

ellis | PARTNERS IN
MANAGEMENT SOLUTIONS
SHOPPING REPORT PERFORMANCE COMPARISON®
MULTIFAMILY INDUSTRY BENCHMARK
THIRD QUARTER, 2012

	TELEPHONE PRESENTATION		ON-SITE PRESENTATION										CLIENT AVERAGE	STD DEV
	Q1 Set Appt	Q2 Telephone Number	Q3 First Impression	Q4 Identify Specific Needs	Q5 Discuss/ Show Property	Q6 Apt. Condition	Q7 Feature/ Benefit Sell	Q8 Overcome Objection	Q9 Ask for Deposit	Q10 Lease from Agent				
QUESTION OVERALL AVERAGE	93.28%	84.76%	95.04%	91.69%	94.62%	95.29%	93.47%	96.20%	70.60%	90.60%	91%	14.75		
Western National Property Management	100.00%	97.89%	100.00%	100.00%	98.95%	98.95%	100.00%	100.00%	95.79%	96.84%	99%	4.81		
Legacy Partners Residential, Inc.	100.00%	95.12%	95.12%	92.68%	100.00%	100.00%	97.56%	100.00%	92.68%	97.56%	97%	7.16		
Gables Residential Services	97.20%	95.33%	99.38%	97.82%	99.07%	97.20%	99.69%	98.44%	90.34%	97.51%	97%	7.64		
Carmel Partners	98.36%	93.44%	100.00%	98.36%	100.00%	98.36%	100.00%	96.72%	88.52%	96.72%	97%	8.03		
Windsor Property Management Co / GID	100.00%	96.61%	98.31%	98.31%	98.31%	100.00%	98.31%	96.61%	83.05%	94.92%	96%	8.04		
CLIENT 6	97.47%	93.67%	97.47%	97.47%	98.73%	100.00%	100.00%	97.47%	87.34%	93.67%	96%	8.19		
CLIENT 7	96.73%	87.58%	98.04%	98.69%	98.69%	98.04%	99.35%	100.00%	88.89%	97.39%	96%	9.16		
CLIENT 8	100.00%	90.00%	95.00%	95.00%	97.50%	97.50%	100.00%	97.50%	80.00%	95.00%	95%	7.16		
CLIENT 9	97.56%	85.37%	100.00%	95.12%	100.00%	100.00%	100.00%	100.00%	78.05%	97.56%	95%	7.78		
CLIENT 10	98.63%	84.93%	97.26%	94.52%	100.00%	98.63%	98.63%	100.00%	86.30%	93.15%	95%	8.52		
CLIENT 11	97.78%	95.56%	97.78%	95.56%	98.89%	96.67%	94.44%	98.89%	77.78%	92.22%	95%	8.89		
CLIENT 12	97.90%	95.10%	90.91%	93.01%	97.90%	99.30%	92.31%	99.30%	88.11%	93.71%	95%	11.80		
CLIENT 13	97.44%	89.74%	94.87%	82.05%	100.00%	97.44%	97.44%	100.00%	89.74%	92.31%	94%	9.38		
CLIENT 14	90.16%	88.52%	100.00%	96.72%	96.72%	98.36%	98.36%	98.36%	73.77%	93.44%	93%	8.73		
CLIENT 15	96.00%	88.00%	97.00%	94.00%	97.00%	95.00%	99.00%	99.00%	71.00%	97.00%	93%	11.55		
CLIENT 16	98.59%	88.73%	92.96%	88.73%	97.18%	97.18%	88.73%	95.77%	87.32%	90.14%	93%	14.21		
CLIENT 17	92.68%	84.15%	98.78%	93.90%	97.56%	92.68%	93.90%	97.56%	78.05%	92.68%	92%	10.89		
CLIENT 18	92.00%	93.33%	93.33%	92.00%	96.00%	100.00%	97.33%	97.33%	66.67%	90.67%	92%	11.23		
CLIENT 19	93.69%	87.84%	96.40%	92.34%	98.65%	93.24%	93.24%	96.85%	70.72%	90.99%	91%	12.52		
CLIENT 20	89.47%	81.58%	98.68%	85.53%	96.05%	98.68%	98.68%	94.74%	68.42%	96.05%	91%	12.83		

Participating Companies

AmlI Residential	Legacy Partners Residential, Inc.
BH Management Services, Inc.	Madison Apartment Group, LP
Bozzuto & Associates	Palms Associates
BRE Properties	Pinnacle (PRMC)
Capreit	Post Properties
Carmel Partners	RAM Partners, LLC
Colonial Properties Trust	Sequoia Equities, Inc.
Cottonwood Residential	Simpson Property Group
CWS Apartment Homes, LLC	Sunrise Management
E & S Ring Corporation	The Bainbridge Companies
Fairfield Residential	Timberland Partners
Gables Residential Services	TriBridge Residential
GHP Management	UDR
Greystar Management Services	Venterra Realty
Guardian Management, LLC	Walton Communities
Holland Residential	Waterton Residential
IMT Residential	Weidner Apartment Homes
JMG Realty, Inc.	Western National Property Management
Kettler Management	Windsor Property Management Co / GID
Laramar Group	Wood Partners

* Representing 4,031 shopping reports

Benchmark 1st Place Company
Western National Property Management
Laura Khouri
President

“Care. Compassion. Accountability. Those words are the Western National mantra and are exhibited each and every day we come together as a team. Congratulations to the Team Who Cares...I am so proud of all of you!”

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QUESTION OVERALL AVERAGE	93.28%	84.76%	95.04%	91.69%	94.62%	95.29%	93.47%	96.20%	70.60%	90.60%	91%	14.75
CLIENT 21	95.04%	87.94%	97.87%	88.65%	93.62%	97.87%	91.49%	99.29%	66.67%	92.20%	91%	13.29
CLIENT 22	91.67%	85.00%	95.00%	93.33%	93.33%	91.67%	91.67%	95.00%	81.67%	91.67%	91%	18.11
CLIENT 23	95.59%	82.35%	95.59%	97.06%	94.12%	95.59%	94.12%	95.59%	63.24%	88.24%	90%	11.78
CLIENT 24	89.36%	63.83%	100.00%	93.62%	93.62%	100.00%	89.36%	95.74%	70.21%	100.00%	90%	11.97
CLIENT 25	88.33%	71.67%	96.67%	91.67%	96.67%	98.33%	93.33%	96.67%	70.00%	90.00%	89%	14.13
CLIENT 26	89.69%	72.16%	92.78%	94.85%	92.78%	93.81%	94.85%	100.00%	74.23%	89.69%	89%	15.44
CLIENT 27	92.16%	82.35%	88.24%	96.08%	92.16%	86.27%	92.16%	98.04%	66.67%	88.24%	88%	14.24
CLIENT 28	93.88%	77.55%	89.80%	93.88%	91.84%	97.96%	93.88%	95.92%	57.14%	85.71%	88%	14.90
CLIENT 29	93.48%	88.41%	93.48%	89.86%	92.75%	95.65%	91.30%	89.86%	59.42%	89.13%	88%	15.17
CLIENT 30	92.35%	75.73%	93.67%	89.97%	92.35%	94.20%	92.61%	95.25%	61.48%	88.39%	88%	15.63
CLIENT 31	92.99%	83.18%	90.19%	89.25%	95.33%	92.99%	89.25%	96.26%	62.15%	85.05%	88%	16.48
CLIENT 32	89.78%	82.85%	94.16%	90.15%	90.88%	91.24%	88.69%	91.61%	69.71%	88.32%	88%	17.99
CLIENT 33	88.71%	87.10%	96.77%	93.55%	90.32%	98.39%	79.03%	93.55%	59.68%	83.87%	87%	15.51
CLIENT 34	97.62%	85.71%	90.48%	88.10%	85.71%	88.10%	88.10%	95.24%	40.48%	85.71%	85%	19.41
CLIENT 35	90.18%	79.46%	91.07%	87.50%	81.25%	91.96%	86.61%	89.29%	58.04%	80.36%	84%	19.07
CLIENT 36	94.34%	79.25%	90.57%	75.47%	84.91%	90.57%	88.68%	96.23%	54.72%	81.13%	84%	19.32
CLIENT 37	83.93%	66.07%	92.86%	73.21%	96.43%	85.71%	89.29%	94.64%	41.07%	82.14%	81%	18.13
CLIENT 38	75.00%	75.00%	97.73%	93.18%	93.18%	90.91%	97.73%	97.73%	0.00%	84.09%	80%	12.75
CLIENT 39	75.34%	65.75%	84.93%	80.82%	78.08%	91.78%	90.41%	86.30%	34.25%	78.08%	77%	21.74
CLIENT 40	82.02%	65.17%	88.76%	70.79%	85.39%	91.01%	78.65%	89.89%	33.71%	78.65%	76%	23.85

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