

MILL CREEK RESIDENTIAL

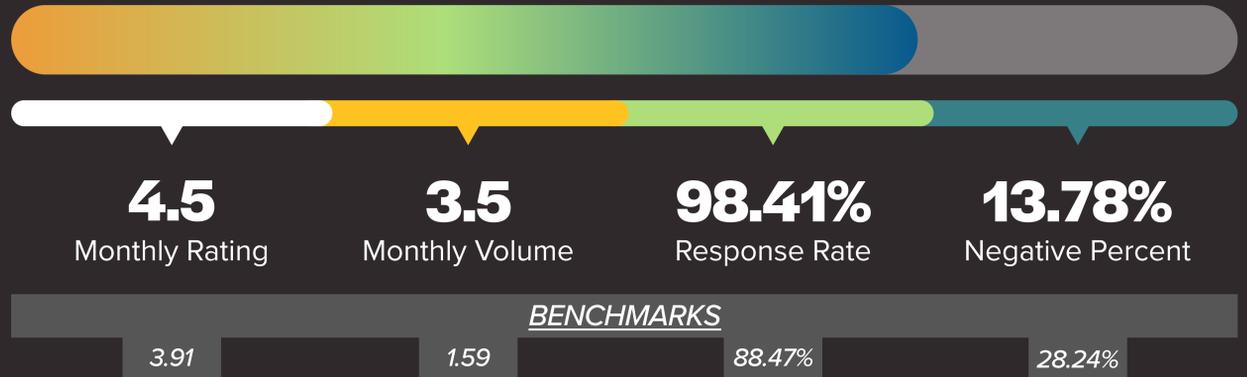
TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.

 POSITIVE REVIEWS
 NEGATIVE REVIEWS

LEASING PROCESS	16.22%
BILLING / FEES	11.50%
MANAGEMENT	0.09%
MOVE OUT	7.00%
MAINTENANCE	8.90%
MOVE IN	31.83%
NOISE	0.28%
MAINTENANCE STAFF	5.67%
PESTS	10.41%
PARKING	24.00%
FRIENDLINESS	12.15%
CUSTOMER SERVICE	6.00%
NEIGHBORS	0.73%
PRICING	13.50%
HELPFULNESS	11.11%
STAFF	1.83%
COMMUNITY	0.00%
TOUR	2.83%
PROFESSIONALISM	0.82%
PROPERTY MANAGER	12.50%
AMBIANCE	12.91%
COMMUNICATION	0.17%
AMENITIES	10.44%
SAFETY / SECURITY	9.50%
LOCATION	2.52%
AESTHETICS	10.50%
CLEANLINESS	1.26%
RENT	9.33%
	16.88%
	0.83%
	50.17%
	15.50%
	11.27%
	1.50%
	11.58%
	1.33%
	5.05%
	2.50%
	2.46%
	1.50%
	2.30%
	0.33%
	3.94%
	16.00%
	25.97%
	10.50%
	2.08%
	14.17%
	21.68%
	2.00%
	12.78%
	1.33%
	7.89%
	10.17%
	0.32%
	6.83%

HEALTH SCORE: 73.91%



TOUR



MOVE-IN



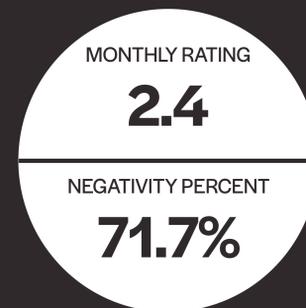
MAINTENANCE



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	-31.2% below benchmark	●
MANAGEMENT	+10.4% above benchmark	●
COMMUNICATION	-29% below benchmark	●
STAFF	-24.2% below benchmark	●
SAFETY/SECURITY	-8.6% below benchmark	●
BILLING/FEES	-37.6% below benchmark	●
PARKING	+14.2% 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	-26% below benchmark	●
LOCATION	+53.4% above benchmark	●
MAINTENANCE STAFF	-19.8% below benchmark	●
MAINTENANCE	-24.1% below benchmark	●
AMENITIES	+95.3% above benchmark	●
HELPFULNESS	+40.4% above benchmark	●
AESTHETICS	+16.3% 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.

TOUR GUIDE	Mentioned in 6.7% of positive reviews	+392.4% above the industry benchmark
UNIT CONDITION	Mentioned in 7.5% of positive reviews	+192.6% above the industry benchmark
AMENITIES	Mentioned in 26% of positive reviews	+95.3% above the industry benchmark
TOUR	Mentioned in 11.6% of positive reviews	+76.1% above the industry benchmark
LEASING PROCESS	Mentioned in 16.2% of positive reviews	+64.7% above the industry benchmark