

BOYD HOMES

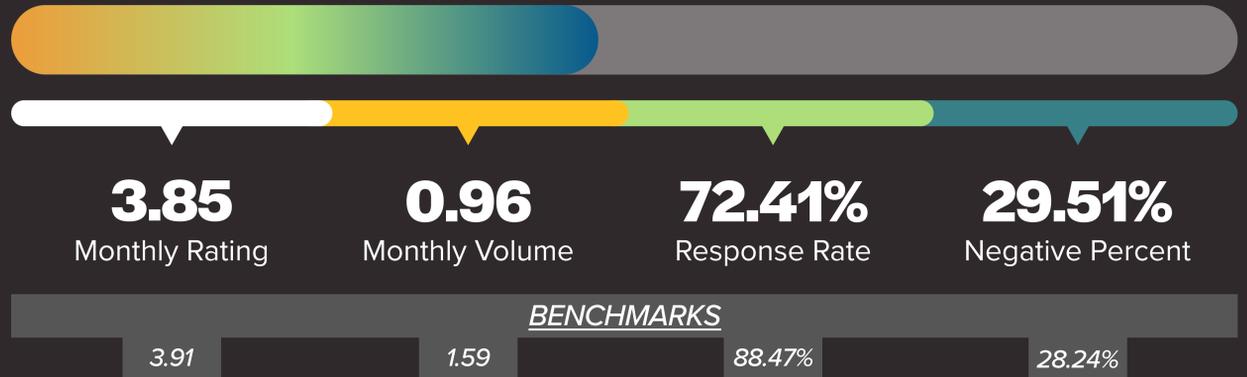
TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.

 POSITIVE REVIEWS
 NEGATIVE REVIEWS

LEASING PROCESS	10.26%
BILLING / FEES	0.00%
MANAGEMENT	5.13%
MOVE OUT	29.41%
MAINTENANCE	0.00%
MOVE IN	35.29%
NOISE	7.69%
MAINTENANCE STAFF	23.53%
PESTS	5.88%
PARKING	0.00%
FRIENDLINESS	0.00%
CUSTOMER SERVICE	15.38%
NEIGHBORS	23.53%
PRICING	2.56%
HELPFULNESS	5.88%
STAFF	0.00%
COMMUNITY	38.46%
TOUR	17.65%
PROFESSIONALISM	17.95%
PROPERTY MANAGER	0.00%
AMBIANCE	2.56%
COMMUNICATION	0.00%
AMENITIES	5.13%
SAFETY / SECURITY	11.76%
LOCATION	12.82%
AESTHETICS	0.00%
CLEANLINESS	5.13%
RENT	11.76%

HEALTH SCORE: 47.87%



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	-32.6% below benchmark	
MANAGEMENT	+2% above benchmark	
COMMUNICATION	-47.8% below benchmark	
STAFF	-13.7% below benchmark	
SAFETY/SECURITY	-62% below benchmark	
BILLING/FEES	+57.2% above benchmark	
PARKING	No Reviews	

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	-43.3% below benchmark	
LOCATION	-63.7% below benchmark	
MAINTENANCE STAFF	+66.6% above benchmark	
MAINTENANCE	-43.9% below benchmark	
AMENITIES	-3.6% below benchmark	
HELPFULNESS	+28% above benchmark	
AESTHETICS	-53.3% 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.

COMMUNITY	Mentioned in 17.9% of positive reviews	+130.3% above the industry benchmark
CUSTOMER SERVICE	Mentioned in 15.4% of positive reviews	+78.4% above the industry benchmark
MAINTENANCE STAFF	Mentioned in 23.1% of positive reviews	+66.6% above the industry benchmark
HELPFULNESS	Mentioned in 15.4% of positive reviews	+28% above the industry benchmark
FRIENDLINESS	Mentioned in 10.3% of positive reviews	+22% above the industry benchmark