

A DEEPER LOOK AT THOUGHT ANALYSIS : POWERED BY EINSTEIN

Einstein, our **proprietary AI model**, enhances J Turner Research's solutions by **analyzing open-ended commentary** for apartments, including survey feedback and reviews.

- ✓ Einstein analyzes **open-ended commentary** collected from surveys and reviews left for apartments.
- ✓ Einstein was trained on **hundreds of thousands of reviews** and has analyzed over **1.7 million pieces of feedback** from residents and prospects to date.
- ✓ Einstein **places each thought** within feedback **into 1 of 22 operational categories**. It also categorizes each independent thought as positive or negative.
- ✓ Einstein shows operational strengths and weaknesses, helping **derive the "why" behind the scores** left on reviews or surveys.
- ✓ Companies and properties can **compare themselves to national benchmarks** to contextualize their performance in all 22 categories.
- ✓ Lastly, companies and properties can **look at trends** to see what facets of their business are **improving or worsening**.

CATEGORY ORIGINS AND DEFINITIONS

J Turner's model identified **22 operational categories** using statistical theory and frequency/grouping analysis. Each category contains **unique variables** that contain clear **action items for improvement**.

SAMPLE REVIEW

Condition of the Unit

Customer Service

Smoking Policies/Enforcement

Security

Pet Waste

Condition/Availability of Common Areas/Amenities

General Cleanliness

Packages/Mail

Noise

Here is the good.....the actual apartment units are very nice [+], and now the bad.....just about everything else. The manager of the property is very nice but seems overwhelmed at times. The other leasing personal keep changing over so I really haven't got to get to know most of them. [-] The place is not kept clean up to my standards, trash in the garage, bad smell outside the buildings and in the hallways. [-] Some residents don't leash their dogs or clean up after them. Even saw poop from a dog in the hallway the other day. [-] People tailgate you into the [-] garage and they do nothing about it. [-] The pool is frequently closed for various reasons. [-] Packages are frequently missing or mis-delivered. [-] This is a no smoking environment, but the smell of weed is frequently noticed in and around the building. [-] I do not have small children, but I would not subject them to this kind of environment. Some of the residents can be noisy and inconsiderate, especially the one's who lit off fireworks at 5am on the morning of 4th of July. [-]