

EDGEWOOD MANAGEMENT

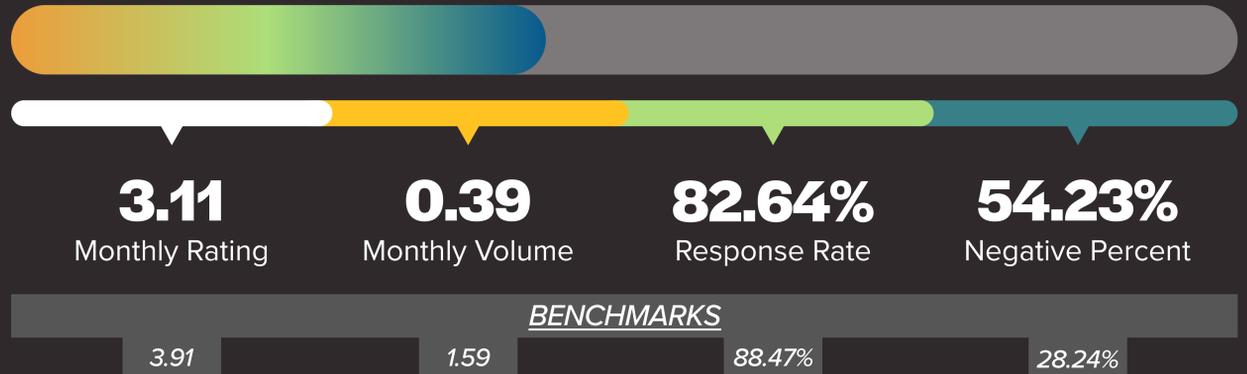
TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.

■ POSITIVE REVIEWS
■ NEGATIVE REVIEWS

LEASING PROCESS	10.78%
BILLING / FEES	0.00%
MANAGEMENT	11.76%
MOVE OUT	0.00%
MAINTENANCE	16.67%
MOVE IN	8.82%
NOISE	2.94%
MAINTENANCE STAFF	7.84%
PESTS	0.98%
PARKING	5.88%
FRIENDLINESS	2.94%
CUSTOMER SERVICE	11.76%
NEIGHBORS	9.80%
PRICING	2.94%
HELPFULNESS	5.88%
STAFF	54.90%
COMMUNITY	6.86%
TOUR	4.90%
PROFESSIONALISM	1.47%
PROPERTY MANAGER	9.80%
AMBIANCE	5.88%
COMMUNICATION	1.96%
AMENITIES	16.18%
SAFETY / SECURITY	6.86%
LOCATION	1.47%
AESTHETICS	4.90%
CLEANLINESS	0.74%
RENT	6.86%
	0.00%
	15.69%
	10.29%
	3.92%
	4.41%

HEALTH SCORE: 43.61%



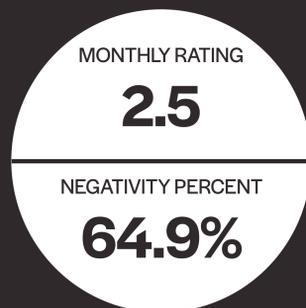
TOUR



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	-17.8% below benchmark	●
MANAGEMENT	+19.9% above benchmark	●
COMMUNICATION	-28.2% below benchmark	●
STAFF	+4.3% above benchmark	●
SAFETY/SECURITY	-28.8% below benchmark	●
BILLING/FEES	-34.5% below benchmark	●
PARKING	-46.2% 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	-19.1% below benchmark	●
LOCATION	+66.4% above benchmark	●
MAINTENANCE STAFF	-43.4% below benchmark	●
MAINTENANCE	+21.4% above benchmark	●
AMENITIES	-48.4% below benchmark	●
HELPFULNESS	-51.1% below benchmark	●
AESTHETICS	-37.5% 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.

UNIT CONDITION	Mentioned in 14.7% of positive reviews	+475.3% above the industry benchmark
AFFORDABILITY	Mentioned in 7.8% of positive reviews	+450.4% above the industry benchmark
PARKING	Mentioned in 5.9% of positive reviews	+418.6% above the industry benchmark
NEIGHBORS	Mentioned in 9.8% of positive reviews	+205.1% above the industry benchmark
CLEANLINESS	Mentioned in 15.7% of positive reviews	+91.7% above the industry benchmark