

Marketing Focus Report (MFR)



Purpose To allow you to make informed choices about which area you should work in, and/or
 To determine the best farming territory within a 25-minutes drive, and/or
 To find out whether start-up, move-up or luxury homes are most in demand in that area, and/or
 To determine where you should focus your business in order to acquire the largest market share



Method You identify the area that we conduct the study on, whether the territory is based on City, MLS area or ZIP code. We then produce a comprehensive report based on this territory.



You get An initial half an hour audio-visual consultation with a senior staff member who will work with you to best identify your needs.

and

A complete personalized report containing the breakdown by County, City, MLS area or ZIP code within your MLS. This precise summary identifies:

- the number of units sold
- the total value of sales (in \$)
- the average days properties listed within this area stayed on the market
- the asked to sold ratios
- average price homes sell for



For pricing information Please contact us at 1-877-785-8040

Sample Marketing Focus Report

"Your Area"		Cindy Seller's Proposed Territory				Page 1	
Zip Codes: All		Summary by: Zip Code				11/1/2005	
Time Frame:							
January 1- December 31, 2004							
ZIP CODES	UNITS	VALUE	AV.DOM	AV. SALE	A/S%	@100%	
91901	185	111,489,600	50.3	602,646	95.96%	56	
91902	174	102,340,840	30.5	588,166	98.22%	76	
91905	22	7,169,200	88.5	325,873	95.72%	7	
91906	50	16,209,195	79.9	324,184	96.61%	21	
91910	619	299,572,593	24.3	483,962	98.51%	303	
91911	502	204,317,106	22.7	407,006	99.10%	279	
91913	581	306,869,289	21.4	528,174	98.78%	275	
91914	170	100,503,575	29	591,198	98.66%	79	

Note:

We allow up to 8 hours to gather information. In some cases data acquisition is very difficult and therefore time spent in excess of 8 hours is invoiced on an hourly basis. Clients are advised in advance and an estimated cost is provided.