

ENTERPRISE RESIDENTIAL

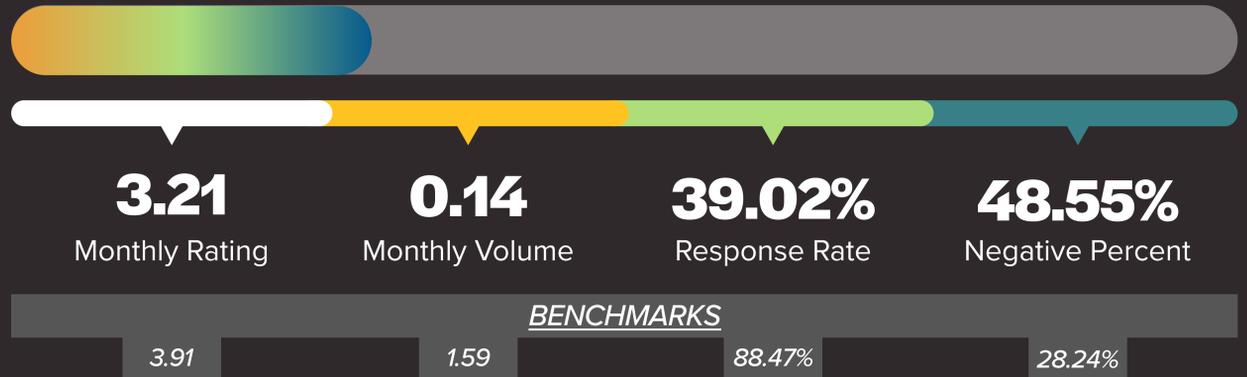
TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.

 POSITIVE REVIEWS
 NEGATIVE REVIEWS

LEASING PROCESS	3.92%
	5.66%
BILLING / FEES	0.00%
	1.89%
MANAGEMENT	17.65%
	39.62%
MOVE OUT	0.00%
	3.77%
MAINTENANCE	3.92%
	32.08%
MOVE IN	11.76%
	1.89%
NOISE	0.00%
	1.89%
MAINTENANCE STAFF	5.88%
	1.89%
PESTS	0.00%
	7.55%
PARKING	1.96%
	3.77%
FRIENDLINESS	9.80%
	0.00%
CUSTOMER SERVICE	7.84%
	13.21%
NEIGHBORS	5.88%
	13.21%
PRICING	0.00%
	1.89%
HELPFULNESS	5.88%
	0.00%
STAFF	19.61%
	9.43%
COMMUNITY	17.65%
	1.89%
TOUR	3.92%
	0.00%
PROFESSIONALISM	3.92%
	9.43%
PROPERTY MANAGER	11.76%
	1.89%
AMBIANCE	1.96%
	0.00%
COMMUNICATION	1.96%
	26.42%
AMENITIES	11.76%
	0.00%
SAFETY / SECURITY	0.00%
	13.21%
LOCATION	7.84%
	0.00%
AESTHETICS	13.73%
	1.89%
CLEANLINESS	17.65%
	9.43%
RENT	0.00%
	5.66%

HEALTH SCORE: 29.39%



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	-8.1% below benchmark	
MANAGEMENT	+37.4% above benchmark	
COMMUNICATION	+17.2% above benchmark	
STAFF	-53.8% below benchmark	
SAFETY/SECURITY	-14.8% below benchmark	
BILLING/FEES	-83.2% below benchmark	
PARKING	-65.5% 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	-71.1% below benchmark	
LOCATION	-44.5% below benchmark	
MAINTENANCE STAFF	-57.5% below benchmark	
MAINTENANCE	-71.4% below benchmark	
AMENITIES	-11.5% below benchmark	
HELPFULNESS	-51.1% below benchmark	
AESTHETICS	+24.9% 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.

COMMUNITY	Mentioned in 17.6% of positive reviews	+126.4% above the industry benchmark
CLEANLINESS	Mentioned in 17.6% of positive reviews	+115.7% above the industry benchmark
PROPERTY MANAGER	Mentioned in 11.8% of positive reviews	+113.4% above the industry benchmark
MANAGEMENT	Mentioned in 17.6% of positive reviews	+108.3% above the industry benchmark
NEIGHBORS	Mentioned in 5.9% of positive reviews	+83.1% above the industry benchmark