



**SHOPPING REPORT PERFORMANCE SUMMARY  
THIRD 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	
<b>TELEPHONE PRESENTATION</b>																						
1.	Did the consultant attempt to set an appointment with you?	72.7%	95.7%	56.5%	82.5%	85.6%	84.3%	83.0%	66.7%	78.8%	80.7%	81.1%	71.0%	78.4%	48.6%	25.7%	39.6%	15.9%	44.4%	33.3%	75.4%	31.2%
2.	Were you asked for your telephone number(s)?	63.3%	100.0%	87.0%	71.5%	53.8%	64.4%	56.6%	90.5%	58.1%	55.4%	53.3%	45.8%	56.9%	91.9%	88.6%	82.2%	72.7%	88.9%	66.7%	16.4%	66.7%
<b>ON-SITE PRESENTATION</b>																						
3.	Did the consultant make a positive first impression on you?	90.7%	95.7%	91.3%	91.0%	94.4%	92.4%	96.2%	90.5%	91.9%	91.6%	92.6%	86.9%	92.2%	83.8%	94.3%	89.1%	88.6%	77.8%	92.6%	80.3%	81.7%
4.	Did the consultant determine if you had any special needs or preferences?	81.0%	95.7%	91.3%	85.6%	94.4%	84.3%	84.9%	76.2%	74.4%	89.2%	84.4%	89.7%	68.6%	67.6%	77.1%	74.3%	72.7%	55.6%	59.3%	55.7%	54.8%
5.	Did the consultant discuss and/or point out amenities and facilities of the property?	93.1%	100.0%	91.3%	95.3%	91.8%	96.2%	92.5%	95.2%	90.6%	85.5%	96.7%	93.5%	90.2%	89.2%	91.4%	95.0%	86.4%	88.9%	81.5%	91.8%	88.2%
6.	Did the consultant show you an apartment that was clean, made ready, and comfortable in temperature?	92.8%	100.0%	100.0%	96.2%	96.4%	90.3%	100.0%	95.2%	96.9%	78.3%	91.0%	92.5%	98.0%	91.9%	91.4%	87.1%	90.9%	88.9%	92.6%	86.9%	88.2%
7.	Did the consultant sell benefits for the features discussed in the apartment?	84.4%	95.7%	95.7%	86.1%	96.4%	92.8%	84.9%	90.5%	80.0%	91.6%	88.1%	88.8%	68.6%	73.0%	74.3%	68.3%	81.8%	70.4%	74.1%	60.7%	67.7%
8.	Did the consultant effectively overcome any objections you raised?	93.2%	95.7%	95.7%	93.3%	91.8%	93.6%	94.3%	85.7%	92.5%	95.2%	95.9%	96.3%	94.1%	94.6%	94.3%	88.1%	93.2%	88.9%	81.5%	93.4%	92.5%
9.	Did the consultant ask you to leave a deposit?	48.9%	78.3%	69.6%	73.0%	49.7%	54.2%	41.5%	38.1%	55.0%	51.8%	32.8%	33.6%	31.4%	40.5%	28.6%	29.7%	38.6%	33.3%	25.9%	41.0%	21.5%
10.	Based on the consultant's presentation, would you have leased the apartment?	82.5%	87.0%	100.0%	86.3%	89.2%	83.5%	88.7%	85.7%	83.1%	81.9%	84.0%	86.9%	80.4%	70.3%	80.0%	75.2%	75.0%	70.4%	70.4%	60.7%	67.7%
	<b>CLIENT OVERALL AVERAGE</b>	<b>80.3% *</b>	<b>94.3%</b>	<b>87.8%</b>	<b>86.1%</b>	<b>84.4%</b>	<b>83.6%</b>	<b>82.3%</b>	<b>81.4%</b>	<b>80.13%</b>	<b>80.12%</b>	<b>80.0%</b>	<b>78.5%</b>	<b>75.9%</b>	<b>75.1%</b>	<b>74.6%</b>	<b>72.9%</b>	<b>71.6%</b>	<b>70.7%</b>	<b>67.8%</b>	<b>66.2%</b>	<b>66.0%</b>

\* Representing 2066 shopping reports

Participating Companies:

Amlri Residential  
Anterra Realty  
Archstone  
BH Management Services  
Camden  
Capreit  
Cumberland Allegiance  
CWS Apartment Homes  
EPT Management  
Equity Residential Properties

Fairfield Residential  
First Worthing Company  
Fogelman Management Group  
Forest City Residential Management  
Gables Residential Services  
Lincoln Property Company  
Morgan Group  
Post Properties  
Tarragon Management  
Trammell Crow Residential Services

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

*"We are honored to receive the highest score for the quarter for a third time. We watch our own portfolio regularly and assess our performance within a specific market, but to see how well 'our people' compare cumulatively against some of the best companies in the nation is really exciting. We place a great deal of focus on our leasing teams and how well they represent our properties to the public. It is incredibly rewarding to see that concentrated effort pay off. These scores are further proof that an aggressive shopping report program works. Through the EPMS reports, we are able to identify our strengths and weaknesses and address them with our on-site personnel immediately. Hats off to our on-site teams - you guys are the best!!!"*