

CMS Condo Prospect Profile

First Contact Between 11/22/10 and 11/28/10

Prospect Follow-up Rating

			Days Since 1st Contact
A	22	49%	7.3
B	7	16%	9.4
C	8	18%	7.6
E	4	9%	8.8
F	4	9%	9.5
Total Prospects	45	100%	8.0

Purchase Timeframe

			Days Since 1st Contact
Not Listed	45	100%	8.0
Total Prospects	45	100%	8.0

Source

			Days Since 1st Contact
Billboard	10	22%	8.2
Drive-by	9	20%	7.2
Drive By	5	11%	7.4
Airport	4	9%	8.3
Internet	4	9%	8.0
Magazine	4	9%	8.5
Newspaper	4	9%	8.3
BeBack	3	7%	9.7
Other	1	2%	7.0
Palm Beach Post	1	2%	9.0
Total Prospects	45	100%	8.0

Price Range

			Days Since 1st Contact
Not Listed	44	98%	8.0
< \$500k	1	2%	8.0
Total Prospects	45	100%	8.0

Occupation

			Days Since 1st Contact
Not Listed	44	98%	8.1
Real Estate	1	2%	5.0
Total Prospects	45	100%	8.0

Age Range

			Days Since 1st Contact
Not Listed	45	100%	8.0
Total Prospects	45	100%	8.0

Primary Residence Distance from Community

			Days Since 1st Contact
Within 10 Miles	3	7%	6.0
11-25 Miles	6	13%	8.3
26-50 Miles	1	2%	11.0
Over 200 Miles	3	7%	6.0
Unknown	32	71%	8.3
Total Prospects	45	100%	8.0

Income Level

			Days Since 1st Contact
Not Listed	44	98%	8.0
Less Than \$150k	1	2%	8.0
Total Prospects	45	100%	8.0

Co-Broker

			Days Since 1st Contact
Co-Broker	4	9%	5.8
No Co-Broker	41	91%	8.2
Total Prospects	45	100%	8.0

Currently Own

			Days Since 1st Contact
False	45	100%	8.0
Total Prospects	45	100%	8.0

Desired Bedrooms

			Days Since 1st Contact
Not Listed	45	100%	8.0
Total Prospects	45	100%	8.0

Marital Status

			Days Since 1st Contact
Not Listed	45	100%	8.0
Total Prospects	45	100%	8.0

Planned Use

			Days Since 1st Contact
Not Listed	44	98%	8.1
Investment/Rental	1	2%	5.0
Total Prospects	45	100%	8.0

Retired

			Days Since 1st Contact
Not Listed	45	100%	8.0
Total Prospects	45	100%	8.0