

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

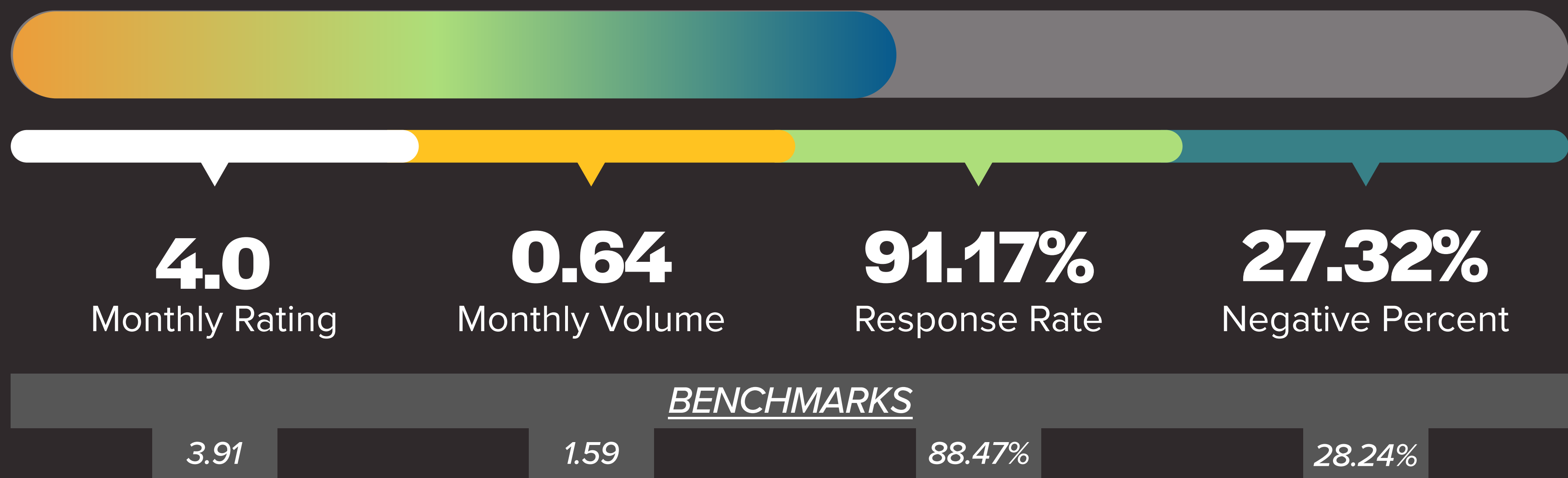
TOPIC COMPARISON TABLE

Percentage of reviews impacted by each topic being mentioned.

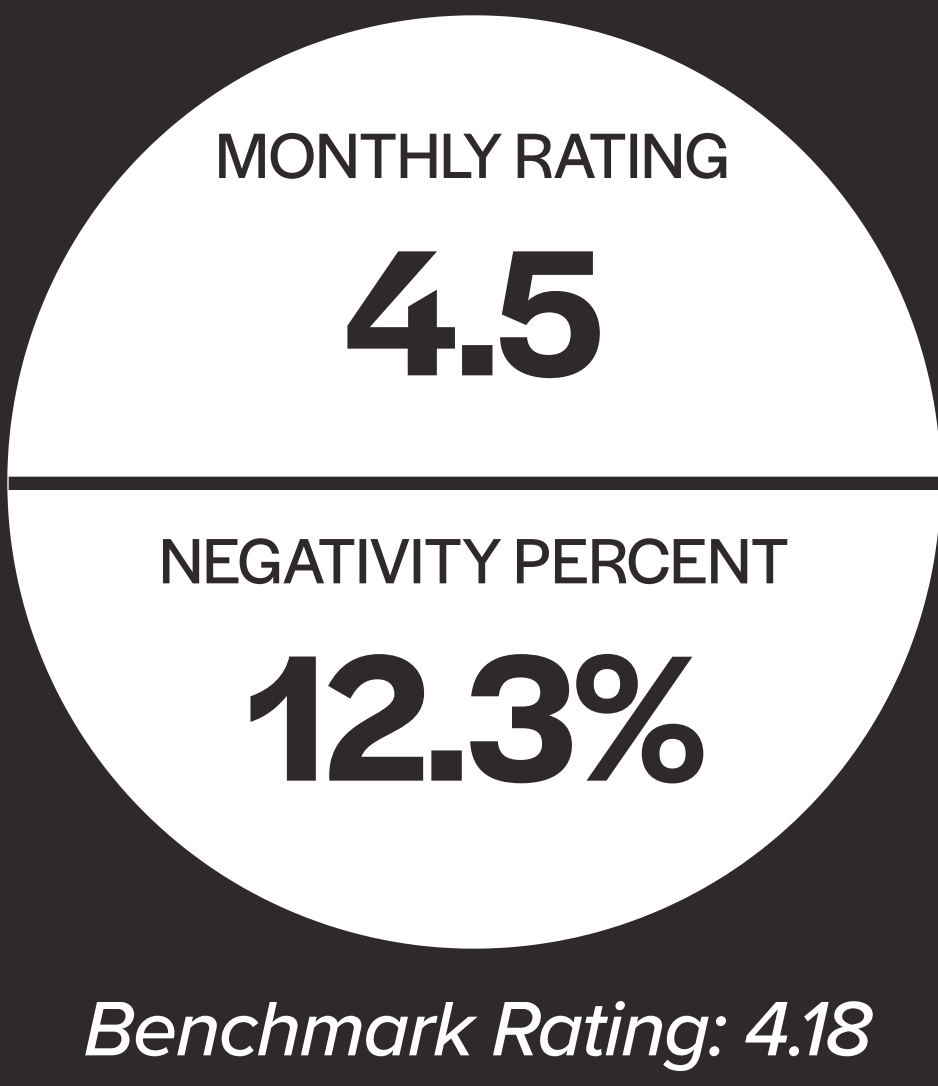
POSITIVE REVIEWS  
NEGATIVE REVIEWS

LEASING PROCESS	11.74%
BILLING / FEES	7.64%
MANAGEMENT	0.11%
MOVE OUT	10.03%
MAINTENANCE	10.43%
MOVE IN	33.60%
NOISE	0.72%
MAINTENANCE STAFF	7.43%
PESTS	10.47%
PARKING	31.47%
FRIENDLINESS	11.14%
CUSTOMER SERVICE	6.70%
NEIGHBORS	1.13%
PRICING	9.94%
HELPFULNESS	10.76%
STAFF	2.01%
COMMUNITY	0.10%
TOUR	7.35%
PROFESSIONALISM	1.25%
PROPERTY MANAGER	12.46%
AMBIANCE	9.52%
COMMUNICATION	0.40%
AMENITIES	9.17%
SAFETY / SECURITY	9.18%
CLEANLINESS	3.33%
RENT	9.29%
	1.33%
	10.64%
	13.50%
	0.76%
	54.59%
	17.79%
	10.91%
	1.60%
	8.00%
	2.17%
	4.88%
	2.39%
	4.26%
	3.25%
	4.93%
	0.39%
	4.38%
	19.68%
	20.13%
	9.40%
	2.92%
	14.77%
	19.63%
	2.05%
	13.29%
	2.37%
	8.41%
	11.69%
	0.52%
	8.58%

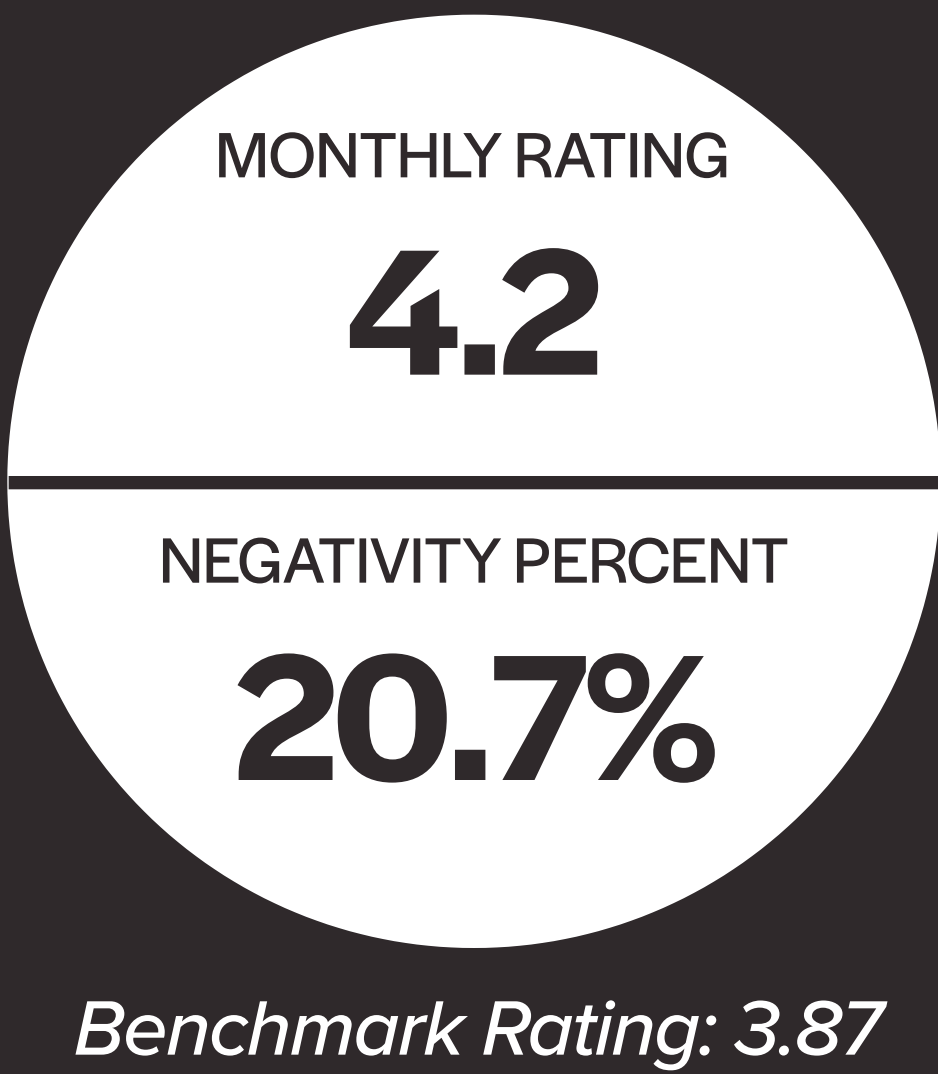
REPUTATION HEALTH SCORE: 54%



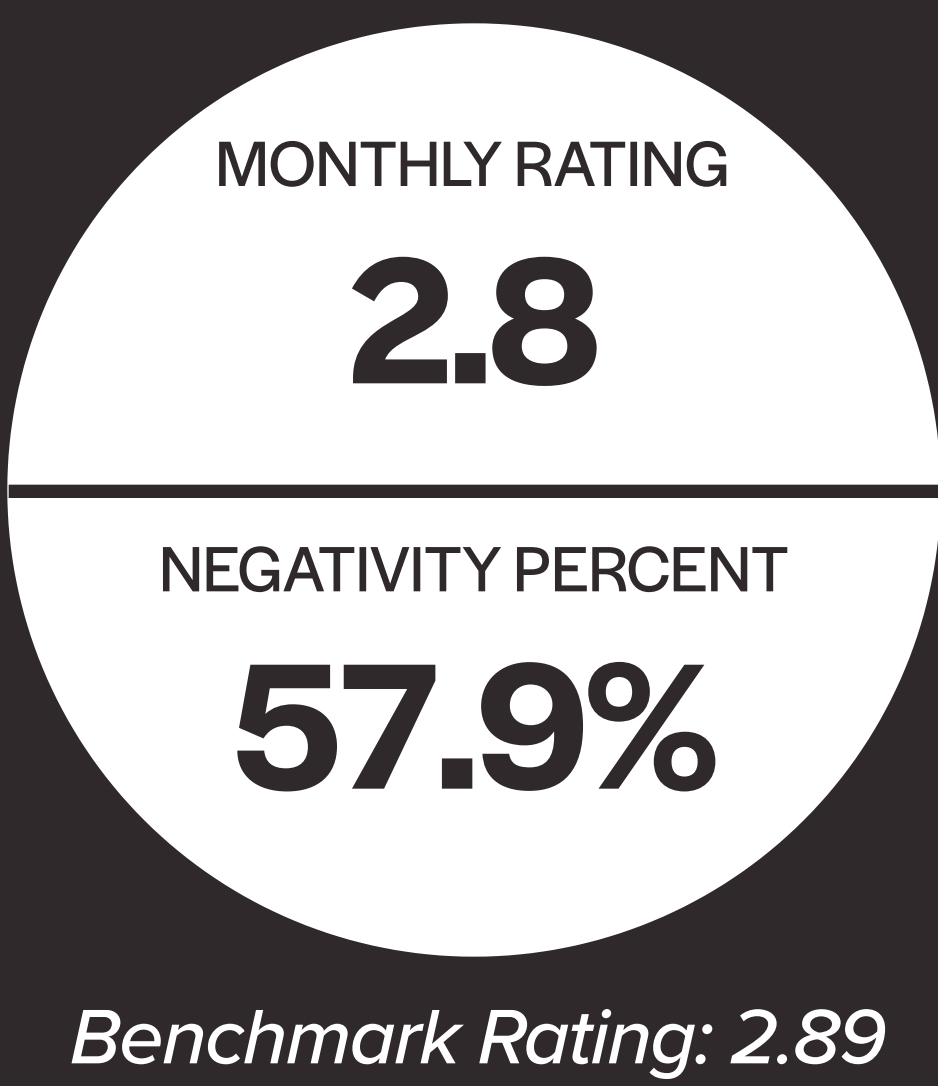
TOUR



MOVE-IN



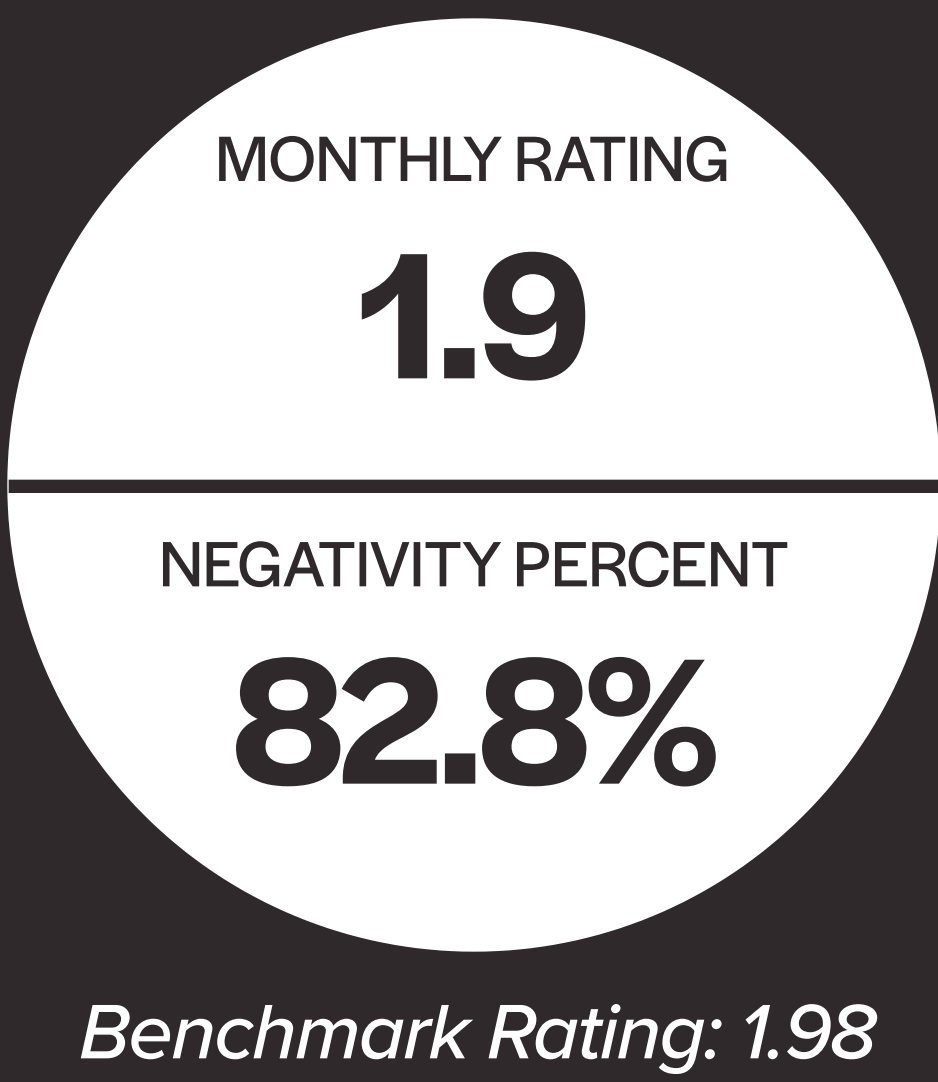
MAINTENANCE



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	-9.8% below benchmark	
MANAGEMENT	+16.5% above benchmark	
COMMUNICATION	-12.7% below benchmark	
STAFF	-13% below benchmark	
SAFETY/SECURITY	-4.7% below benchmark	
BILLING/FEES	-10.7% below benchmark	
PARKING	+13.9% 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	-19.5% below benchmark	
LOCATION	+38.9% above benchmark	
MAINTENANCE STAFF	-22.3% below benchmark	
MAINTENANCE	-23.7% below benchmark	
AMENITIES	+51.4% above benchmark	
HELPFULNESS	+12.3% above benchmark	
AESTHETICS	+21% 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.

UNIT CONDITION	Mentioned in 5.2% of positive reviews	+105% above the industry benchmark
TOUR GUIDE	Mentioned in 2.7% of positive reviews	+101.4% above the industry benchmark
AMENITIES	Mentioned in 20.1% of positive reviews	+51.4% above the industry benchmark
COMMUNITY	Mentioned in 10.9% of positive reviews	+39.9% above the industry benchmark
LOCATION	Mentioned in 19.6% of positive reviews	+38.9% 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:



**entrata**

 **REALPAGE**

 **Rent Manager**



**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.