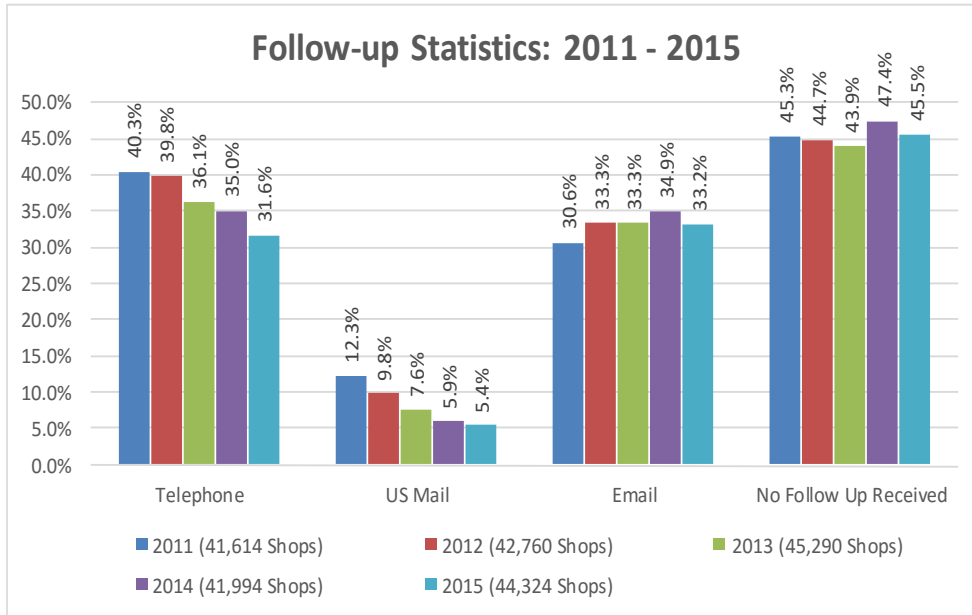


FOLLOW UP TRENDS

Ellis Shopping Report Data 2015

Out of 44,324 shops conducted in 2015...



Phone

2nd most popular method of follow-up

Email

Fastest & least costly method of follow-up

Mail

Least used but most emotionally impactful method of follow-up

Few sales are made on the first contact!

yet **Only 1 in 3** prospects received an email after their visit

Only 3.5% received a call, note, and email follow-up

and **45.5%** never received any kind of follow up

AN INTEGRATED APPROACH FOR LEAD CONVERSION AND RESIDENT RETENTION