

CMS Condo Prospect Profile

First Contact Between 6/7/10 and 7/7/10

Prospect Follow-up Rating

			Days Since 1st Contact
A	70	40%	8.2
B	38	22%	9.8
C	26	15%	15.4
D	23	13%	9.3
E	12	7%	8.8
F	5	3%	7.2
Total Prospects	174	100%	9.8

Purchase Timeframe

			Days Since 1st Contact
Immediately	3	2%	5.7
Less Than 3 Months	9	5%	10.0
3 to 6 Months	4	2%	5.3
6 to 12 Months	3	2%	2.7
Not Listed	155	89%	10.1
Total Prospects	174	100%	9.8

Source

			Days Since 1st Contact
Billboard	35	20%	10.1
Internet	27	16%	13.8
Drive By	25	14%	18.1
Airport	16	9%	3.2
Newspaper	13	7%	9.9
Other	13	7%	2.9
Drive-by	10	6%	4.7
Magazine	10	6%	14.0
Realtor	6	3%	6.3
Friend/Relative	4	2%	2.0
All Others	15	9%	4.9
Total Prospects	174	100%	9.8

Primary Residence Distance from Community

			Days Since 1st Contact
Within 10 Miles	27	16%	13.3
11-25 Miles	44	25%	17.9
26-50 Miles	18	10%	6.9
51-200 Miles	4	2%	14.8
Over 200 Miles	42	24%	5.9
Unknown	39	22%	3.2
Total Prospects	174	100%	9.8

Income Level

			Days Since 1st Contact
Not Listed	161	93%	10.0
More Than \$300k	2	1%	8.0
Less Than 150k	3	2%	2.7
Less Than \$75k	1	1%	14.0
Less Than \$150k	1	1%	2.0
\$75k to \$100k	1	1%	14.0
\$200k to \$250k	3	2%	10.0
\$150k to \$200k	1	1%	2.0
\$100k to \$125k	1	1%	14.0
Total Prospects	174	100%	9.8

Co-Broker

			Days Since 1st Contact
Co-Broker	46	26%	5.8
No Co-Broker	128	74%	11.2
Total Prospects	174	100%	9.8

Currently Own

			Days Since 1st Contact
False	165	95%	9.8
True	9	5%	10.1
Total Prospects	174	100%	9.8

Average Time to Buy

			Days Since 1st Contact
Within 14 Days	126	72%	5.0
15 to 30 Days	48	28%	22.3
Total Prospects	174	100%	9.8

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Price Range

			Days Since 1st Contact
Not Listed	161	93%	10.0
\$500k - \$750k	4	2%	5.3
\$750k - \$1m	2	1%	2.0
> \$1m	1	1%	14.0
< \$500k	1	1%	2.0
< \$250k	1	1%	14.0
\$750k - \$1,000,00	1	1%	14.0
\$350k - \$500k	1	1%	14.0
\$1m - \$1.25m	1	1%	2.0
\$1.25m - \$1.5m	1	1%	14.0
Total Prospects	174	100%	9.8

Desired Bedrooms

			Days Since 1st Contact
Not Listed	92	53%	4.2
Not L	63	36%	18.7
3	8	5%	6.8
2	6	3%	8.0
4	4	2%	8.3
1	1	1%	1.0
Total Prospects	174	100%	9.8

Marital Status

			Days Since 1st Contact
Not Listed	162	93%	9.9
Married	5	3%	9.2
Single	4	2%	8.0
Divorced	2	1%	8.0
Couple	1	1%	1.0
Total Prospects	174	100%	9.8

Occupation

			Days Since 1st Contact
Not Listed	150	86%	10.4
Doctor	5	3%	8.8
Dentist	3	2%	6.3
Law Enforcement	3	2%	2.0
Other	3	2%	9.3
Architect	2	1%	8.0
Construction	2	1%	1.5
Real Estate	2	1%	3.5
Teacher	2	1%	2.5
Accountant	1	1%	14.0
Others	1	1%	3.0
Total Prospects	174	100%	9.8

Planned Use

			Days Since 1st Contact
Not Listed	154	89%	10.2
Primary Home	8	5%	4.9
Seasonal Home	6	3%	10.0
Investment/Rental	4	2%	5.5
Summer Home	1	1%	2.0
Weekend Getaway	1	1%	2.0
Total Prospects	174	100%	9.8

Age Range

			Days Since 1st Contact
Not Listed	149	86%	10.4
36-45	12	7%	9.1
26-35	8	5%	2.0
46-55	2	1%	1.5
75+	2	1%	8.0
56-74	1	1%	14.0
Total Prospects	174	100%	9.8

Retired

			Days Since 1st Contact
Not Listed	162	93%	9.9
No	8	5%	8.1
Within 5 Years	2	1%	7.5
Yes	2	1%	8.0
Total Prospects	174	100%	9.8