



**SHOPPING REPORT PERFORMANCE SUMMARY
FIRST QUARTER, 2001**

	QUESTION OVERALL AVERAGE	Lincoln Property Company	CLIENT 2	CLIENT 3	CLIENT 4	CLIENT 5	CLIENT 6	CLIENT 7	CLIENT 8	CLIENT 9	CLIENT 10	CLIENT 11	CLIENT 12	CLIENT 13	CLIENT 14	CLIENT 15	CLIENT 16	CLIENT 17	CLIENT 18	CLIENT 19	CLIENT 20
TELEPHONE PRESENTATION																					
1. Did the consultant attempt to set an appointment with you?	80.77%	87.53%	86.78%	94.44%	76.32%	91.85%	77.25%	92.00%	82.21%	71.88%	74.07%	78.11%	77.91%	82.14%	75.76%	70.69%	62.50%	65.00%	78.05%	64.29%	60.40%
2. Were you asked for your telephone number(s)?	59.17%	76.77%	62.64%	44.44%	52.63%	58.52%	67.66%	64.00%	52.96%	53.13%	53.70%	52.07%	51.16%	35.71%	48.48%	53.45%	45.83%	35.00%	43.90%	35.71%	45.54%
ON-SITE PRESENTATION																					
3. Did the consultant make a positive first impression on you?	91.44%	93.89%	93.68%	88.89%	94.74%	94.81%	91.02%	88.00%	93.28%	84.38%	96.30%	92.31%	90.70%	89.29%	84.85%	89.66%	83.33%	95.00%	85.37%	82.14%	78.22%
4. Did the consultant determine if you had any special needs or preferences?	83.84%	88.26%	78.74%	94.44%	92.11%	90.37%	83.83%	96.00%	85.77%	84.38%	81.48%	89.94%	87.21%	75.00%	81.82%	79.31%	75.00%	80.00%	63.41%	64.29%	63.37%
5. Did the consultant discuss and/or point out amenities and facilities of the property?	93.66%	96.09%	96.55%	100.00%	97.37%	94.07%	97.60%	92.00%	94.07%	96.88%	94.44%	93.49%	82.56%	96.43%	100.00%	89.66%	91.67%	95.00%	78.05%	85.71%	85.15%
6. Did the consultant show you an apartment that was clean, made ready, and comfortable in temperature?	95.14%	96.09%	94.83%	100.00%	100.00%	95.56%	98.80%	96.00%	95.26%	96.88%	94.44%	94.08%	96.51%	92.86%	93.94%	98.28%	91.67%	80.00%	90.24%	92.86%	88.12%
7. Did the consultant sell benefits for the features discussed in the apartment?	85.47%	89.98%	93.68%	88.89%	100.00%	83.70%	91.02%	80.00%	86.17%	84.38%	87.04%	87.57%	82.56%	78.57%	81.82%	75.86%	79.17%	65.00%	73.17%	75.00%	60.40%
8. Did the consultant effectively overcome any objections you raised?	94.24%	96.09%	97.70%	100.00%	97.37%	96.30%	92.22%	92.00%	95.26%	96.88%	96.30%	94.08%	89.53%	92.86%	90.91%	94.83%	87.50%	90.00%	85.37%	89.29%	88.12%
9. Did the consultant ask you to leave a deposit?	52.72%	73.59%	68.97%	61.11%	52.63%	48.15%	52.69%	52.00%	46.25%	53.13%	53.70%	44.38%	38.37%	46.43%	30.30%	31.03%	54.17%	55.00%	29.27%	25.00%	24.75%
10. Based on the consultant's presentation, would you have leased the apartment?	84.57%	89.98%	90.80%	88.89%	97.37%	82.96%	83.83%	76.00%	88.93%	93.75%	83.33%	81.66%	79.07%	85.71%	84.85%	74.14%	70.83%	60.00%	73.17%	75.00%	69.31%
CLIENT OVERALL AVERAGE	82.10% *	88.83%	86.44%	86.11%	86.05%	83.63%	83.59%	82.80%	82.02%	81.56%	81.48%	80.77%	77.56%	77.50%	77.27%	75.69%	74.17%	72.00%	70.00%	68.93%	66.34%

* Representing 1893 shopping reports

Participating Companies:

Amlri Residential
Anterra Realty
BH Management Services
Camden Property Trust
Capreit
Cumberland Allegiance
CWS Apartment Homes
Equity Residential Properties
Fairfield Residential
First Worthing Company

Fogelman Management Group
Forest City Residential Management
Gables Residential Services
JPI
Lincoln Property Company
Morgan Group
Post Properties
Tarragon Management
Trammell Crow Residential Services
Village Green Management

Benchmark 1st Place Company: Lincoln Property Company
Maria Lawson, National Director of Training

“We’re excited to see our benchmark average scores increase over the past several quarters. We are honored to earn the top score this quarter, especially considering the high caliber of the other participating companies. Most important, not only are the shopping scores higher, but we know our leasing professionals are more effective than ever in their overall presentations.”