



**SHOPPING REPORT PERFORMANCE SUMMARY
SECOND QUARTER, 2000**

	QUESTION OVERALL AVERAGE	CLIENT 1	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	
TELEPHONE PRESENTATION																			
1. Did the consultant attempt to set an appointment with you?	52.80%	82.28%	90.00%	71.43%	77.45%	75.43%	90.00%	100.00%	79.71%	68.97%	58.49%	76.92%	62.50%	76.47%	33.33%	54.72%	46.15%	0.00%	
2. Were you asked for your telephone number(s)?	51.62%	51.90%	58.33%	47.62%	56.95%	50.17%	50.00%	57.14%	63.77%	24.14%	39.62%	38.46%	29.17%	41.18%	33.33%	24.53%	15.38%	66.67%	
ON-SITE PRESENTATION																			
3. Did the consultant make a positive first impression on you?	87.46%	96.20%	93.33%	100.00%	88.84%	85.47%	80.00%	71.43%	88.89%	89.66%	90.57%	84.62%	75.00%	94.12%	88.89%	79.25%	61.54%	33.33%	
4. Did the consultant determine if you had any special needs or preferences?	79.94%	88.61%	68.33%	80.95%	79.50%	87.20%	80.00%	71.43%	89.86%	82.76%	62.26%	84.62%	75.00%	52.94%	44.44%	47.17%	61.54%	100.00%	
5. Did the consultant discuss and/or point out amenities and facilities of the property?	91.74%	92.41%	86.67%	95.24%	93.85%	93.43%	90.00%	78.57%	98.07%	93.10%	88.68%	84.62%	83.33%	76.47%	88.89%	75.47%	69.23%	33.33%	
6. Did the consultant show you an apartment that was clean, made ready, and comfortable in temperature?	93.81%	97.47%	91.67%	100.00%	94.76%	94.46%	95.00%	100.00%	95.65%	82.76%	92.45%	92.31%	95.83%	82.35%	77.78%	83.02%	88.46%	100.00%	
7. Did the consultant sell benefits for the features discussed in the apartment?	66.37%	91.14%	86.67%	90.48%	81.32%	83.04%	80.00%	71.43%	90.82%	82.76%	84.91%	61.54%	87.50%	64.71%	88.89%	56.60%	53.85%	33.33%	
8. Did the consultant effectively overcome any objections you raised?	93.44%	98.73%	95.00%	95.24%	94.76%	92.73%	95.00%	100.00%	91.79%	96.55%	90.57%	84.62%	91.67%	100.00%	88.89%	88.68%	88.46%	33.33%	
9. Did the consultant ask you to leave a deposit?	48.23%	58.23%	58.33%	42.86%	53.30%	43.25%	45.00%	50.00%	56.04%	37.93%	49.06%	30.77%	16.67%	35.29%	44.44%	22.64%	23.08%	0.00%	
10. Based on the consultant's presentation, would you have leased the apartment?	80.16%	86.08%	81.67%	85.71%	81.09%	79.93%	70.00%	64.29%	90.34%	82.76%	83.02%	61.54%	75.00%	76.47%	55.56%	52.83%	53.85%	33.33%	
CLIENT OVERALL AVERAGE	77.13% *	84.30%	81.00%	80.95%	80.18%	78.51%	77.50%	76.43%	76.28%	74.14%	73.96%	70.00%	69.17%	68.24%	64.44%	58.49%	56.15%	43.33%	

* Representing 1356 shopping reports

Participating Companies:

AmlI Residential	Gables Residential Services
Anterra Realty	JPI
BH Management Services	Lincoln Property Company
Camden Property Trust	Post Properties
Capriet	Tarragon Management
Cumberland Allegiance	Trammell Crow Residential Services
CWS Apartment Homes	United Dominion Realty Trust
First Worthing Company	Village Green Management
Fogelman Management Group	