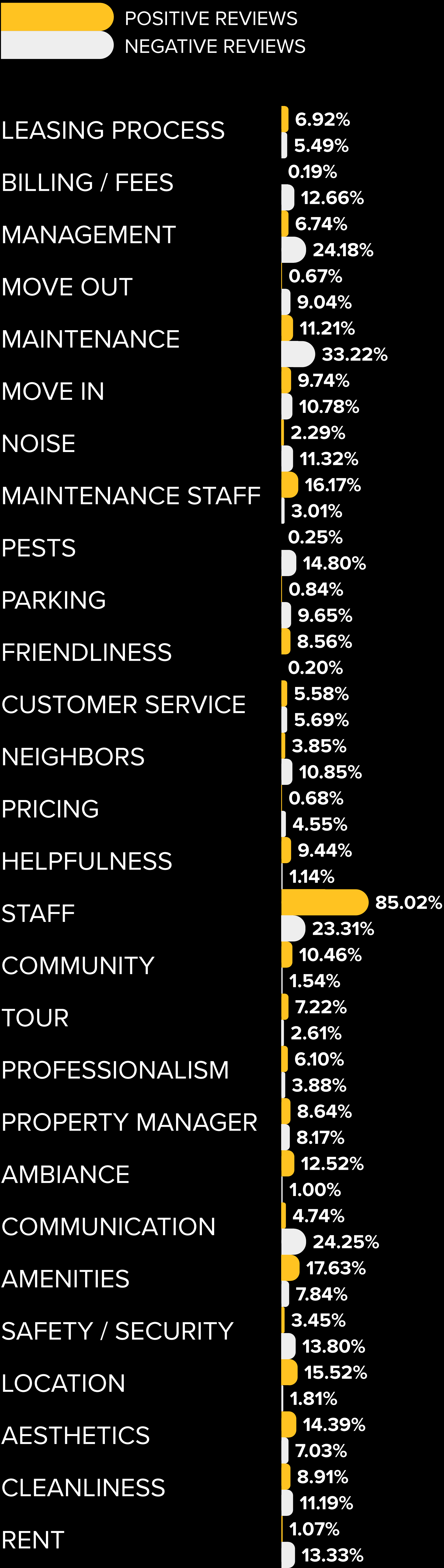


HAWTHORNE RESIDENTIAL PARTNERS

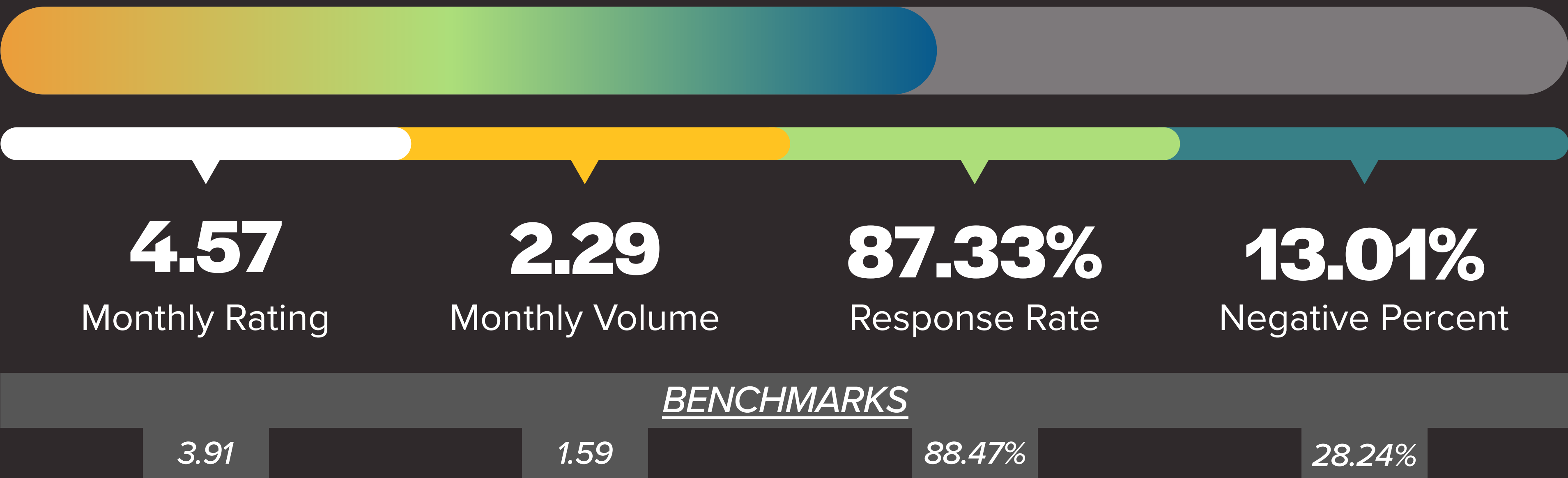
Google Reviews Only
Timeframe: Q2 '23 - Q1 '24

TOPIC COMPARISON TABLE

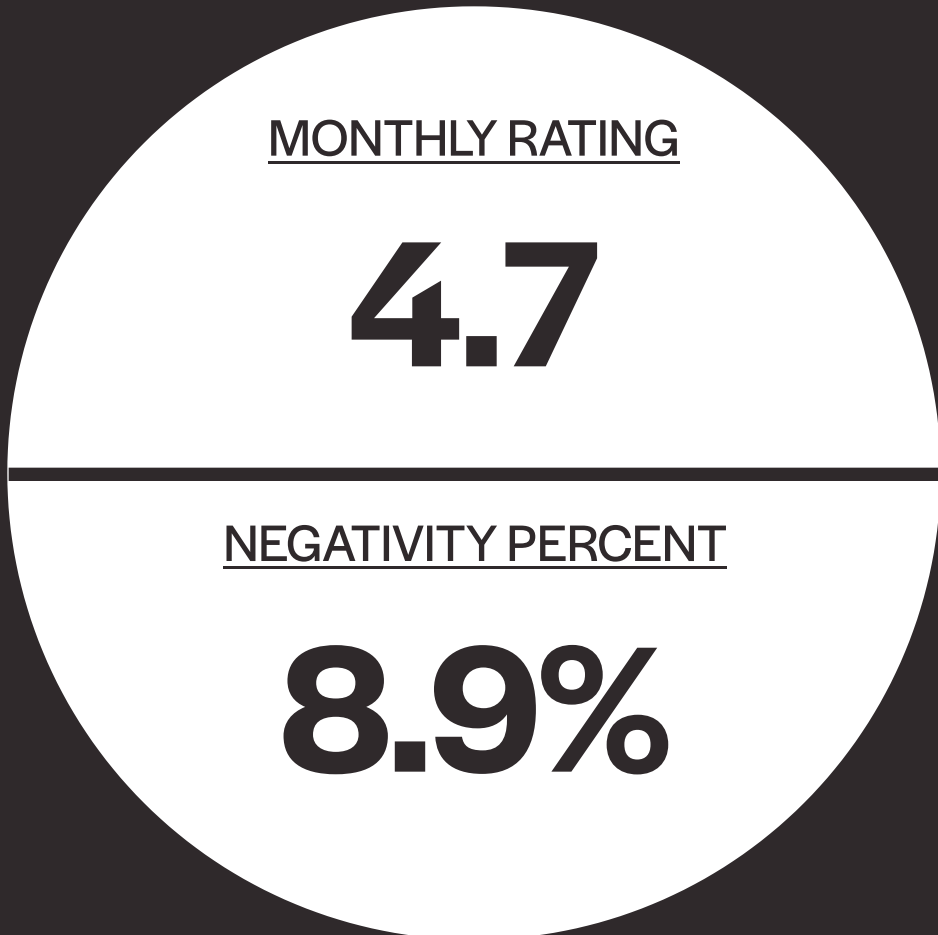
Percentage of reviews impacted by each topic being mentioned.



REPUTATION HEALTH SCORE: 63%

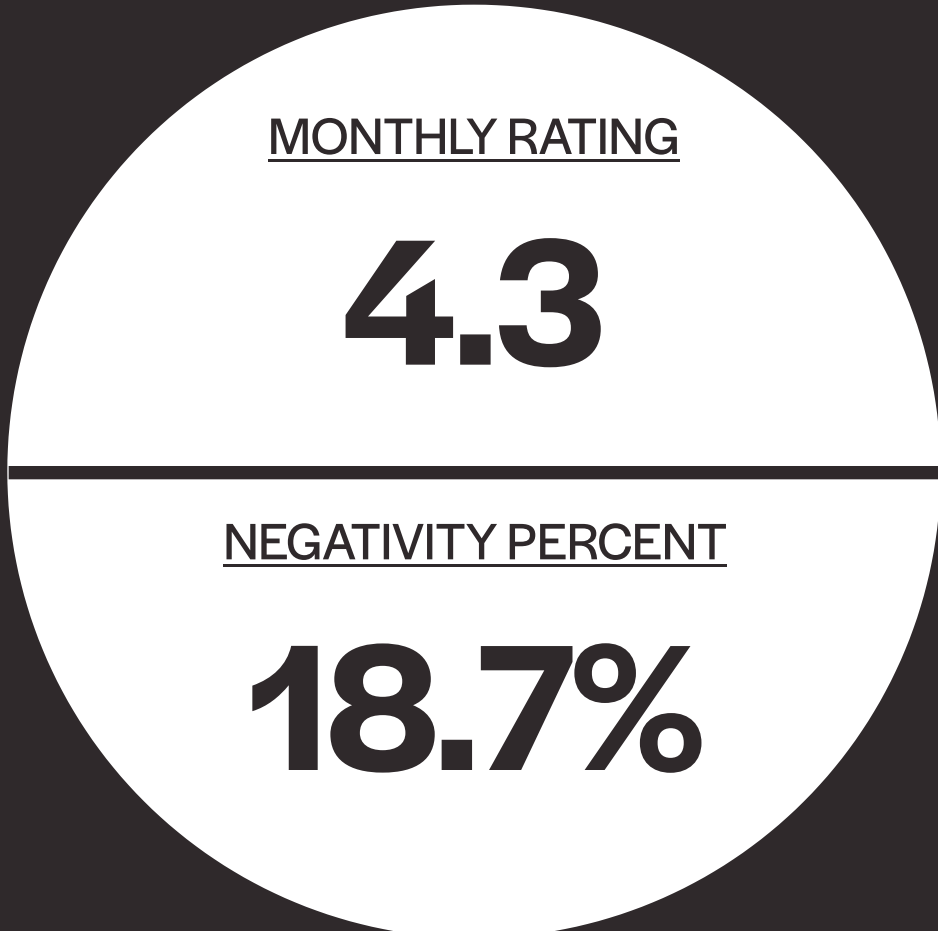


TOUR



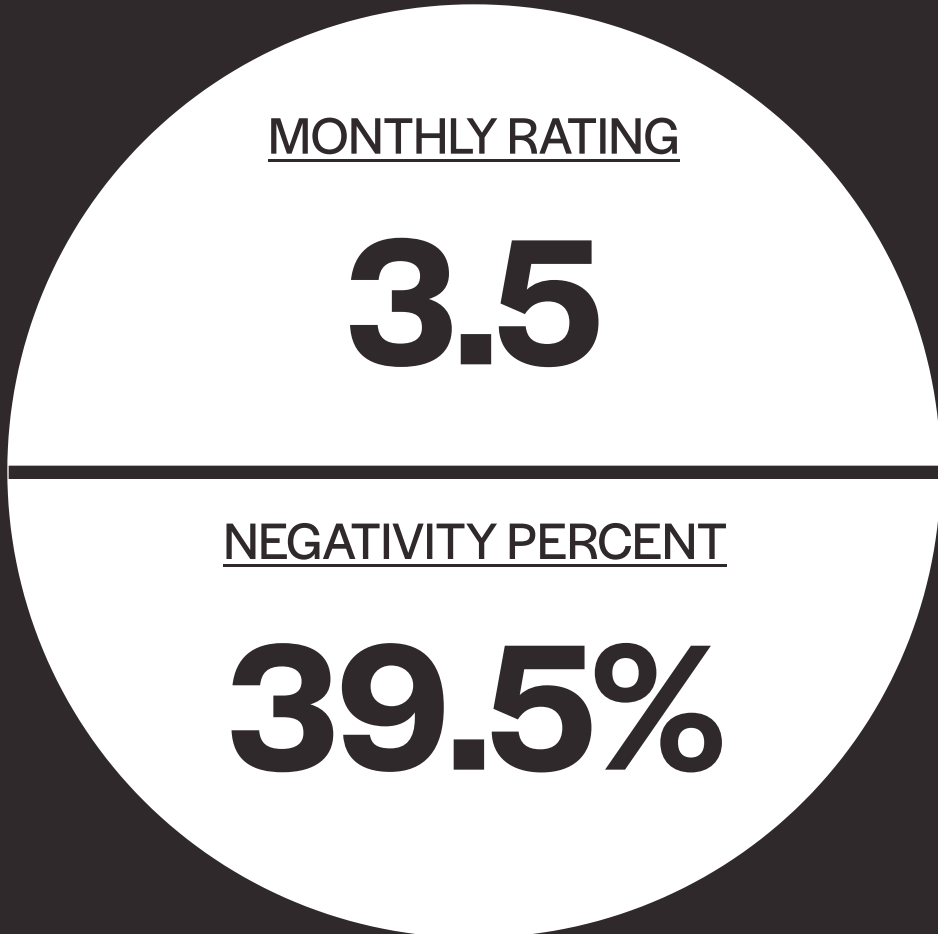
Benchmark Rating: 4.18

MOVE-IN



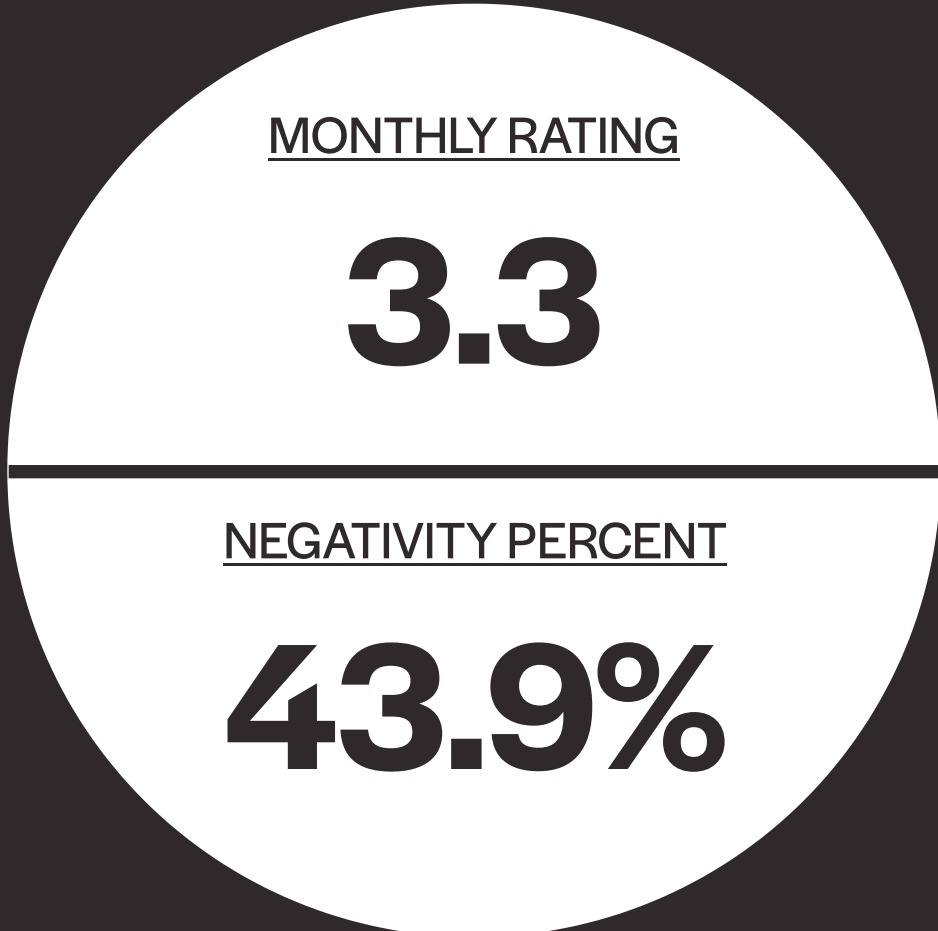
Benchmark Rating: 3.87

MAINTENANCE



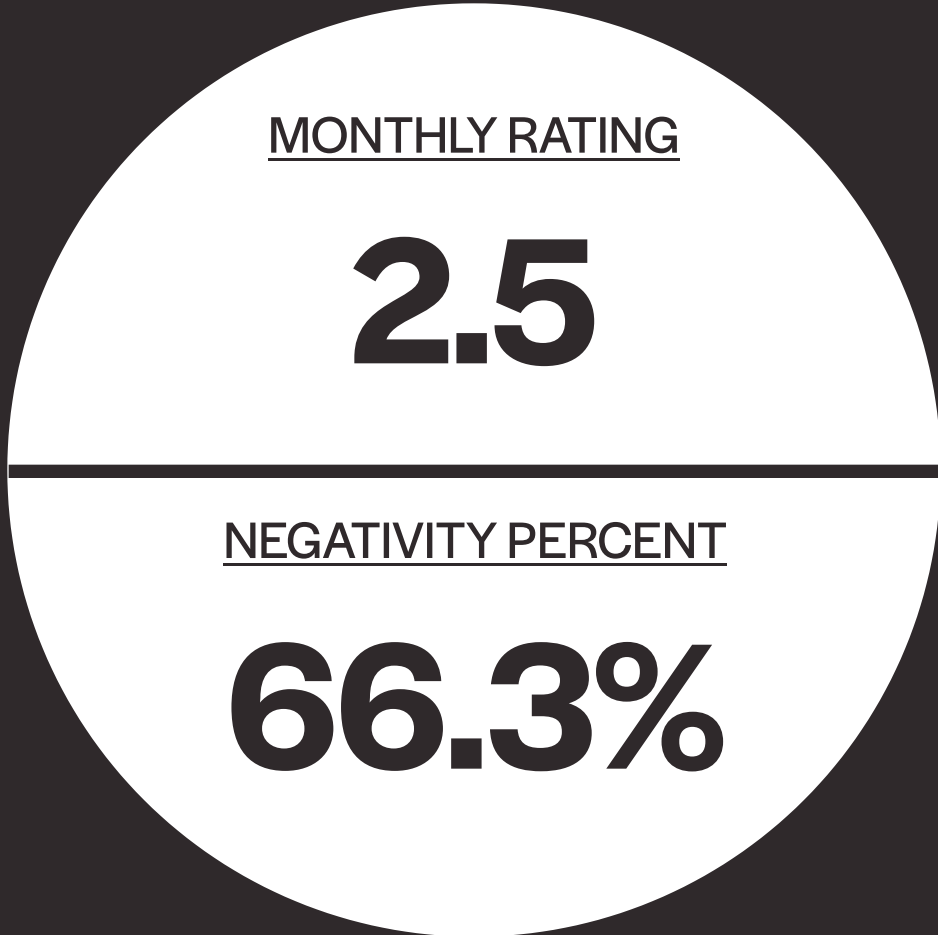
Benchmark Rating: 2.89

RENEWAL



Benchmark Rating: 2.98

MOVE-OUT



Benchmark Rating: 1.98

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	-3.7% below benchmark	
MANAGEMENT	-17.3% below benchmark	
COMMUNICATION	+9.9% above benchmark	
STAFF	+16.5% above benchmark	
SAFETY/SECURITY	-11.5% below benchmark	
BILLING/FEES	+16.6% above benchmark	
PARKING	-12.5% 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	+31% above benchmark	
LOCATION	+9.4% above benchmark	
MAINTENANCE STAFF	+15.7% above benchmark	
MAINTENANCE	-18.2% below benchmark	
AMENITIES	+32.2% above benchmark	
HELPFULNESS	-24.7% below benchmark	
AESTHETICS	+35.9% 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 9.2% of positive reviews	+191.4% above the industry benchmark
AMBIANCE	Mentioned in 12.5% of positive reviews	+114.8% above the industry benchmark
PETS	Mentioned in 3.6% of positive reviews	+102.2% above the industry benchmark
POOL	Mentioned in 5.1% of positive reviews	+86.3% above the industry benchmark
PROPERTY MANAGER	Mentioned in 8.6% of positive reviews	+67.9% 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.