



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

QUESTION OVERALL AVERAGE	Cumberland Allegiance	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	CLIENT 21	CLIENT 22	CLIENT 23	
TELEPHONE PRESENTATION																								
1. Did the consultant attempt to set an appointment with you?	77.51%	86.84%	87.10%	92.59%	85.00%	65.22%	81.44%	78.32%	86.44%	83.51%	77.78%	29.03%	79.10%	82.64%	70.37%	67.61%	50.00%	81.25%	44.00%	82.35%	45.16%	37.50%	45.16%	21.88%
2. Were you asked for your telephone number(s)?	59.40%	71.05%	68.78%	59.26%	100.00%	73.91%	60.82%	67.26%	63.56%	56.19%	33.33%	80.65%	43.44%	27.27%	44.44%	46.48%	72.73%	56.25%	76.00%	54.90%	74.19%	75.00%	74.19%	53.13%
ON-SITE PRESENTATION																								
3. Did the consultant make a positive first impression on you?	90.21%	97.37%	88.91%	88.89%	95.00%	91.30%	92.78%	90.27%	93.22%	90.72%	100.00%	93.55%	88.93%	90.91%	92.59%	87.32%	86.36%	87.50%	92.00%	86.27%	90.32%	87.50%	90.32%	87.50%
4. Did the consultant determine if you had any special needs or preferences?	82.98%	100.00%	83.48%	81.48%	80.00%	100.00%	84.54%	83.19%	77.12%	94.33%	88.89%	83.87%	86.07%	84.30%	70.37%	76.06%	77.27%	56.25%	68.00%	62.75%	80.65%	75.00%	80.65%	56.25%
5. Did the consultant discuss and/or point out amenities and facilities of the property?	93.65%	100.00%	96.83%	96.30%	85.00%	91.30%	92.78%	96.02%	93.22%	87.11%	94.44%	100.00%	93.85%	94.21%	96.30%	92.96%	86.36%	87.50%	84.00%	90.20%	90.32%	87.50%	90.32%	93.75%
6. Did the consultant show you an apartment that was clean, made ready, and comfortable in temperature?	94.27%	92.11%	95.70%	100.00%	100.00%	86.96%	94.85%	92.48%	90.68%	96.91%	100.00%	96.77%	96.31%	91.74%	96.30%	91.55%	95.45%	81.25%	84.00%	94.12%	93.55%	100.00%	93.55%	87.50%
7. Did the consultant sell benefits for the features discussed in the apartment?	86.05%	92.11%	84.62%	88.89%	90.00%	86.96%	88.66%	94.25%	88.98%	93.81%	88.89%	80.65%	86.48%	85.95%	81.48%	84.51%	77.27%	75.00%	80.00%	58.82%	58.06%	62.50%	58.06%	81.25%
8. Did the consultant effectively overcome any objections you raised?	92.61%	100.00%	93.89%	88.89%	75.00%	95.65%	94.85%	93.36%	95.76%	88.14%	100.00%	83.87%	93.03%	98.35%	92.59%	91.55%	100.00%	93.75%	96.00%	96.08%	77.42%	75.00%	77.42%	87.50%
9. Did the consultant ask you to leave a deposit?	54.55%	76.32%	71.49%	51.85%	55.00%	60.87%	55.67%	58.41%	56.78%	47.94%	38.89%	61.29%	43.85%	49.59%	55.56%	47.89%	31.82%	43.75%	36.00%	29.41%	38.71%	25.00%	38.71%	31.25%
10. Based on the consultant's presentation, would you have leased the apartment?	83.03%	92.11%	85.97%	92.59%	75.00%	86.96%	89.69%	82.30%	88.98%	82.47%	83.33%	87.10%	83.20%	82.64%	81.48%	78.87%	68.18%	81.25%	76.00%	70.59%	67.74%	68.75%	67.74%	71.88%
CLIENT OVERALL AVERAGE	81.38% *	90.79%	85.68%	84.07%	84.00%	83.91%	83.61%	83.58%	83.47%	82.11%	80.56%	79.68%	79.43%	78.76%	78.15%	76.48%	74.55%	74.38%	73.60%	72.55%	71.61%	69.38%	68.71%	67.19%

* Representing 1921 shopping reports

Participating Companies:

Amli Residential
Anterra Realty
Archstone
BH Management Services
Camden
Capreit
Cumberland Allegiance
CWS Apartment Homes
Equity Residential Properties
Fairfield Residential
First Worthing Company

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

**Benchmark 1st Place Company: Cumberland Allegiance
Luanne McNulty, Executive Vice President**

"We're competing in markets against some real heavy hitters, and it's gratifying to see how we compare each quarter. When we received first place in the fourth quarter of 2000, we were thrilled; to win a second time, and with the highest overall score, 90.79%, is validation that our training is successfully targeted and our people are "a cut above". We place a great deal of value on the information obtained from the EPMS shopping reports and modify our training and employee incentives accordingly".