

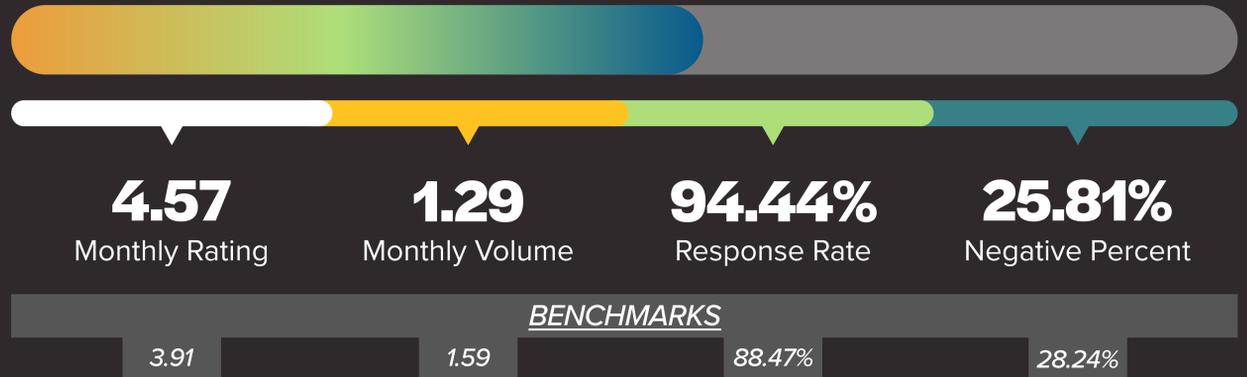
SOUTHERN LAND COMPANY

TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.



HEALTH SCORE: 56.4%



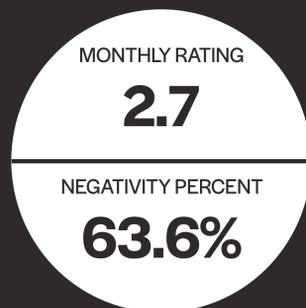
TOUR



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	-28.4% below benchmark	●
MANAGEMENT	-13.3% below benchmark	●
COMMUNICATION	-44.5% below benchmark	●
STAFF	-38.8% below benchmark	●
SAFETY/SECURITY	No Reviews	●
BILLING/FEES	-62.9% 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	-18.9% below benchmark	●
LOCATION	+194.8% above benchmark	●
MAINTENANCE STAFF	-51.9% below benchmark	●
MAINTENANCE	-51.4% below benchmark	●
AMENITIES	+263.5% above benchmark	●
HELPFULNESS	-44.6% below benchmark	●
AESTHETICS	+127.6% 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.

EVENTS	Mentioned in 20% of positive reviews	+552.3% above the industry benchmark
AMENITIES	Mentioned in 48.3% of positive reviews	+263.5% above the industry benchmark
LOCATION	Mentioned in 41.7% of positive reviews	+194.8% above the industry benchmark
COMMUNITY	Mentioned in 20% of positive reviews	+156.6% above the industry benchmark
AESTHETICS	Mentioned in 25% of positive reviews	+127.6% above the industry benchmark