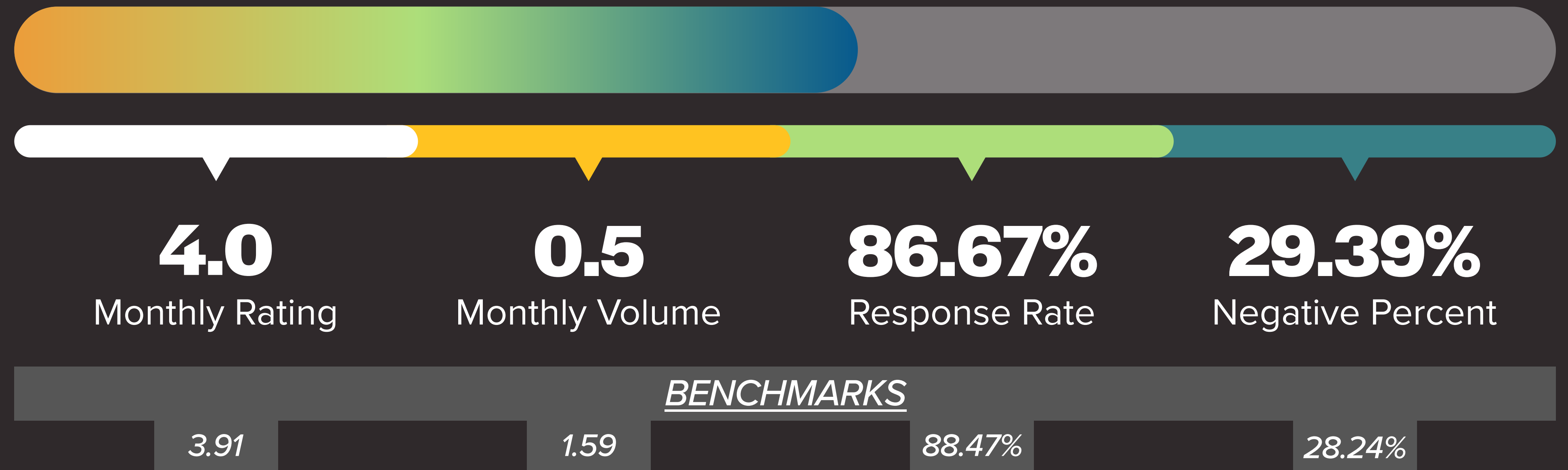
TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.

 POSITIVE REVIEWS
 NEGATIVE REVIEWS

LEASING PROCESS	10.34%
BILLING / FEES	6.97%
MANAGEMENT	0.11%
MOVE OUT	9.39%
MAINTENANCE	9.91%
MOVE IN	33.31%
NOISE	0.79%
MAINTENANCE STAFF	7.87%
PESTS	12.24%
PARKING	31.56%
FRIENDLINESS	12.13%
CUSTOMER SERVICE	7.67%
NEIGHBORS	1.30%
PRICING	8.88%
HELPFULNESS	10.64%
STAFF	2.59%
COMMUNITY	0.15%
TOUR	7.47%
PROFESSIONALISM	1.47%
PROPERTY MANAGER	10.90%
AMBIANCE	9.09%
COMMUNICATION	0.37%
AMENITIES	8.61%
SAFETY / SECURITY	7.87%
LOCATION	4.33%
AESTHETICS	9.39%
CLEANLINESS	1.10%
RENT	8.95%
	10.64%
	1.11%
	57.51%
	18.64%
	11.19%
	1.38%
	6.40%
	2.12%
	4.76%
	2.73%
	4.33%
	4.48%
	5.70%
	0.67%
	4.95%
	21.70%
	20.25%
	8.82%
	3.76%
	14.40%
	20.82%
	2.19%
	13.46%
	3.33%
	9.37%
	11.54%
	0.71%
	9.45%

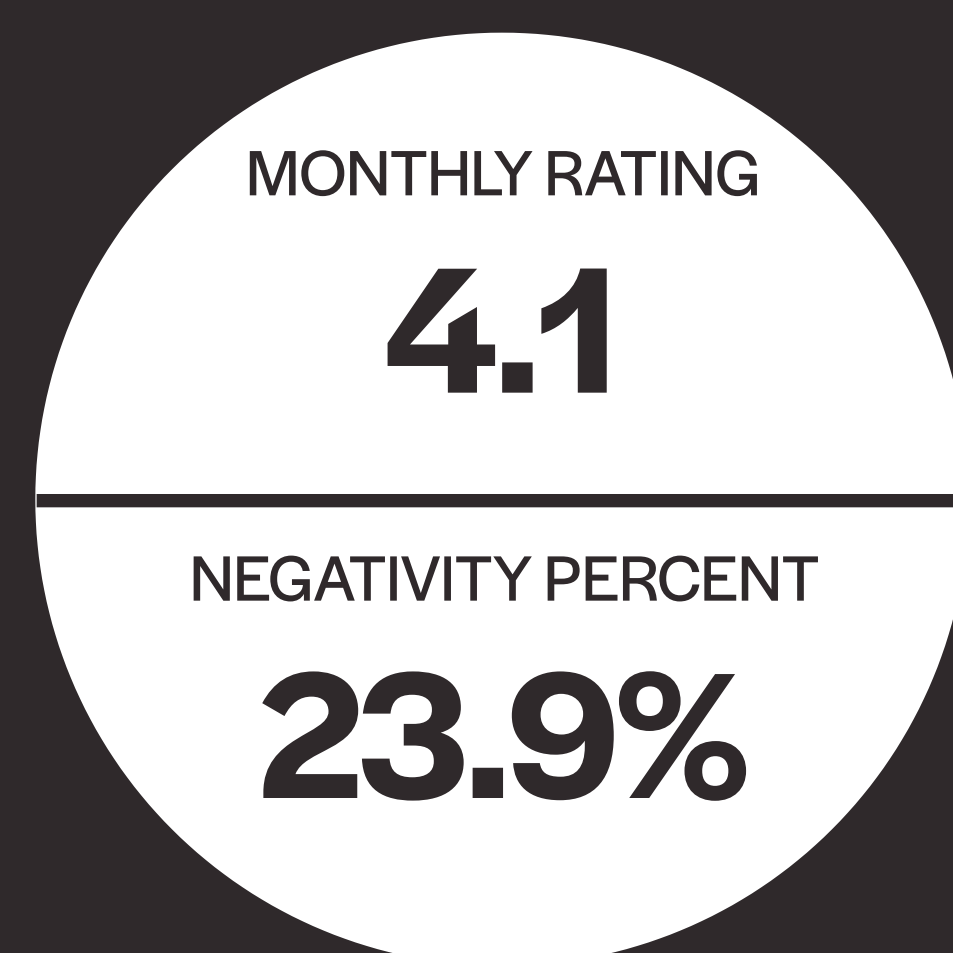
HEALTH SCORE: 54.72%



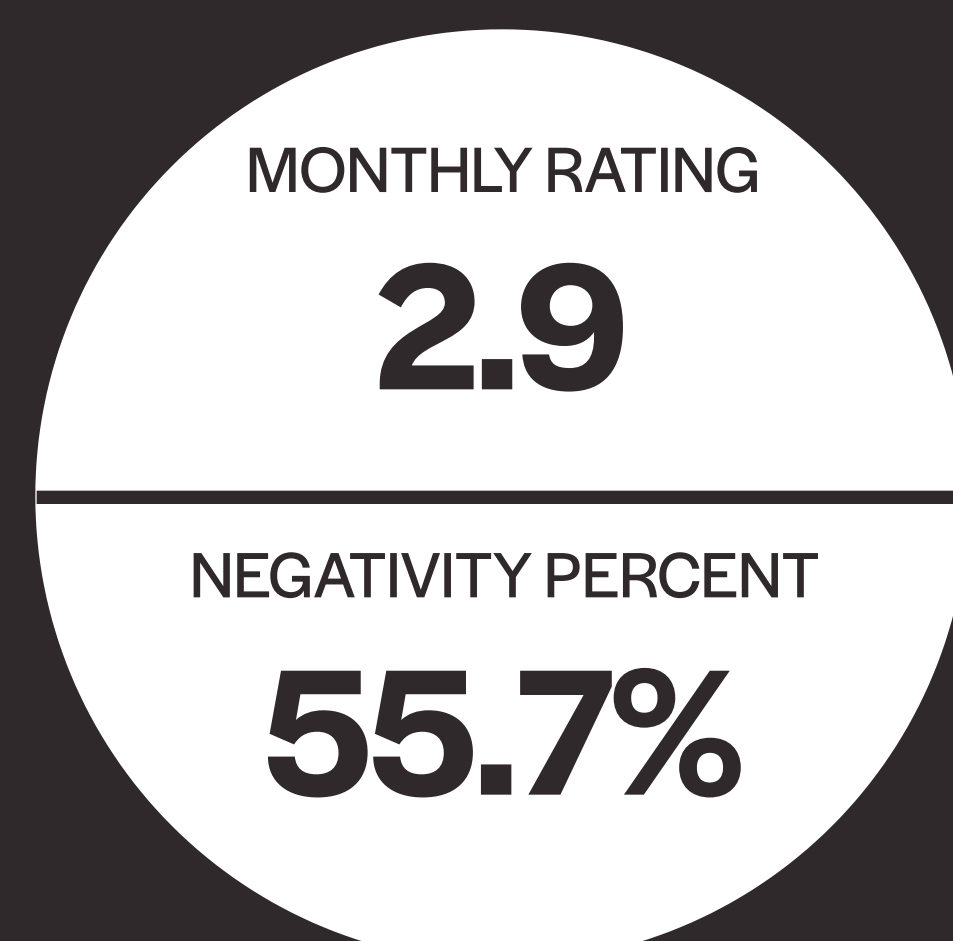
TOUR



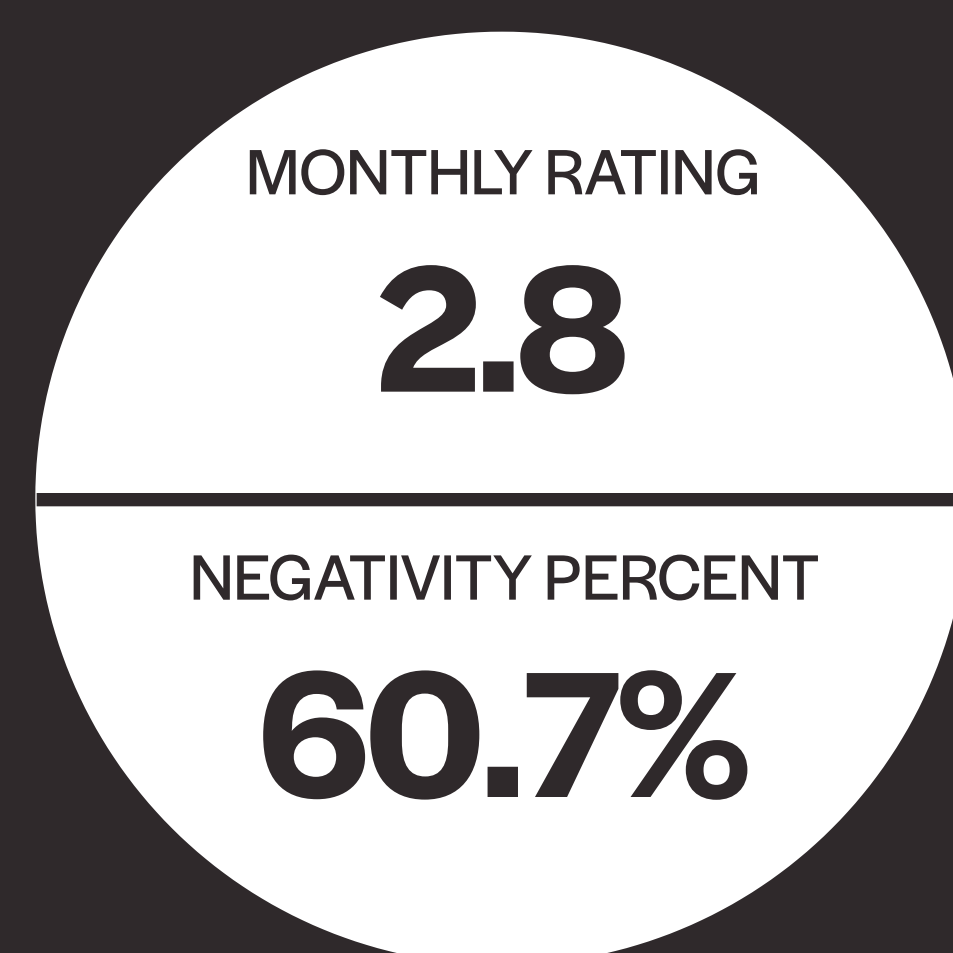
MOVE-IN



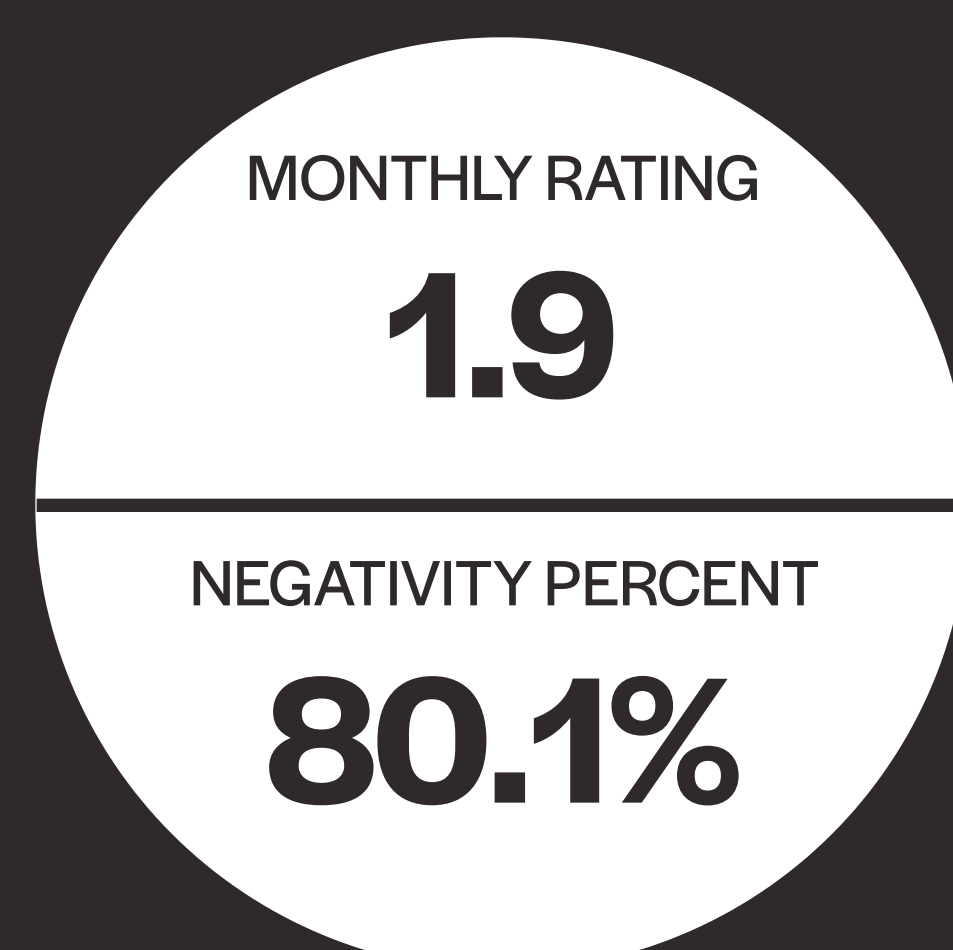
MAINTENANCE



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	-9.6% below benchmark	●
MANAGEMENT	+15.5% above benchmark	●
COMMUNICATION	-3.7% below benchmark	●
STAFF	-8.8% below benchmark	●
SAFETY/SECURITY	-7.1% below benchmark	●
BILLING/FEES	-16.4% below benchmark	●
PARKING	-0.4% 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	-15.2% below benchmark	●
LOCATION	+47.3% above benchmark	●
MAINTENANCE STAFF	-23.2% below benchmark	●
MAINTENANCE	-10.8% below benchmark	●
AMENITIES	+52.3% above benchmark	●
HELPFULNESS	-11.5% below benchmark	●
AESTHETICS	+22.6% 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.

UNIT CONDITION	Mentioned in 5.5% of positive reviews	+114.7% above the industry benchmark
NEIGHBORHOOD	Mentioned in 4.1% of positive reviews	+83.2% above the industry benchmark
AMENITIES	Mentioned in 20.3% of positive reviews	+52.3% above the industry benchmark
LOCATION	Mentioned in 20.8% of positive reviews	+47.3% above the industry benchmark
COMMUNITY	Mentioned in 11.2% of positive reviews	+43.6% above the industry benchmark