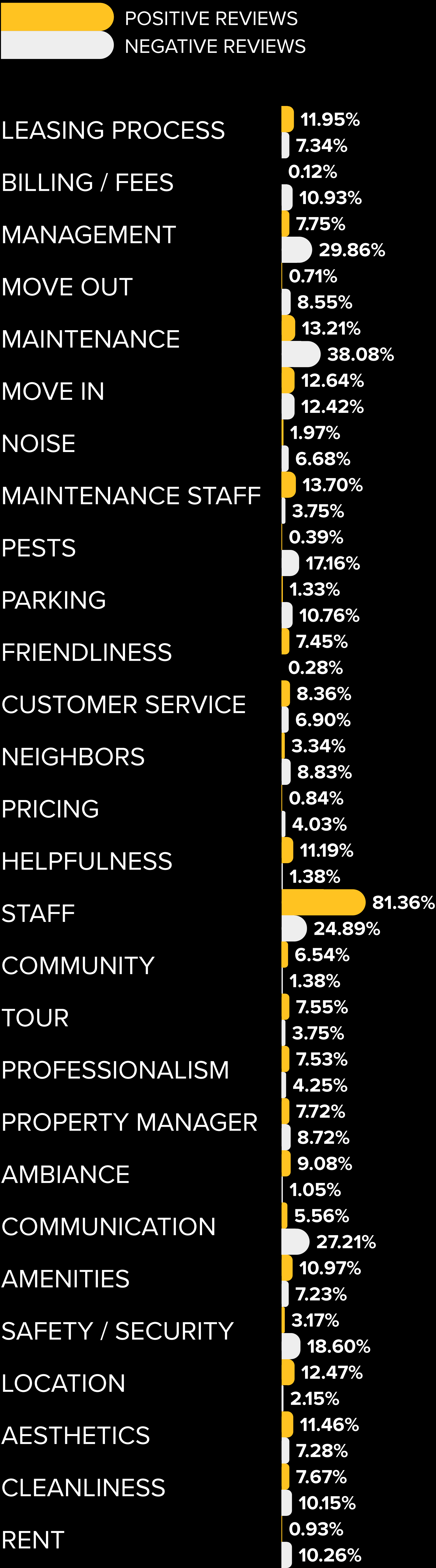


# HARBOR GROUP INTERNATIONAL

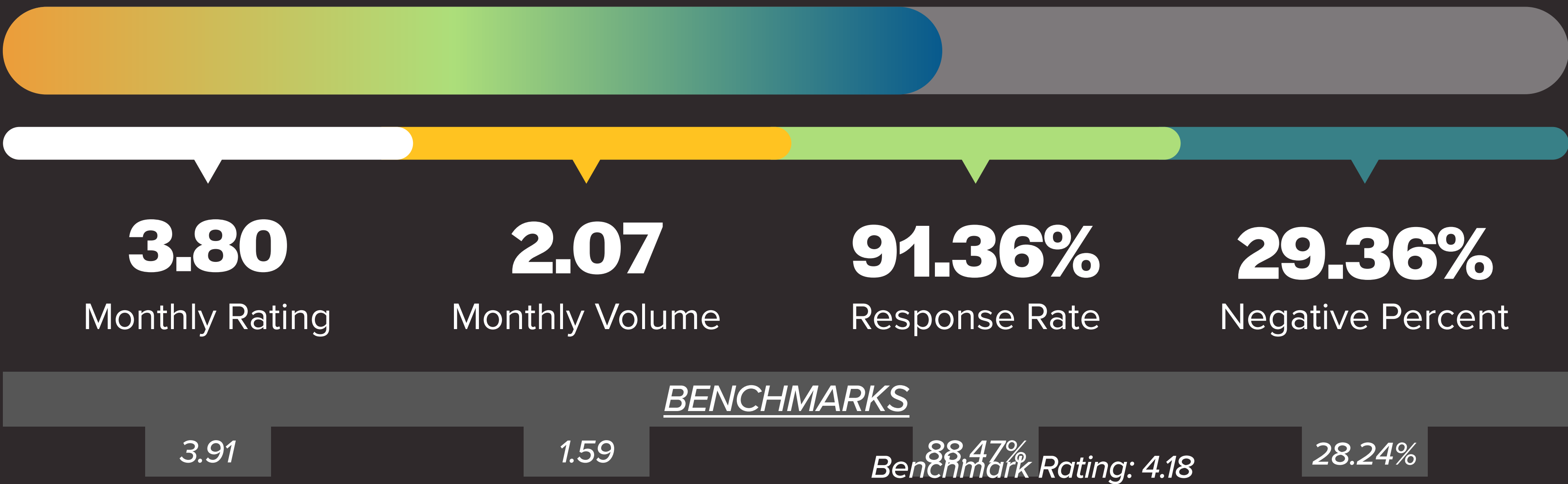
Google Reviews Only  
Timeframe: Q2 '23 - Q1 '24

## TOPIC COMPARISON TABLE

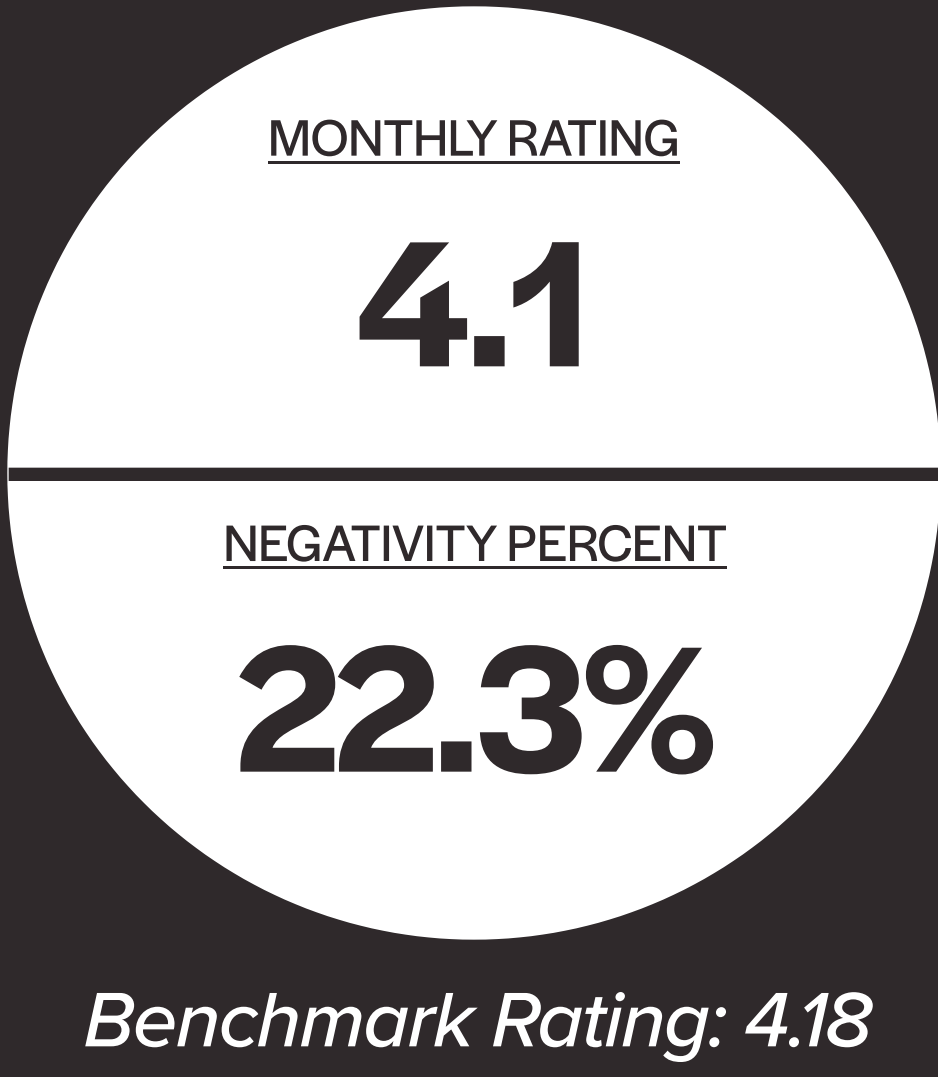
Percentage of reviews impacted by each topic being mentioned.



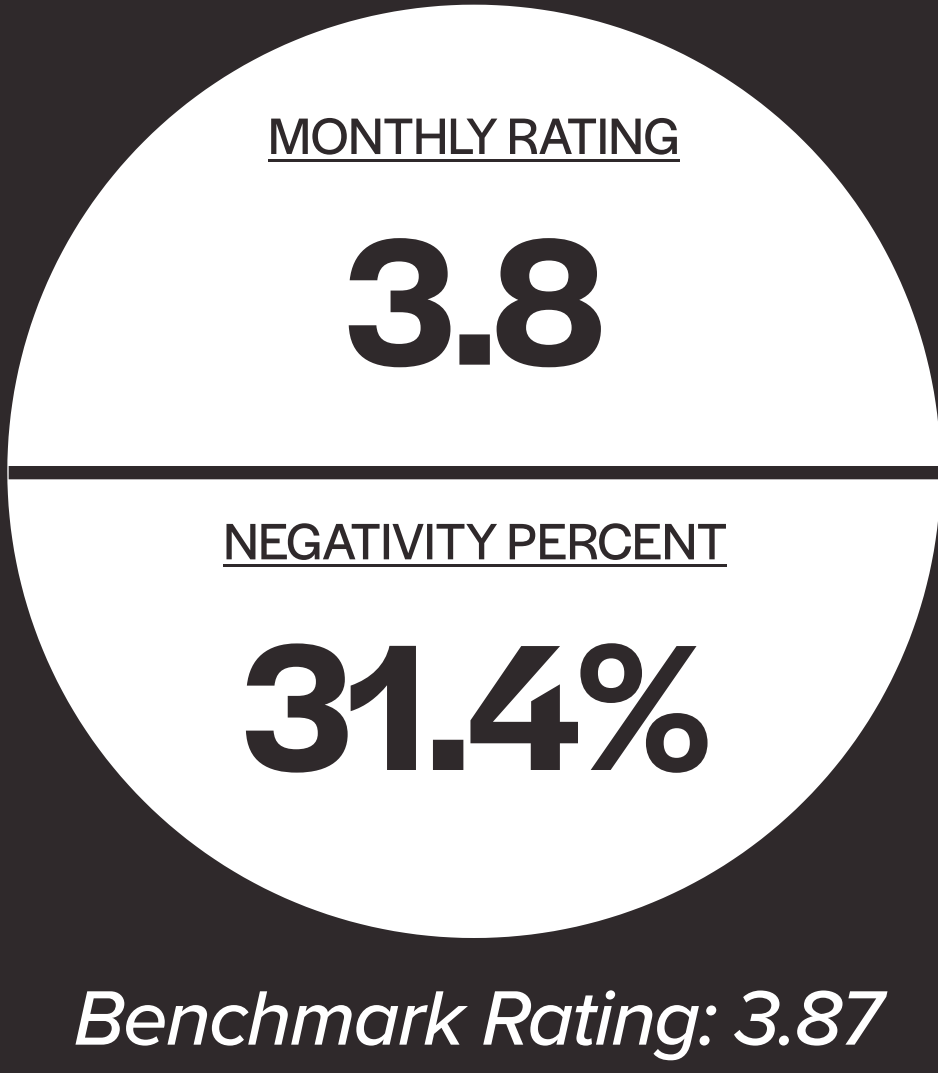
# REPUTATION HEALTH SCORE: 60%



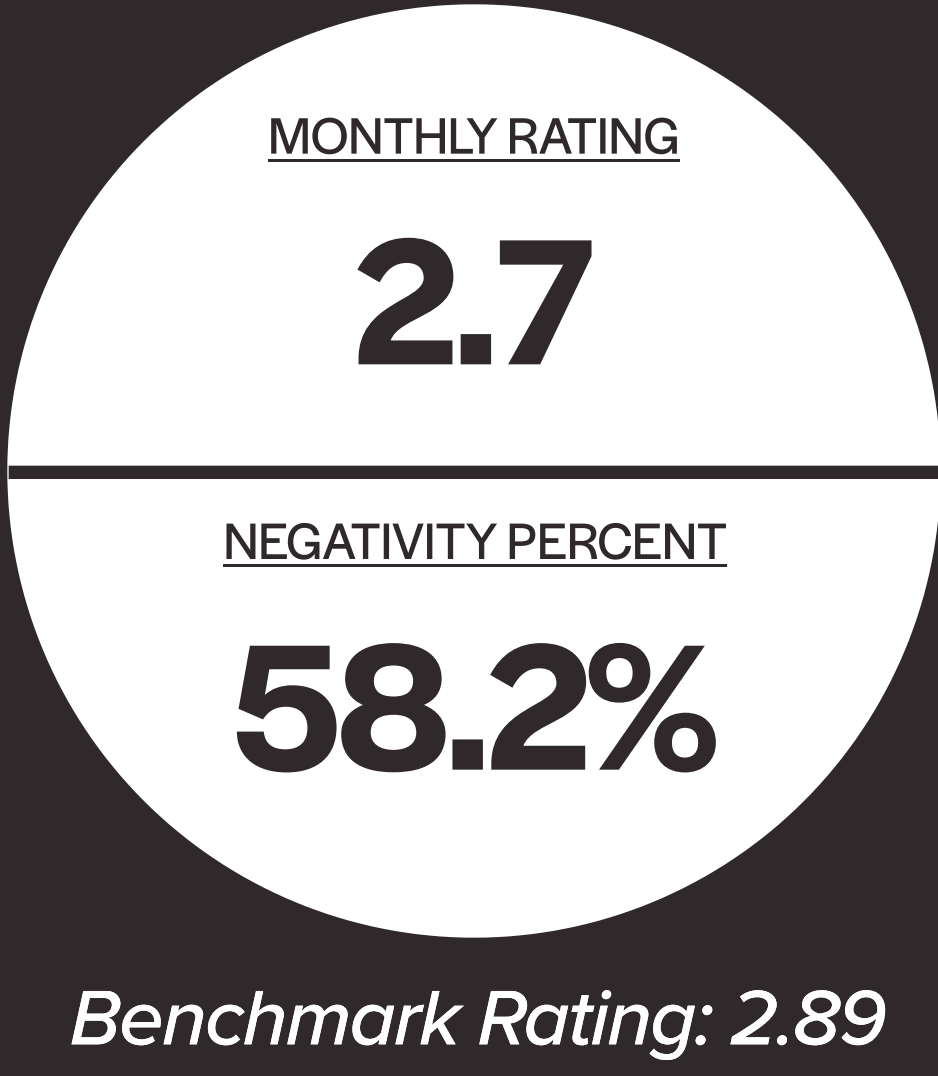
## TOUR



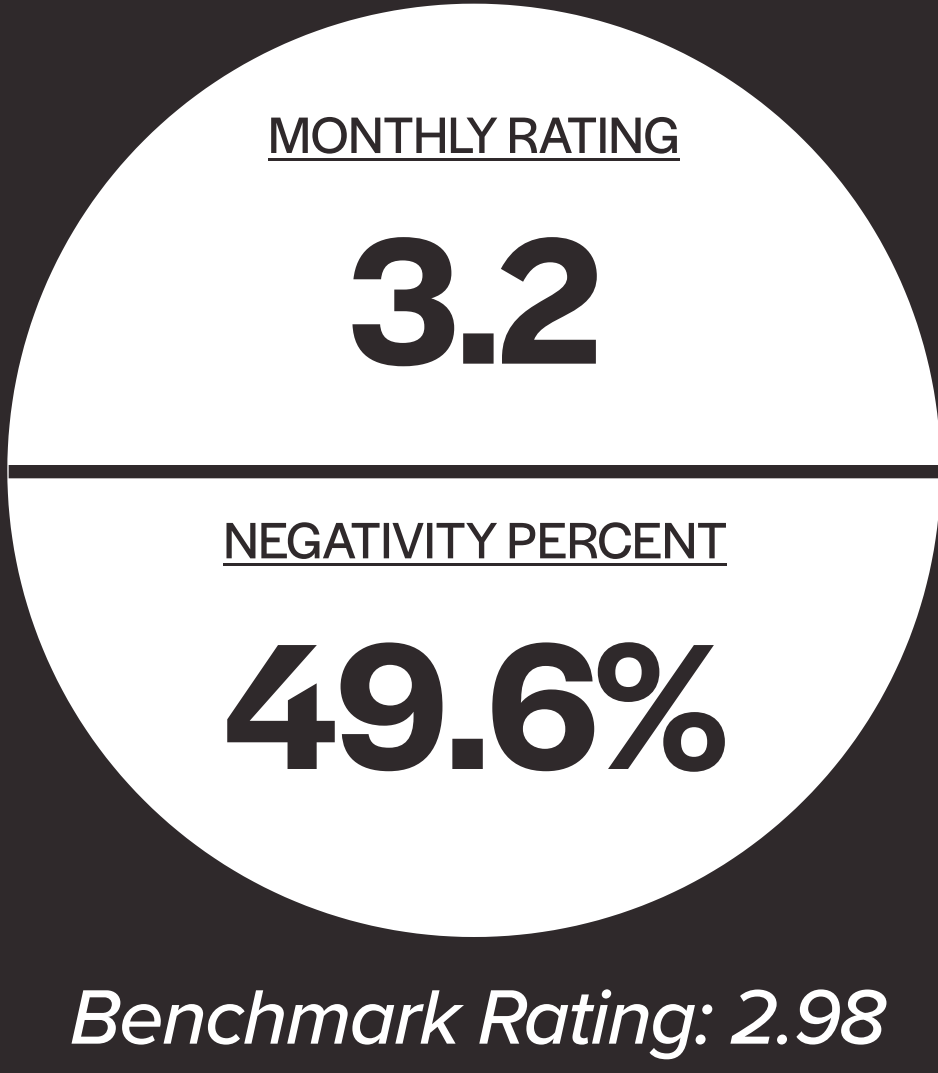
## MOVE-IN



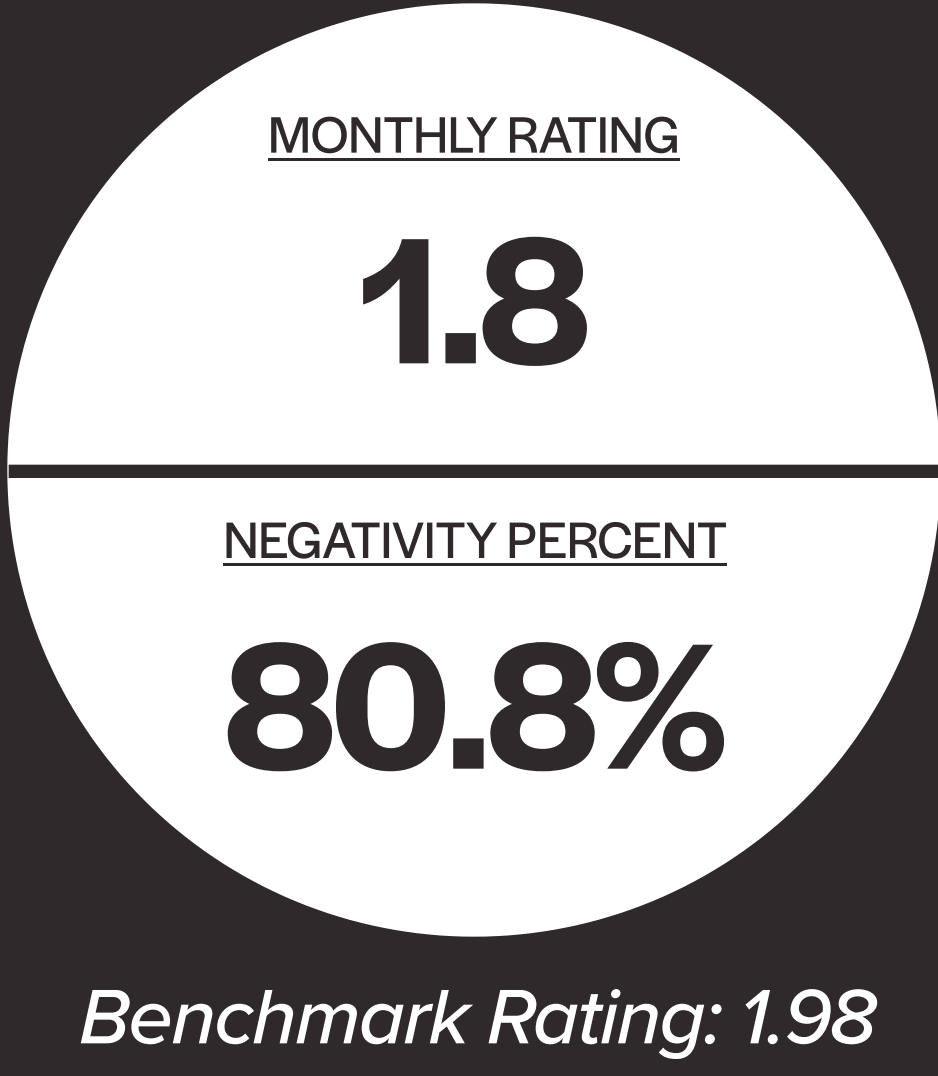
## MAINTENANCE



## 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	+10.4% above benchmark	
MANAGEMENT	+2.1% above benchmark	
COMMUNICATION	+23.3% above benchmark	
STAFF	+24.4% above benchmark	
SAFETY/SECURITY	+19.3% above benchmark	
BILLING/FEES	-0.7% below benchmark	
PARKING	-2.3% 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	+25.3% above benchmark	
LOCATION	-12.1% below benchmark	
MAINTENANCE STAFF	-2% below benchmark	
MAINTENANCE	-3.7% below benchmark	
AMENITIES	-17.8% below benchmark	
HELPFULNESS	-10.8% below benchmark	
AESTHETICS	+8.2% 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.

AMBIANCE	Mentioned in 9.1% of positive reviews	+55.7% above the industry benchmark
PROPERTY MANAGER	Mentioned in 7.7% of positive reviews	+50% above the industry benchmark
PROFESSIONALISM	Mentioned in 7.5% of positive reviews	+35.2% above the industry benchmark
STAFF	Mentioned in 81.4% of positive reviews	+25.3% above the industry benchmark
LEASING PROCESS	Mentioned in 11.95% of positive reviews	+20.5% 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.