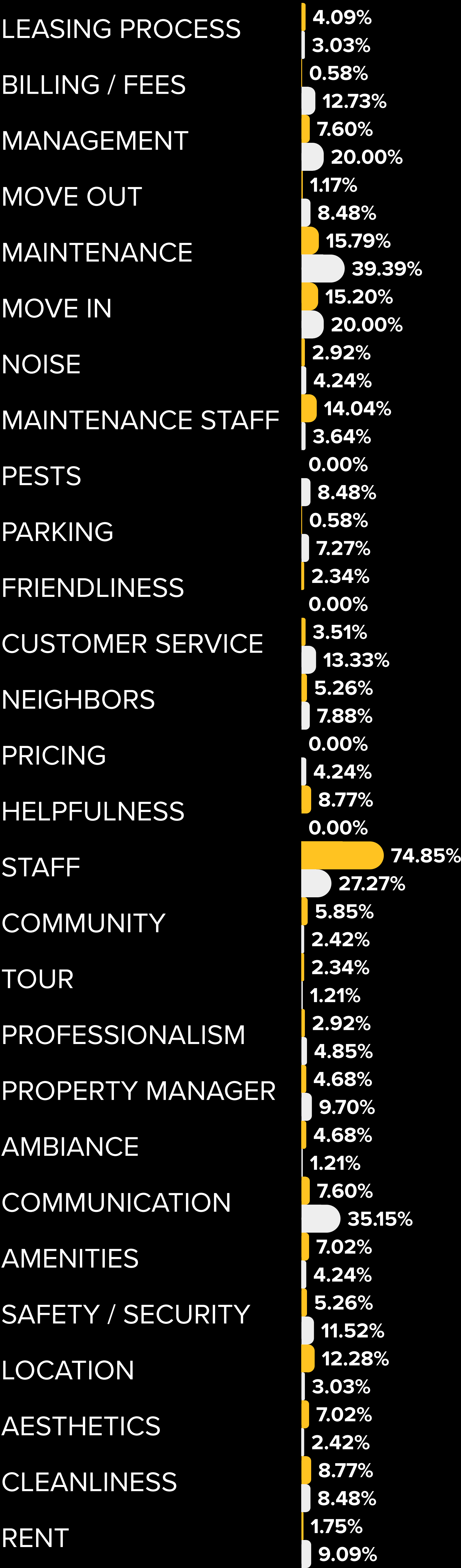


Google Reviews Only  
Timeframe: Q2 '23 - Q1 '24

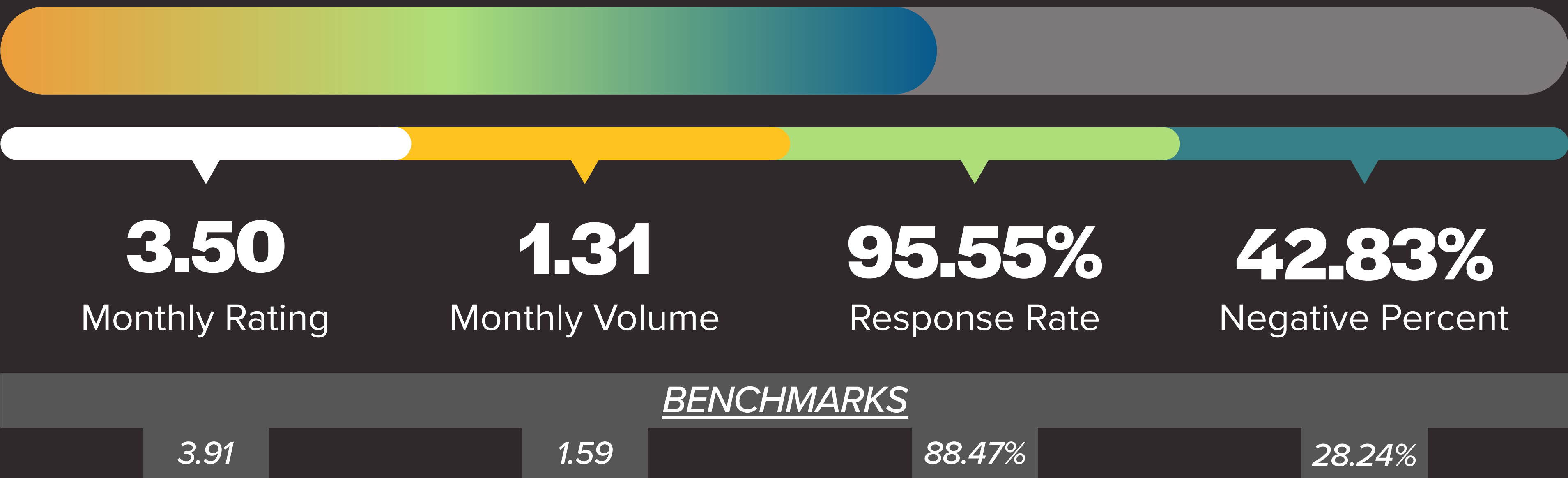
TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.

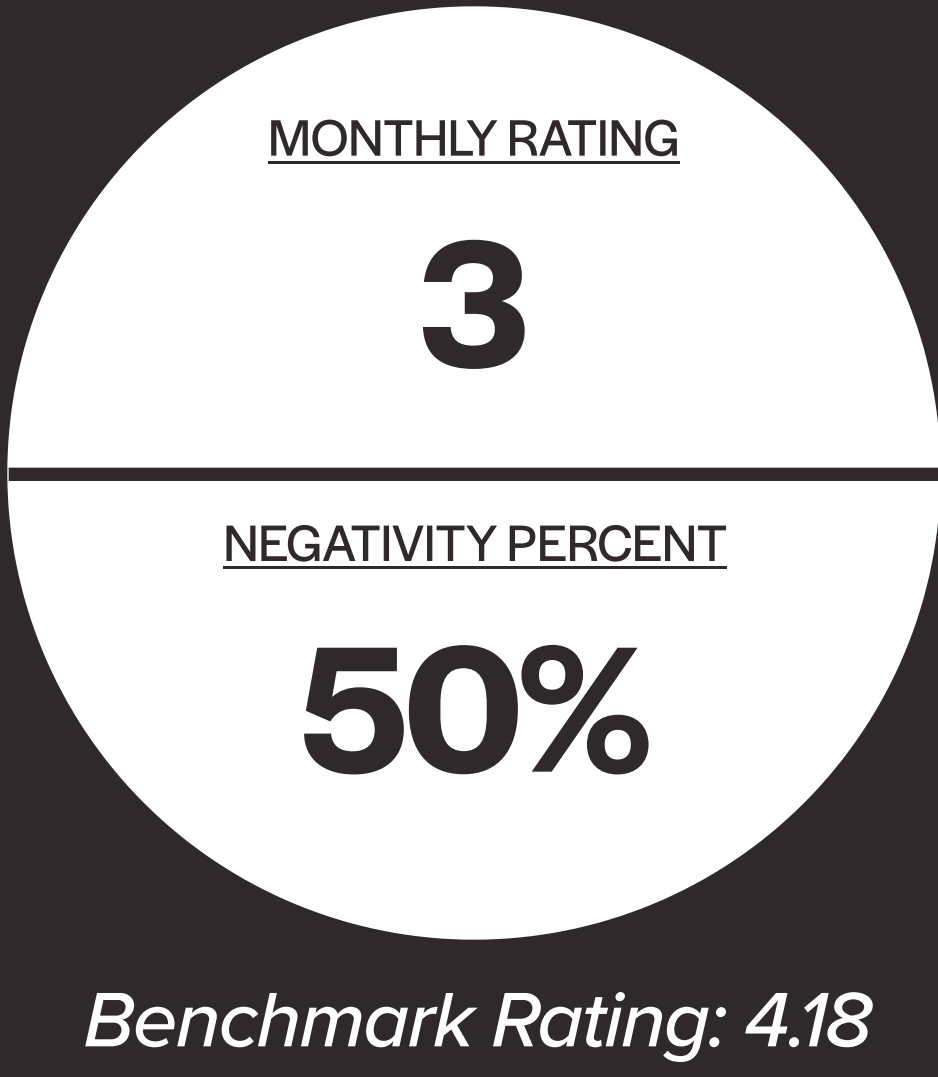
POSITIVE REVIEWS  
NEGATIVE REVIEWS



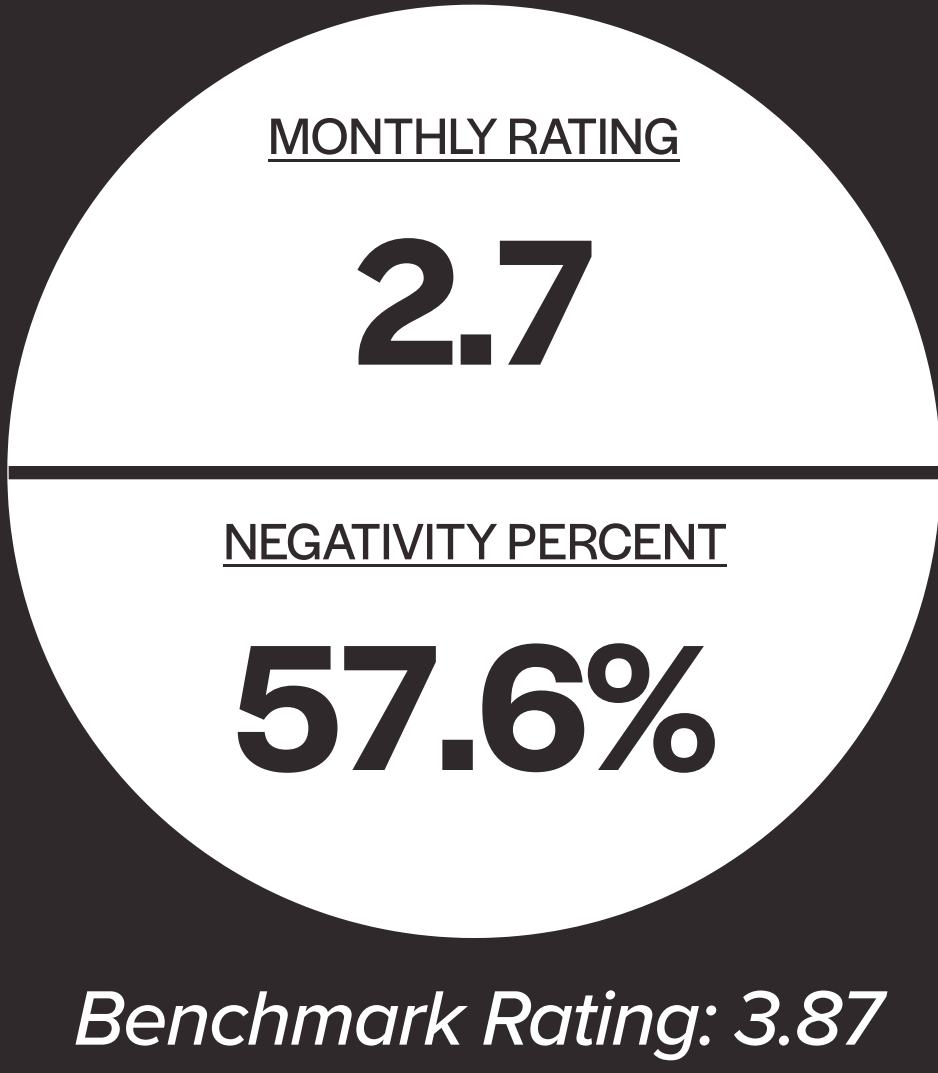
REPUTATION HEALTH SCORE: 55%



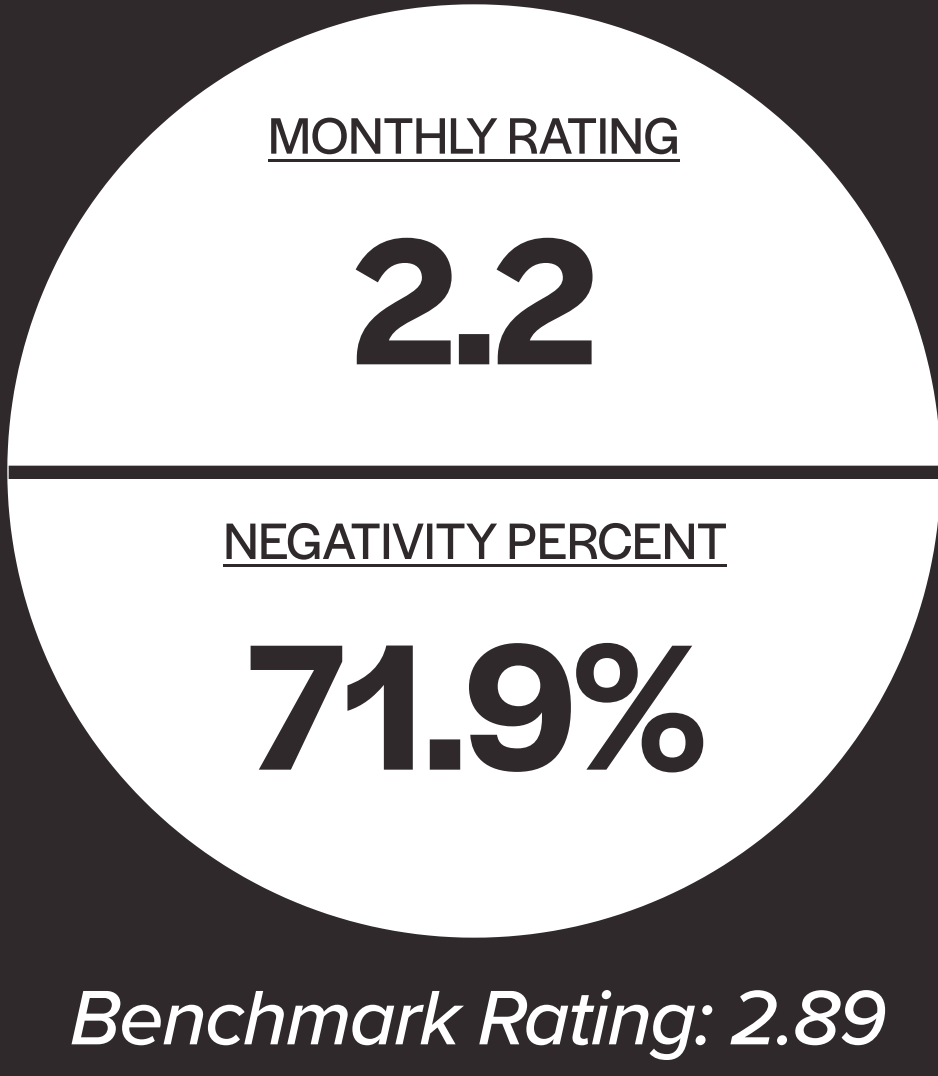
TOUR



MOVE-IN



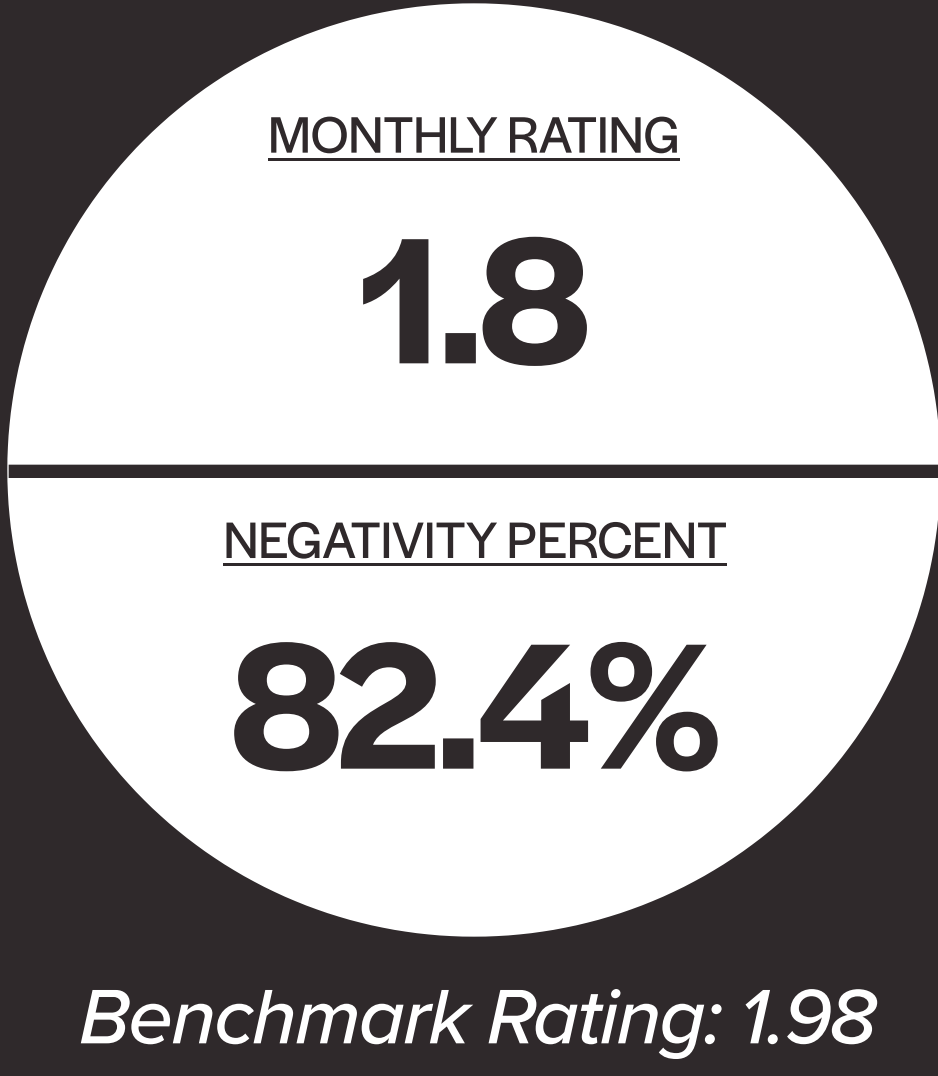
MAINTENANCE



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	+14.2% above benchmark	
MANAGEMENT	-31.6% below benchmark	
COMMUNICATION	+59.3% above benchmark	
STAFF	+36.4% above benchmark	
SAFETY/SECURITY	-26.2% below benchmark	
BILLING/FEES	+17.3% above benchmark	
PARKING	-34% 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	+15.3% above benchmark	
LOCATION	-13.5% below benchmark	
MAINTENANCE STAFF	+0.4% above benchmark	
MAINTENANCE	+15.2% above benchmark	
AMENITIES	-47.4% below benchmark	
HELPFULNESS	-30% below benchmark	
AESTHETICS	-33.8% 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.

AFFORDABILITY	Mentioned in 3.5% of positive reviews	+164.2% above the industry benchmark
FACILITIES	Mentioned in 3.5% of positive reviews	+162.2% above the industry benchmark
EVENTS	Mentioned in 5.9% of positive reviews	+85.2% above the industry benchmark
NEIGHBORS	Mentioned in 5.3% of positive reviews	+67.5% above the industry benchmark
SAFETY/SECURITY	Mentioned in 5.3% of positive reviews	+64.2% above the industry benchmark



# How Multifamily Manages Reputation

If your reputation strategy isn't improving your Google rankings and driving quality leases, you don't have a strategy. We help PMCs & operators take a proactive approach to show off resident experience, drive leases through local search and save onsite resources with centralized technology and services. For Widewail, reputation management is a performance-marketing strategy, not PR.

## Select Clients:



**W** WinnCompanies

TRILOGY

 **Terra**

**AVANTI**  
RESIDENTIAL

 **ECI** GROUP

**AVENUE5**  
RESIDENTIAL



## INVITE

Increase new reviews on Google and other review platforms with an automated SMS process



## ENGAGE

Leverage our expert team of responders with review response managed services



## ENGAGE PLUS

Social media engagement response managed services



## INVITE VIDEO

Collect video testimonials from your residents with an automated SMS process



## LISTINGS

Monitor and update community listing information on Google and other key directories from a single dashboard

## Integrations Powering Automation:

 **YARDI**

**entrata**

 **REALPAGE**

 **Rent Manager**

 campaign registry

 **Propertyware**  
A RealPage Company

**appfolio**

Widewail property management clients generate **1.5x more reviews** per month than industry average

Average rating for **Widewail property management clients is a 4.28** on Google. Industry average: 3.91.