

Report Run By: Joey Bushey  
 Report Run Date: Thursday, November 05, 2009  
 Report Period: 3/1/2009 - 11/5/2009  
 Property Name: 220 Twentieth Street

## Property Source Report

### What this report shows?

This report helps in understanding the lead creation and closing trends of marketing sources

### Any Specifics To This Data?

This is a 'lead generation' report and as such leased/dead leads will only be tallied if they were created within the selected time frame. Lead closure events on leads who were created OUTSIDE of the date range provided will NOT be included

### What Are My Next Steps?

Reviewing this report should give a good insight in to what marketing sources provide the greatest count of prospects, through what avenue they first contact the property, and general leasing statistics

Lead Source	Email	Phone In	Walk In	Totals	Dead Leads	Leases	Conversion Ratio
4Walls.com	13	41	0	54	48	5	9.26%
Apartment Guide Print	0	163	3	166	164	2	1.20%
Apartment Locator	0	1	0	1	1	0	0.00%
Apartment Showcase Print	3	188	17	208	198	9	4.33%
Apartmentcities.com	0	1	0	1	0	1	100.00%
ApartmentGuide.com	50	70	1	121	115	4	3.31%
ApartmentMarketer.com	0	21	0	21	21	0	0.00%
Apartments.com	18	57	4	79	74	4	5.06%
Apartments.com Print	0	0	2	2	1	0	0.00%
ApartmentShowcase.com	0	29	1	30	29	1	3.33%
Banner Campaign	0	105	1	106	96	8	7.55%
Billboard	0	2	7	9	8	1	11.11%
Brochure/Flyer	0	29	3	32	32	0	0.00%
Corporate Housing	0	0	11	11	0	11	100.00%
Corporate Website	26	79	2	107	97	10	9.35%
Craigslist	2	132	12	146	137	7	4.79%
Craigslist 360start	8	0	0	8	8	0	0.00%
Craigslist Other	0	5	0	5	5	0	0.00%
Craigslist Postlets	2	1	0	3	2	0	0.00%
Direct Mail	0	0	1	1	1	0	0.00%

Drive By	1	11	266	278	243	25	8.99%
Email Blast	0	2	0	2	2	0	0.00%
Email blast realtor	0	2	0	2	2	0	0.00%
Employee Referral	0	1	4	5	4	1	20.00%
Facebook.com	0	13	0	13	13	0	0.00%
ForRent.com	9	28	0	37	35	2	5.41%
Google.com	0	1	2	3	2	1	33.33%
HotPads.com	0	5	0	5	5	0	0.00%
Internet/Bisnow	0	2	0	2	2	0	0.00%
Internet/YahooLocal	0	1	0	1	1	0	0.00%
Magazine Campaign	0	4	0	4	4	0	0.00%
Misc Print	0	9	0	9	9	0	0.00%
Move.com	0	1	0	1	1	0	0.00%
MyNewPlace.com	17	4	0	21	17	3	14.29%
Newspaper Campaign	0	0	1	1	0	1	100.00%
Oodle.com	0	4	0	4	4	0	0.00%
Other	0	27	8	35	31	4	11.43%
Other Referral	0	0	7	7	4	2	28.57%
Outreach Marketing	0	6	1	7	7	0	0.00%
Promo/Flyer or Mini brochure	0	1	0	1	1	0	0.00%
Promo/streaming video	0	3	0	3	3	0	0.00%
Promotional Campaign	0	4	0	4	4	0	0.00%
Property Website	560	409	25	994	912	52	5.23%
ReachLocal.com/PPC	0	86	0	86	84	2	2.33%
Rent.com	4	13	0	17	17	0	0.00%
Resident Referral	0	2	3	5	5	0	0.00%
Sister Property Referral	0	1	5	6	4	0	0.00%
Streaming Video	0	0	1	1	0	1	100.00%
TV	0	8	0	8	8	0	0.00%
Unspecified	0	1	0	1	1	0	0.00%
Washington Post	0	0	3	3	2	1	33.33%
Washington Post Apt Living	0	7	0	7	7	0	0.00%
Washingtonian Magazine	0	6	0	6	6	0	0.00%
Word Of Mouth	0	1	4	5	5	0	0.00%
<b>Total</b>	<b>713</b>	<b>1587</b>	<b>395</b>	<b>2695</b>	<b>2482</b>	<b>158</b>	<b>5.86%</b>