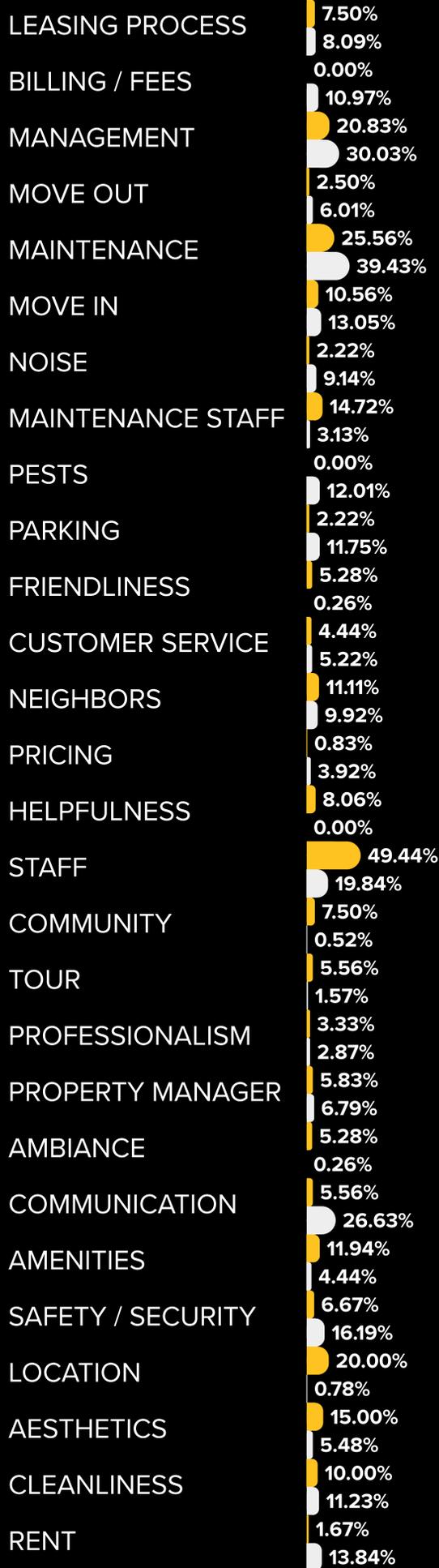


FRIEDMAN REAL ESTATE

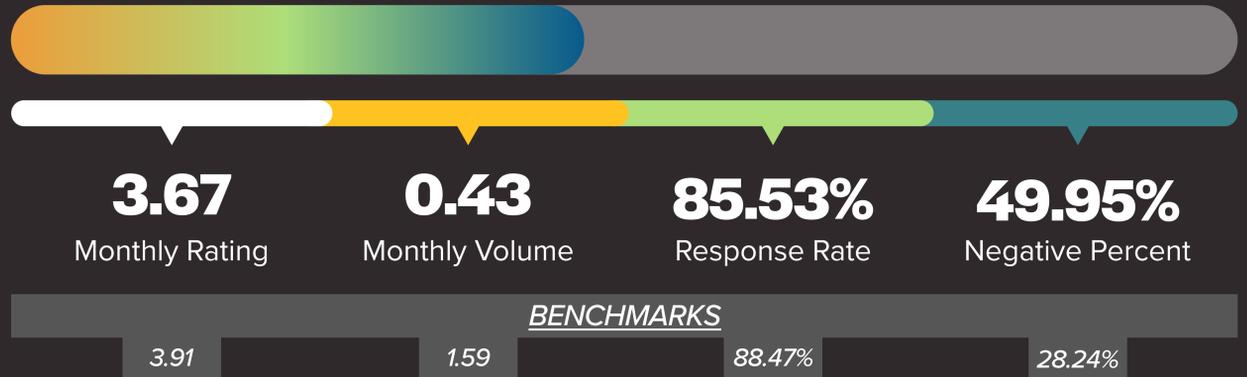
TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.

 POSITIVE REVIEWS
 NEGATIVE REVIEWS



HEALTH SCORE: 46.74%



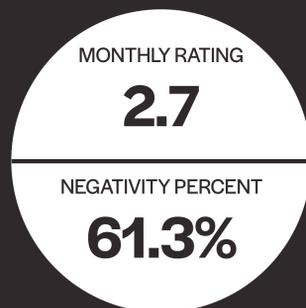
TOUR



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	+13% above benchmark	●
MANAGEMENT	+4.1% above benchmark	●
COMMUNICATION	+18.1% above benchmark	●
STAFF	-2.9% below benchmark	●
SAFETY/SECURITY	+4.5% above benchmark	●
BILLING/FEES	-2.3% below benchmark	●
PARKING	+7.4% above 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	-27.1% below benchmark	●
LOCATION	+41.5% above benchmark	●
MAINTENANCE STAFF	+6.3% above benchmark	●
MAINTENANCE	+86.2% above benchmark	●
AMENITIES	-10.2% below benchmark	●
HELPFULNESS	-33% below benchmark	●
AESTHETICS	+36.5% 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.

NEIGHBORS	Mentioned in 11.1% of positive reviews	+245.8% above the industry benchmark
MANAGEMENT	Mentioned in 20.8% of positive reviews	+145.9% above the industry benchmark
UNIT CONDITION	Mentioned in 5.8% of positive reviews	+128.2% above the industry benchmark
SAFETY/SECURITY	Mentioned in 6.7% of positive reviews	+104% above the industry benchmark
MAINTENANCE	Mentioned in 25.6% of positive reviews	+86.2% above the industry benchmark