



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

	QUESTION OVERALL AVERAGE	Lincoln Property Company	CLIENT 2	CLIENT 2a	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?	78.1%	90.2%	90.4%	76.9%	76.7%	84.6%	60.0%	79.4%	53.3%	51.7%	82.1%	39.4%	85.7%	51.1%	79.6%	37.5%	56.7%	82.7%	65.9%	30.0%	44.8%	29.4%
2.	Were you asked for your telephone number(s)?	62.2%	76.7%	73.7%	38.5%	63.6%	61.5%	84.0%	55.7%	73.3%	79.3%	49.4%	81.8%	65.3%	86.7%	51.0%	62.5%	76.7%	22.0%	41.3%	60.0%	62.1%	52.9%
<b>ON-SITE PRESENTATION</b>																							
3.	Did the consultant make a positive first impression on you?	92.3%	92.4%	94.2%	96.2%	97.7%	92.3%	92.0%	91.8%	93.3%	93.1%	92.3%	97.0%	89.8%	93.3%	93.9%	93.8%	93.3%	92.9%	83.3%	85.0%	75.9%	76.5%
4.	Did the consultant determine if you had any special needs or preferences?	83.5%	88.6%	85.3%	88.5%	82.6%	92.3%	84.0%	89.7%	86.7%	79.3%	88.9%	81.8%	67.3%	75.6%	79.6%	93.8%	73.3%	70.1%	80.4%	75.0%	58.6%	76.5%
5.	Did the consultant discuss and/or point out amenities and facilities of the property?	94.2%	97.8%	94.2%	96.2%	93.4%	92.3%	88.0%	94.8%	100.0%	89.7%	95.7%	97.0%	93.9%	91.1%	91.8%	100.0%	93.3%	92.9%	84.8%	85.0%	86.2%	94.1%
6.	Did the consultant show you an apartment that was clean, made ready, and comfortable in temperature?	94.8%	96.9%	96.8%	100.0%	96.1%	100.0%	92.0%	86.6%	100.0%	100.0%	93.6%	97.0%	100.0%	93.3%	91.8%	93.8%	96.7%	88.2%	94.2%	80.0%	93.1%	100.0%
7.	Did the consultant sell benefits for the features discussed in the apartment?	87.7%	89.0%	88.5%	100.0%	95.0%	92.3%	88.0%	95.9%	93.3%	93.1%	89.4%	81.8%	75.5%	82.2%	79.6%	75.0%	66.7%	84.3%	81.9%	75.0%	75.9%	64.7%
8.	Did the consultant effectively overcome any objections you raised?	93.8%	94.7%	94.9%	100.0%	93.4%	92.3%	92.0%	97.9%	100.0%	89.7%	97.4%	90.9%	83.7%	91.1%	93.9%	81.3%	90.0%	94.5%	90.6%	90.0%	89.7%	76.5%
9.	Did the consultant ask you to leave a deposit?	56.1%	73.9%	62.2%	73.1%	60.9%	53.8%	76.0%	59.8%	53.3%	58.6%	36.6%	51.5%	53.1%	42.2%	38.8%	43.8%	50.0%	42.5%	38.4%	45.0%	24.1%	23.5%
10.	Based on the consultant's presentation, would you have leased the apartment?	84.6%	89.0%	81.4%	92.3%	88.8%	84.6%	88.0%	82.5%	80.0%	89.7%	88.1%	84.8%	87.8%	77.8%	79.6%	87.5%	70.0%	83.5%	74.6%	80.0%	55.2%	52.9%
	<b>CLIENT OVERALL AVERAGE</b>	<b>82.7%*</b>	<b>88.9%</b>	<b>86.15%</b>	<b>86.15%</b>	<b>84.8%</b>	<b>84.6%</b>	<b>84.4%</b>	<b>83.4%</b>	<b>83.3%</b>	<b>82.4%</b>	<b>81.4%</b>	<b>80.3%</b>	<b>80.2%</b>	<b>78.4%</b>	<b>78.0%</b>	<b>76.9%</b>	<b>76.7%</b>	<b>75.4%</b>	<b>73.6%</b>	<b>70.5%</b>	<b>66.6%</b>	<b>64.7%</b>

\* Representing 1917 shopping reports

Participating Companies:

Amlti Residential  
Anterra Realty  
Archstone  
Benjamin E. Sherman & Sons, Inc.  
Camden  
Capreit  
Cumberland Allegiance  
CWS Apartment Homes  
Equity Residential Properties  
Fairfield Residential  
First Worthing Company

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

Benchmark 1st Place Company: Lincoln Property Company

Maria Lawson - National Director of Training

*The credit goes to our people! I am very proud of our onsite employees for achieving such a high ranking status for sales and service success. I am very impressed with their ability to focus on the goal during a time in our country that has left many unable to function as they did prior to September 11th. We have an incredible group of Regional Training Directors that provide support to our employees with a passion for advancing training to the next level. Our mission to our employees is to develop them personally and professionally. It is deeply rooted throughout our programs and systems that we have in place. I would have to say that our understanding that we are a company for people in a business about people is how we will continue to become even greater than we are today as individuals and as a company!*