

# KAY APARTMENT COMMUNITIES

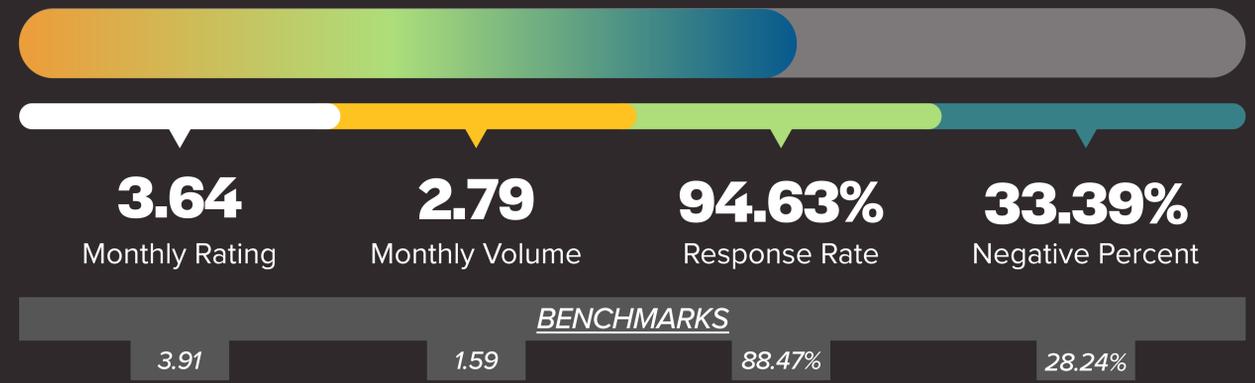
## TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.

 POSITIVE REVIEWS  
 NEGATIVE REVIEWS

LEASING PROCESS	4.42%
BILLING / FEES	6.23%
MANAGEMENT	0.52%
MOVE OUT	5.10%
MAINTENANCE	13.77%
MOVE IN	26.06%
NOISE	0.26%
MAINTENANCE STAFF	3.12%
PESTS	22.34%
PARKING	26.91%
FRIENDLINESS	3.38%
CUSTOMER SERVICE	3.12%
NEIGHBORS	3.38%
PRICING	4.53%
HELPFULNESS	9.61%
STAFF	1.42%
COMMUNITY	2.08%
TOUR	20.11%
PROFESSIONALISM	3.64%
PROPERTY MANAGER	20.11%
AMBIANCE	8.05%
COMMUNICATION	0.57%
AMENITIES	9.87%
SAFETY / SECURITY	9.92%
LOCATION	7.79%
AESTHETICS	9.92%
CLEANLINESS	3.12%
RENT	3.12%
	6.23%
	0.85%
	30.39%
	12.18%
	10.13%
	1.70%
	0.26%
	1.70%
	4.42%
	2.55%
	1.04%
	1.42%
	2.86%
	0.00%
	2.08%
	8.50%
	5.71%
	1.98%
	5.71%
	12.18%
	18.44%
	0.28%
	6.75%
	0.85%
	19.74%
	7.93%
	1.56%
	5.10%

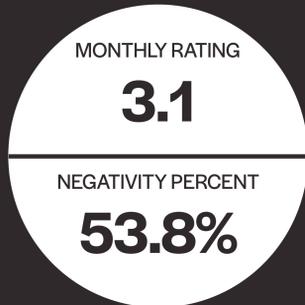
## HEALTH SCORE: 63.43%



### 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	-22.9% below benchmark	<span style="color: green;">●</span>
MANAGEMENT	-9.6% below benchmark	<span style="color: green;">●</span>
COMMUNICATION	-62.3% below benchmark	<span style="color: green;">●</span>
STAFF	-40.4% below benchmark	<span style="color: green;">●</span>
SAFETY/SECURITY	-21.4% below benchmark	<span style="color: green;">●</span>
BILLING/FEES	-54.6% below benchmark	<span style="color: green;">●</span>
PARKING	+83.8% above benchmark	<span style="color: red;">●</span>

### 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	-55.2% below benchmark	<span style="color: red;">●</span>
LOCATION	+30.5% above benchmark	<span style="color: green;">●</span>
MAINTENANCE STAFF	-30.6% below benchmark	<span style="color: red;">●</span>
MAINTENANCE	+62.8% above benchmark	<span style="color: green;">●</span>
AMENITIES	-57% below benchmark	<span style="color: red;">●</span>
HELPFULNESS	-48.2% below benchmark	<span style="color: red;">●</span>
AESTHETICS	-38.5% below benchmark	<span style="color: red;">●</span>

### 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.

NEIGHBORHOOD	Mentioned in 9.4% of positive reviews	+313.5% above the industry benchmark
UNIT CONDITION	Mentioned in 7.3% of positive reviews	+184.5% above the industry benchmark
NEIGHBORS	Mentioned in 7.8% of positive reviews	+142.5% above the industry benchmark
CLEANLINESS	Mentioned in 19.7% of positive reviews	+141.3% above the industry benchmark
MAINTENANCE	Mentioned in 22.3% of positive reviews	+62.8% above the industry benchmark