

SCULLY COMPANY

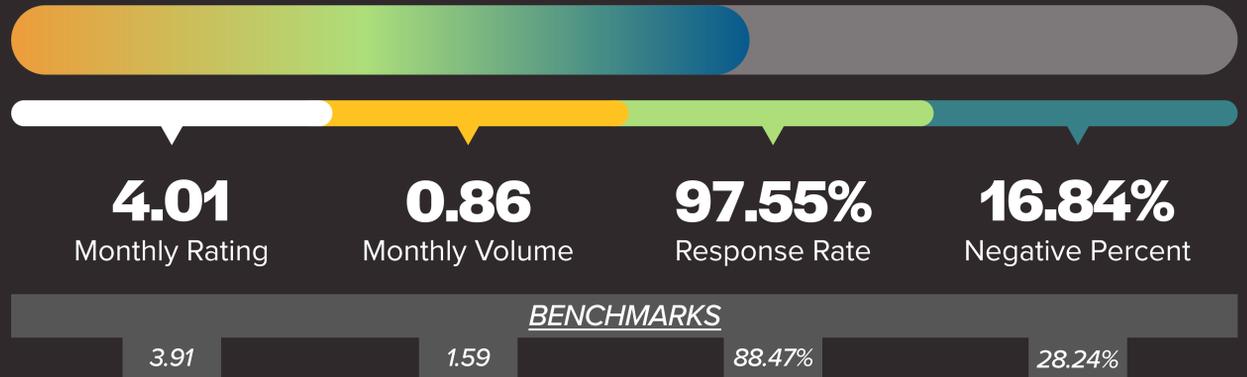
TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.

 POSITIVE REVIEWS
 NEGATIVE REVIEWS

LEASING PROCESS	10.62%
BILLING / FEES	0.23%
MANAGEMENT	9.00%
MOVE OUT	13.39%
MAINTENANCE	26.00%
MOVE IN	0.00%
NOISE	6.00%
MAINTENANCE STAFF	11.32%
PESTS	29.00%
PARKING	10.85%
FRIENDLINESS	6.00%
CUSTOMER SERVICE	1.15%
NEIGHBORS	14.00%
PRICING	15.47%
HELPFULNESS	2.00%
STAFF	0.46%
COMMUNITY	9.00%
TOUR	1.85%
PROFESSIONALISM	7.00%
PROPERTY MANAGER	24.02%
AMBIANCE	2.00%
COMMUNICATION	8.55%
AMENITIES	11.00%
SAFETY / SECURITY	3.93%
LOCATION	6.00%
AESTHETICS	0.46%
CLEANLINESS	13.00%
RENT	25.40%
	0.00%
	43.42%
	13.00%
	12.47%
	0.00%
	2.77%
	0.00%
	6.24%
	4.00%
	0.46%
	2.00%
	0.46%
	0.00%
	5.08%
	15.00%
	8.78%
	3.00%
	1.62%
	12.00%
	11.32%
	1.00%
	5.31%
	3.00%
	6.00%
	6.00%
	0.23%
	3.00%

HEALTH SCORE: 60.2%



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	-16.9% below benchmark	●
MANAGEMENT	-9.83% below benchmark	●
COMMUNICATION	-33.5% below benchmark	●
STAFF	-36.4% below benchmark	●
SAFETY/SECURITY	-22.6% below benchmark	●
BILLING/FEES	-19.8% below benchmark	●
PARKING	-36% 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	-36% below benchmark	●
LOCATION	-19.9% below benchmark	●
MAINTENANCE STAFF	+11.7% above benchmark	●
MAINTENANCE	-17.5% below benchmark	●
AMENITIES	-34% below benchmark	●
HELPFULNESS	+111.3% above benchmark	●
AESTHETICS	-51.6% 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.

FRIENDLINESS	Mentioned in 24% of positive reviews	+185.8% above the industry benchmark
HELPFULNESS	Mentioned in 25.4% of positive reviews	+111.3% above the industry benchmark
UNIT CONDITION	Mentioned in 4.2% of positive reviews	+62.6% above the industry benchmark
COMMUNITY	Mentioned in 12.5% of positive reviews	+60% above the industry benchmark
MANAGEMENT	Mentioned in 13.4% of positive reviews	+58.1% above the industry benchmark