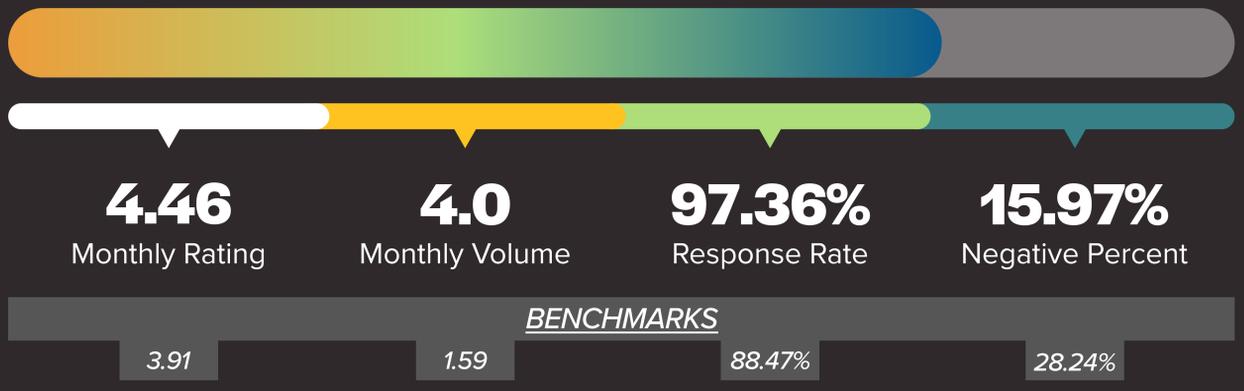
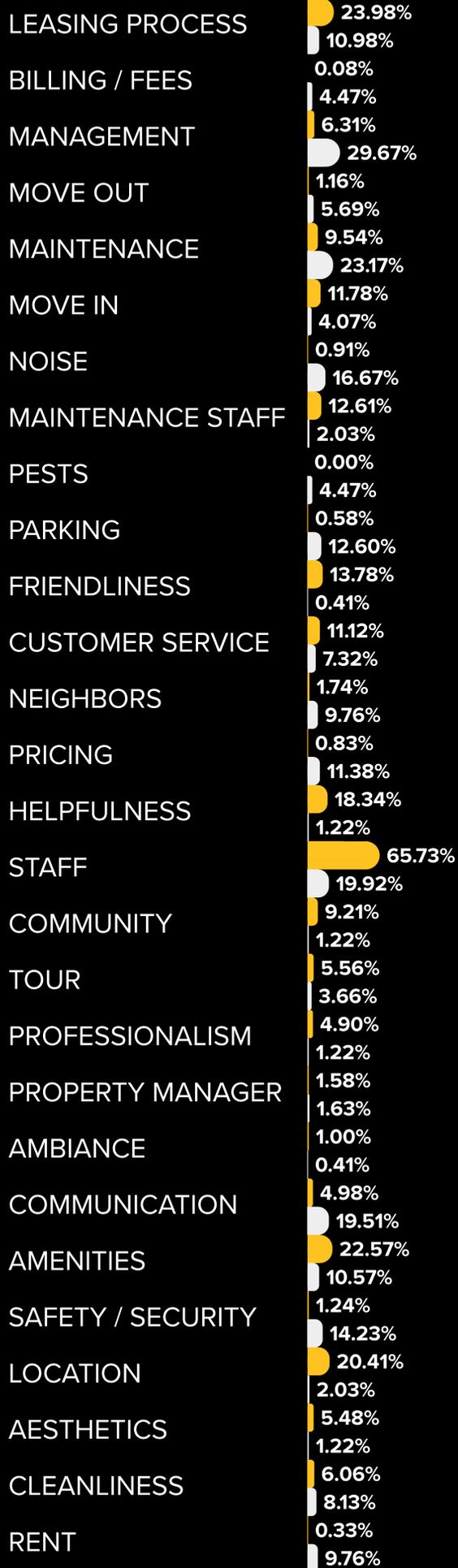


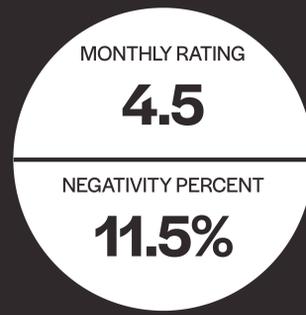
TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.

 POSITIVE REVIEWS
 NEGATIVE REVIEWS



TOUR



MOVE-IN



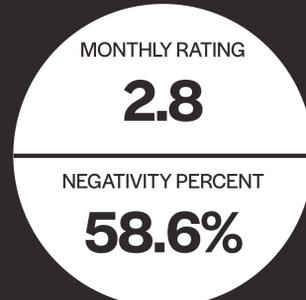
MAINTENANCE



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	-33.6% below benchmark	●
MANAGEMENT	+2.9% above benchmark	●
COMMUNICATION	-13.4% below benchmark	●
STAFF	-2.5% below benchmark	●
SAFETY/SECURITY	-8.2% below benchmark	●
BILLING/FEES	-60.2% below benchmark	●
PARKING	+15.2% 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	-3.1% below benchmark	●
LOCATION	+44.4% above benchmark	●
MAINTENANCE STAFF	-8.9% below benchmark	●
MAINTENANCE	-30.5% below benchmark	●
AMENITIES	+69.8% above benchmark	●
HELPFULNESS	+52.5% above benchmark	●
AESTHETICS	-50.1% 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.

LEASING PROCESS	Mentioned in 24.0% of positive reviews	+143.6% above the industry benchmark
UNIT CONDITION	Mentioned in 4.8% of positive reviews	+88.3% above the industry benchmark
AMENITIES	Mentioned in 22.6% of positive reviews	+69.8% above the industry benchmark
FRIENDLINESS	Mentioned in 13.8% of positive reviews	+63.9% above the industry benchmark
HELPFULNESS	Mentioned in 18.3% of positive reviews	+52.5% above the industry benchmark