

ABC Homes Marketing Analysis -

Cost Per Buyer for Clayton 30236,30228,30281,30238,30296 - \$140,000 TO \$190,000

2004 Closings

915

	Per Cent	Reach	Budget	Cost per Buyer	
Web Sites	59%	540	\$ -	\$ -	
Signs	53%	485	\$ 14,615	\$ 30.14	
Real Estate Book	45%	412	\$ 10,000	\$ 24.29	
Outdoor	39%	357	\$ 21,600	\$ 60.53	
AJC Home Finder	39%	357	\$ 90,000	\$ 252.21	
Communities	35%	320	\$ 44,600	\$ 139.27	Top 7
Realtors	31%	284	\$ 34,615	\$ 122.03	<u>\$ 215,430</u>
Atlanta Business Chronicle	30%	275	\$ -	\$ -	
New Homes America	26%	238	\$ -	\$ -	
Home Solutions	22%	201	\$ -	\$ -	
Atlanta's Best New Homes	21%	192	\$ 17,310	\$ 90.09	
REAL ESTATE CHANNEL / CABLE TV	19%	174	\$ 21,600	\$ 124.25	
NEIGHBOR NEWSPAPERS	16%	146	\$ 2,500	\$ 17.08	
AJC Saturday	12%	110	\$ 62,500	\$ 569.22	
RADIO	12%	110	\$ 25,000	\$ 227.69	
Know Atlanta	6%	55	\$ 7,885	\$ 143.62	
				Total Actual Budget	
				\$ 352,225	<u></u>

XYZ Homes Marketing Analysis - Happy Acres

Cost Per Buyer for Forsyth 30040 - \$275,000 TO \$350,000

Sales for 2004 385

	Per Cent	Reach	Budget	Cost per Buyer	
Web Sites	85%	327	\$ 10,000	\$ 30.56	
Signs	68%	223	\$ 12,000	\$ 53.74	
Real Estate Book	58%	223	\$ 5,000	\$ 22.39	
AJC Home Finder	52%	200	\$ 24,000	\$ 119.88	Top 5
Outdoor	48%	185	\$ 15,000	\$ 81.17	<u>\$ 66,000</u>
New Homes America	38%	146	\$ 12,000	\$ 82.02	
Communities	34%	131	\$ 30,000	\$ 229.18	
Realtors	32%	123	\$ 30,000	\$ 243.51	
Atlanta's Best New Homes	24%	92	\$ 50,000	\$ 541.13	
Atlanta Business Chronicle	24%	92	\$ 10,000	\$ 108.23	
Points North	20%	77	\$ 12,000	\$ 155.84	

Budget

Sales Volume \$11,639,945

Per Sale 0.5%

Advertising Budget \$58,199.73