

Report Run By: Joey Bushey  
 Report Run Date: Monday, November 30, 2009  
 Report Period: 3/1/2009 - 11/30/2009  
 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	42	0	55	50	5	9.09%
Apartment Guide Print	0	179	3	182	178	2	1.10%
Apartment Locator	0	1	0	1	1	0	0.00%
Apartment Showcase Print	3	202	19	224	211	11	4.91%
Apartmentcities.com	0	1	0	1	0	1	100.00%
ApartmentGuide.com	60	75	1	136	125	4	2.94%
ApartmentMarketer.com	1	24	0	25	25	0	0.00%
Apartments.com	19	62	4	85	79	4	4.71%
Apartments.com Print	0	0	2	2	2	0	0.00%
ApartmentShowcase.com	0	30	1	31	29	1	3.23%
Banner Campaign	0	109	1	110	99	9	8.18%
Billboard	0	2	7	9	8	1	11.11%
Brochure/Flyer	0	34	3	37	36	0	0.00%
Corporate Housing	0	0	11	11	0	11	100.00%
Corporate Website	28	87	2	117	106	10	8.55%
Craigslist	2	139	13	154	146	7	4.55%
Craigslist 360start	10	0	0	10	8	0	0.00%
Craigslist Other	0	7	0	7	7	0	0.00%
Craigslist Postlets	2	1	0	3	3	0	0.00%
Direct Mail	0	0	1	1	1	0	0.00%

Drive By	1	11	284	296	252	27	9.12%
Email Blast	0	13	0	13	13	0	0.00%
Email blast realtor	0	2	0	2	2	0	0.00%
Embassy.org	0	1	0	1	1	0	0.00%
Employee Referral	0	1	4	5	4	1	20.00%
Facebook.com	0	15	0	15	15	0	0.00%
ForRent.com	10	29	0	39	36	2	5.13%
Google.com	0	1	4	5	3	1	20.00%
HotPads.com	0	6	0	6	6	0	0.00%
Local News Campaign	0	2	0	2	2	0	0.00%
Magazine Campaign	0	8	0	8	8	0	0.00%
Misc Print	0	13	0	13	13	0	0.00%
Move.com	0	2	0	2	1	0	0.00%
MyNewPlace.com	18	4	0	22	19	3	13.64%
Newspaper Campaign	0	0	1	1	0	1	100.00%
Oodle.com	0	5	0	5	5	0	0.00%
Other	0	27	8	35	31	4	11.43%
Other Referral	0	0	10	10	6	3	30.00%
Outreach Marketing Other	0	6	1	7	7	0	0.00%
Promo/Flyer or Mini brochure	0	1	0	1	1	0	0.00%
Promotional Campaign	0	9	0	9	9	0	0.00%
Property Website	597	462	25	1084	992	60	5.54%
ReachLocal.com/PPC	0	88	0	88	86	2	2.27%
Rent.com	4	14	0	18	18	0	0.00%
Resident Referral	0	2	3	5	5	0	0.00%
Sister Property Referral	0	1	5	6	6	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	10	0	10	10	0	0.00%
Washingtonian Magazine	0	6	0	6	6	0	0.00%
Word Of Mouth	0	1	4	5	5	0	0.00%
Yahoo.com	0	1	0	1	1	0	0.00%
<b>Total</b>	<b>768</b>	<b>1745</b>	<b>421</b>	<b>2934</b>	<b>2688</b>	<b>172</b>	<b>5.86%</b>