

# Industry Outlook Survey

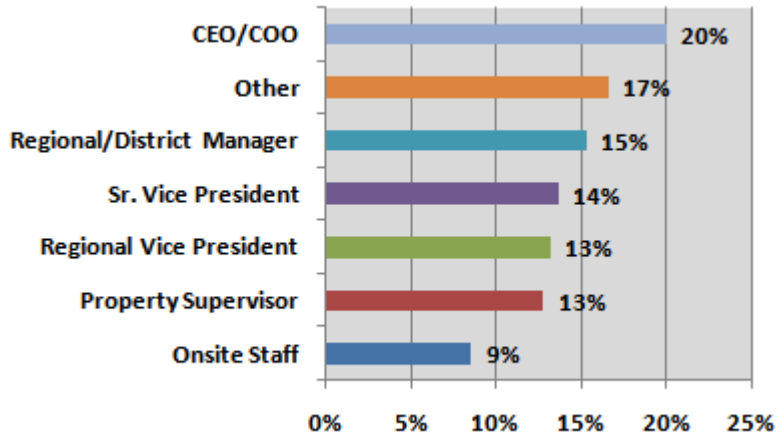
2008

**EXECUTIVE SUMMARY**

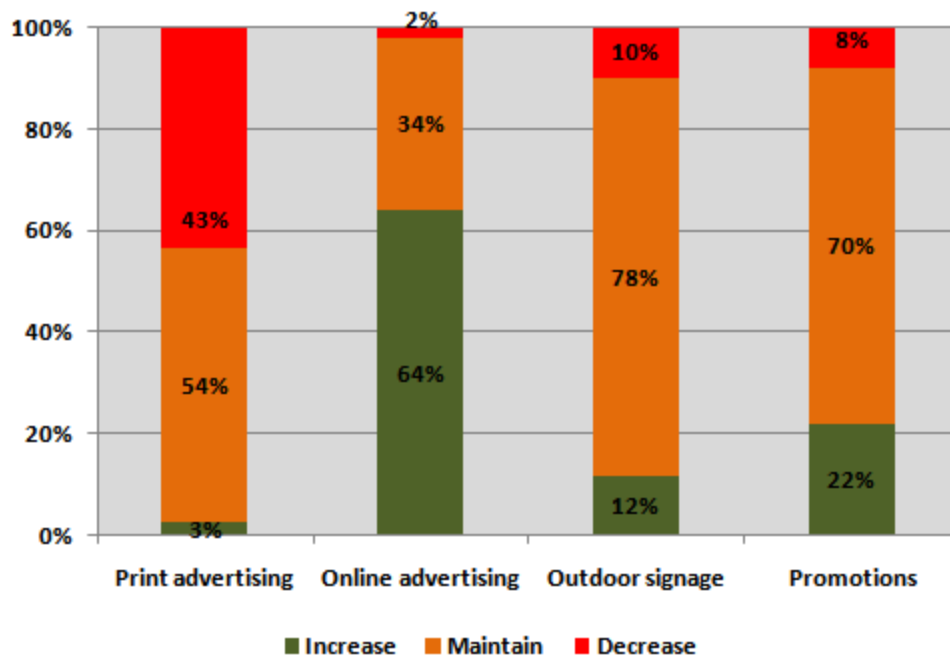
J Turner Research conducted a survey of industry leaders on the industry outlook for the year 2009. Various categories were probed. The report summarizes the key findings from the survey.

**SURVEY RESULTS**

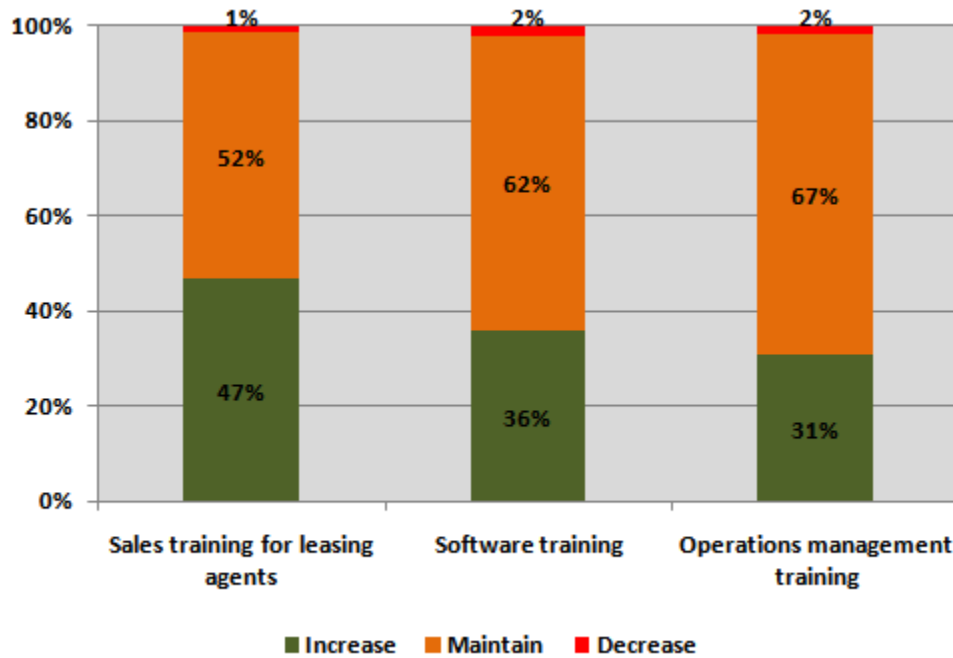
What is your title?



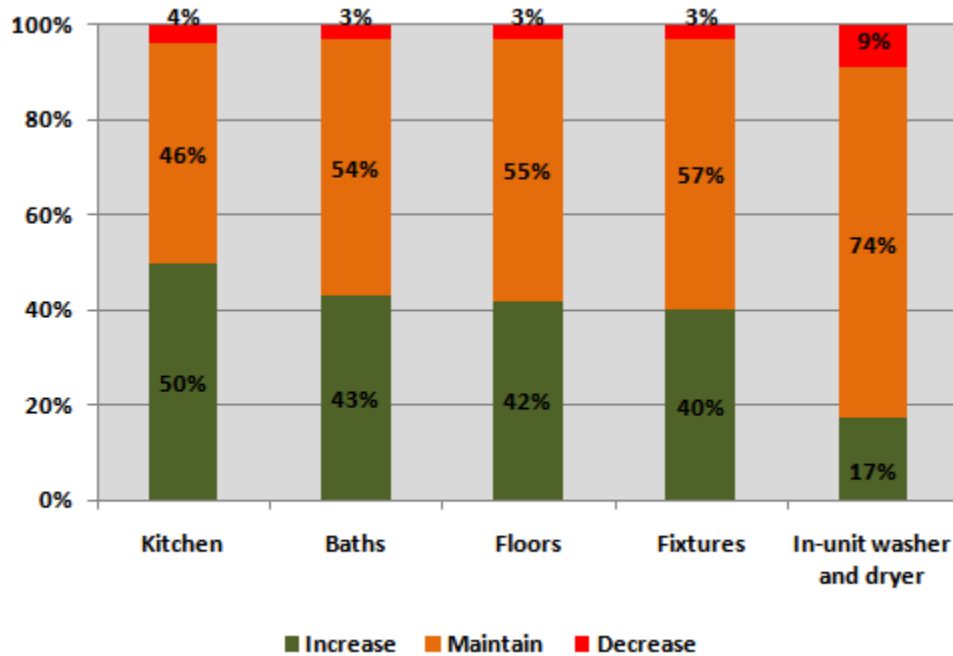
In the coming year, do you plan to increase, decrease or maintain your spending in the following Marketing areas?



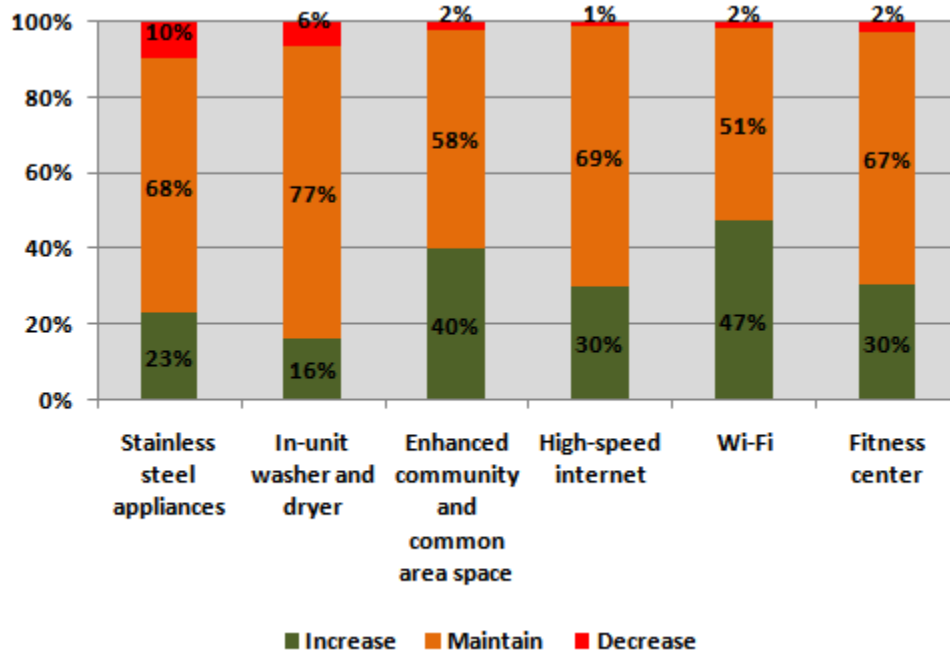
In the coming year, do you plan to increase, decrease or maintain your spending in the following Training areas?



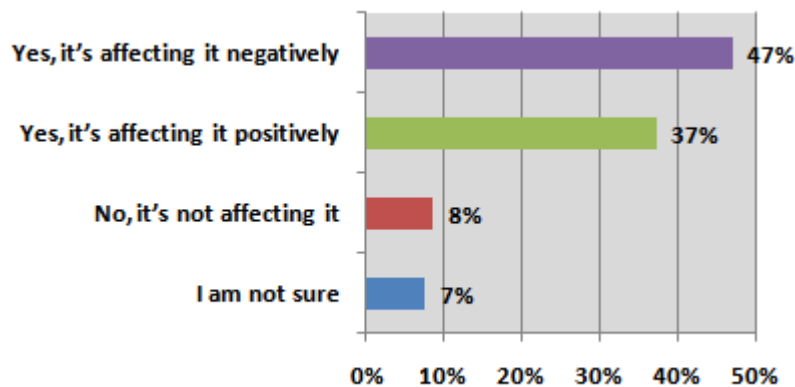
In the coming year, do you plan to increase, decrease or maintain your spending in the following In-Unit Upgrades?



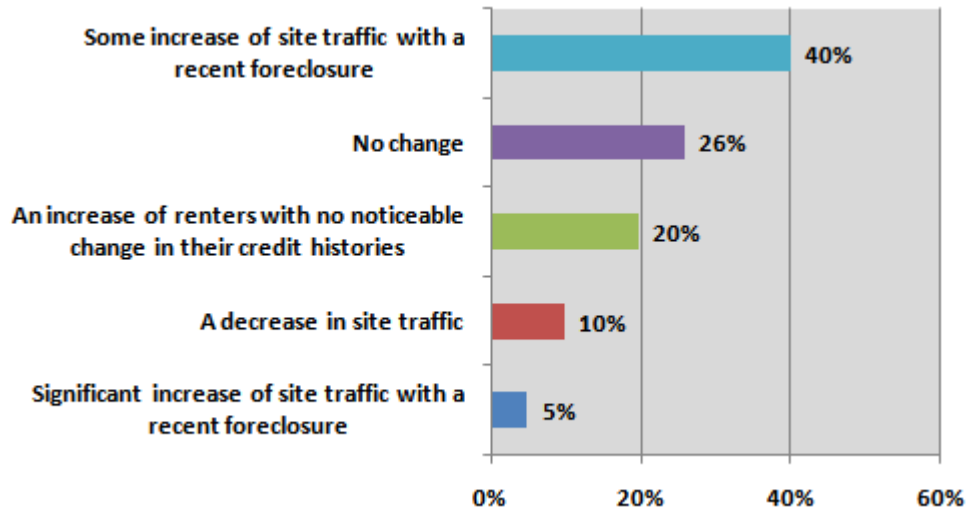
In the coming year, do you plan to increase, decrease or maintain your spending in the following Amenities?



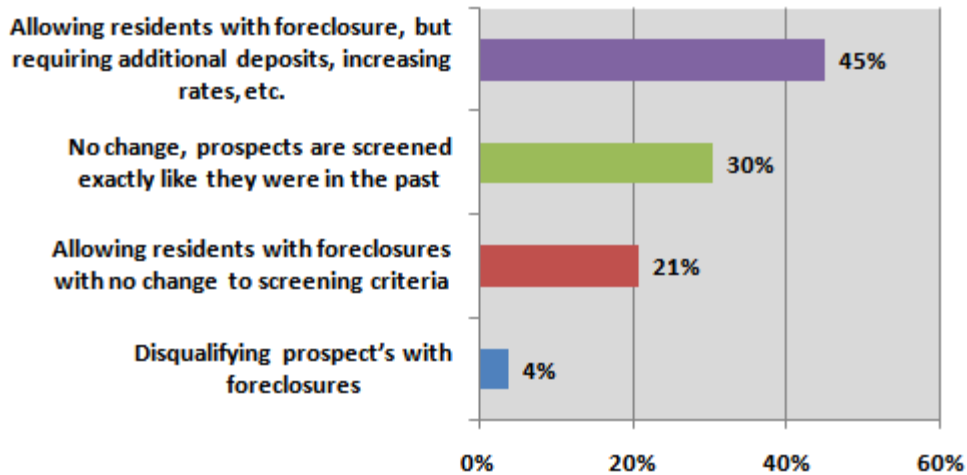
Do you feel the present overall economic conditions in the country are affecting the number of multifamily renters?



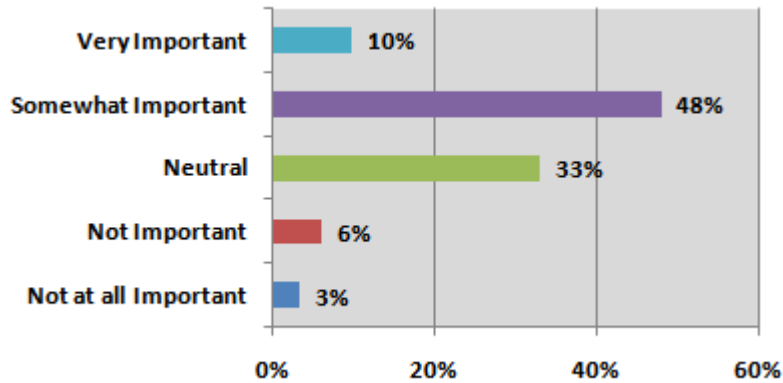
How has your portfolio's occupancy rate been affected by the subprime mortgage fallout?



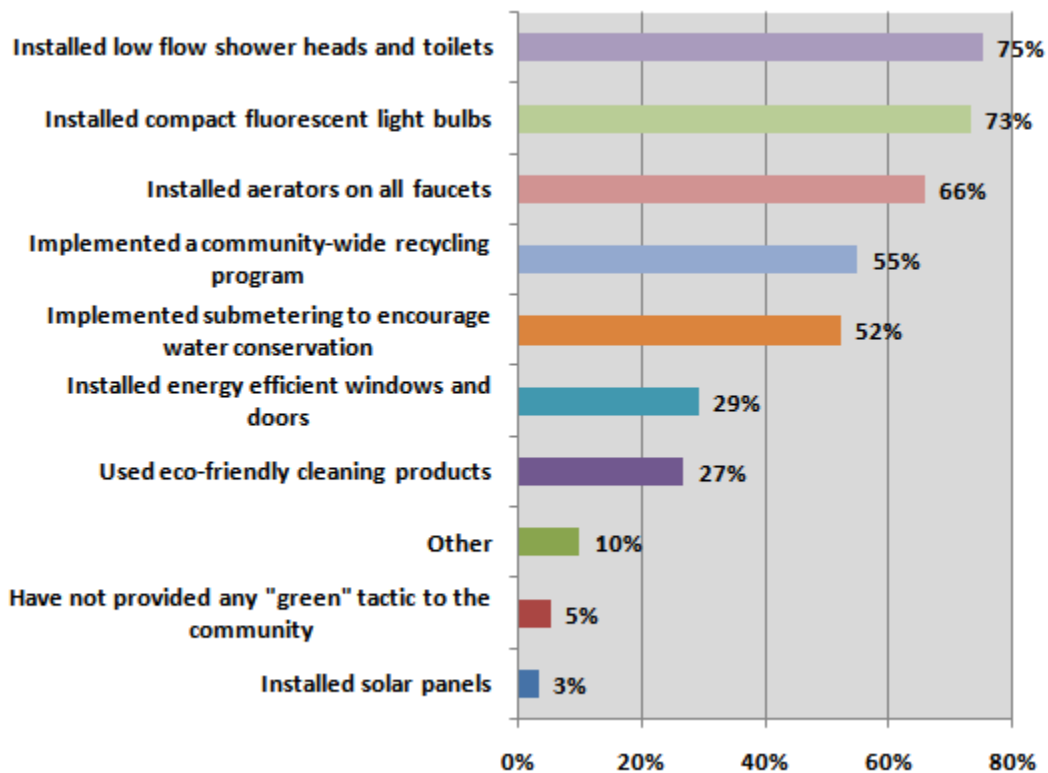
How are you handling resident screening for prospects with a previous foreclosure on their credit?



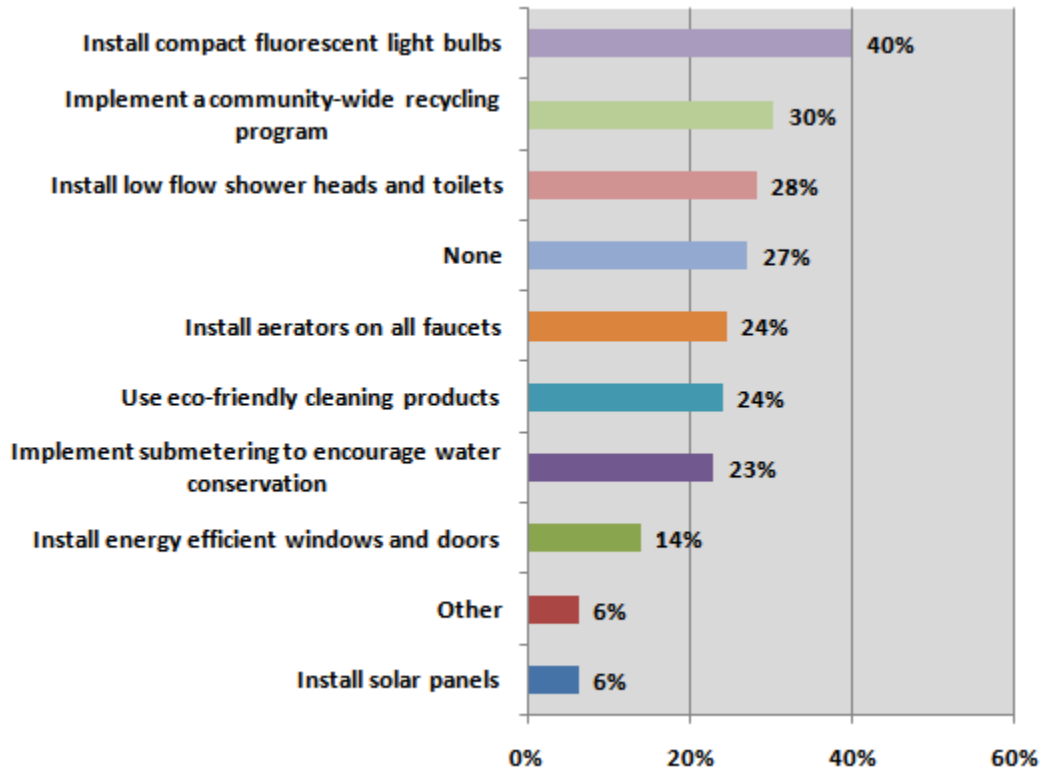
How important do you feel living in a green multifamily property is for residents?



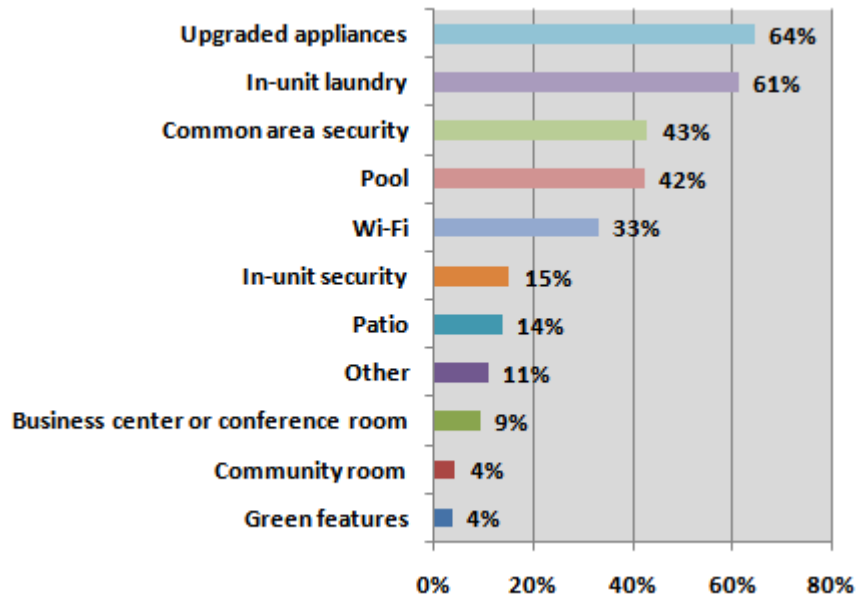
Please check any of the "green" tactics you HAVE provided at any of your communities (Please check all that apply)



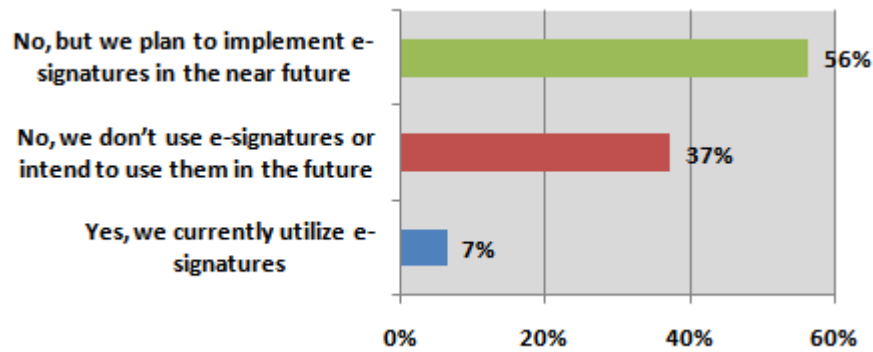
Please check any of the “green” tactics you PLAN to install or implement in the next 12 months at any of your communities (Please check all that apply)



What are the top three design components most important to renters?

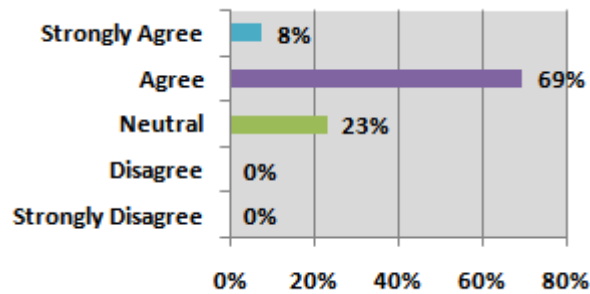


**Does your company utilize e-signatures as part of the leasing process to finalize the lease?**

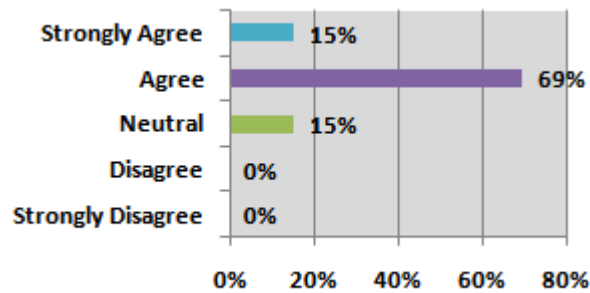


**The following questions pertain to the use of e-signatures.**

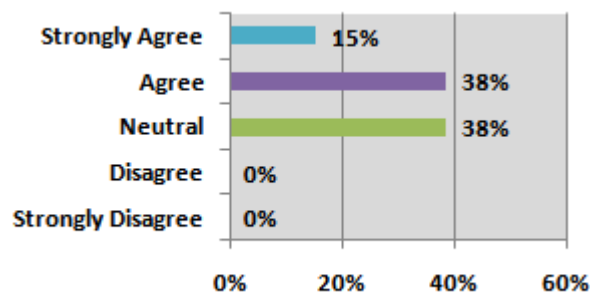
*Overall, our community has received positive feedback from residents.*



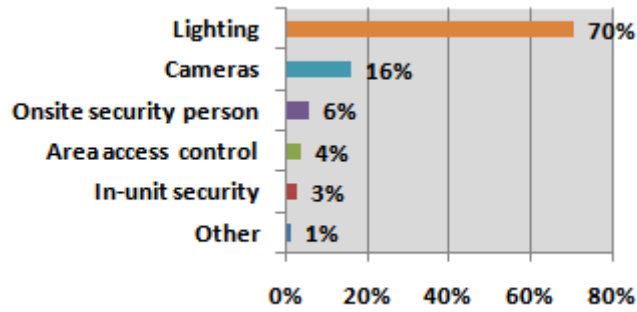
*This service improved and expedited the company's leasing process.*



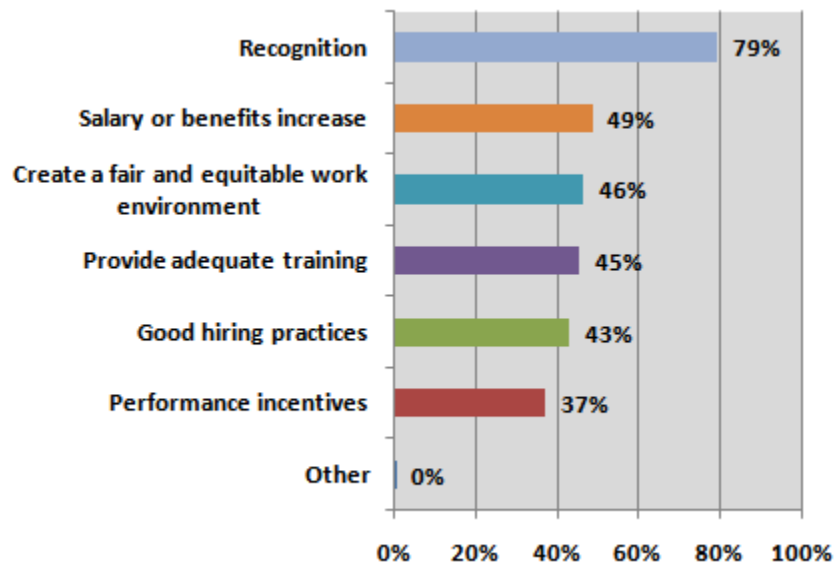
*As an owner my concerns about the legality of e-signatures has diminished after seeing the required authentication built into the system*



**What is the most cost-effective component to increase security at a property?**



**What are the top three ways to retain employees?**



**What do you think is the biggest reason for not closing a lease?**

