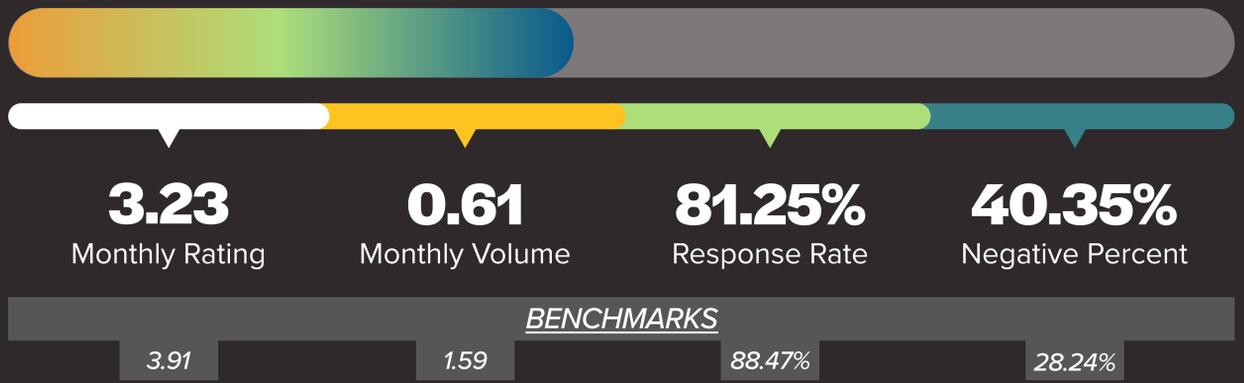


TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.

POSITIVE REVIEWS
 NEGATIVE REVIEWS

LEASING PROCESS	27.59%
BILLING / FEES	0.00%
MANAGEMENT	17.24%
MOVE OUT	0.00%
MAINTENANCE	13.79%
MOVE IN	6.90%
NOISE	0.00%
MAINTENANCE STAFF	13.79%
PESTS	0.00%
PARKING	6.90%
FRIENDLINESS	0.00%
CUSTOMER SERVICE	10.34%
NEIGHBORS	10.34%
PRICING	3.45%
HELPFULNESS	6.90%
STAFF	51.72%
COMMUNITY	17.24%
TOUR	0.00%
PROFESSIONALISM	3.45%
PROPERTY MANAGER	0.00%
AMBIANCE	0.00%
COMMUNICATION	3.45%
AMENITIES	6.90%
SAFETY / SECURITY	3.45%
LOCATION	20.69%
AESTHETICS	0.00%
CLEANLINESS	3.45%
RENT	10.53%



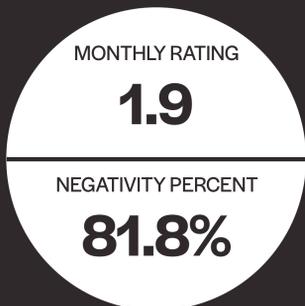
TOUR



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	+5.6% above benchmark	
MANAGEMENT	+27.8% above benchmark	
COMMUNICATION	-30% below benchmark	
STAFF	-74.3% below benchmark	
SAFETY/SECURITY	+35.9% above benchmark	
BILLING/FEES	No Reviews	
PARKING	-51.9% 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	-23.8% below benchmark	
LOCATION	+46.4% above benchmark	
MAINTENANCE STAFF	-0.4% below benchmark	
MAINTENANCE	+0.5% above benchmark	
AMENITIES	-48.1% below benchmark	
HELPFULNESS	-42.6% below benchmark	
AESTHETICS	No Reviews	

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 10.3% of positive reviews	+222% above the industry benchmark
LEASING PROCESS	Mentioned in 27.6% of positive reviews	+180.2% above the industry benchmark
COMMUNITY	Mentioned in 17.2% of positive reviews	+121.2% above the industry benchmark
MANAGEMENT	Mentioned in 17.2% of positive reviews	+103.5% above the industry benchmark
LOCATION	Mentioned in 20.7% of positive reviews	+46.4% above the industry benchmark