

Survey of Major Yellow Pages Advertisers *

Apartments (Furnished/Unfurnished)

Comparative Ad Analysis for _____

Services Offered or Problems Solved:	Individual/Corporate/Luxury Furnished/Unfurnished Lease/No Lease Short-Term Corporate Stays Apartment Locating Service Property Management Svcs 1-2-3, etc. Bedrooms Condo/Townhouse/Hi-Rise Efficiency/Studio Corporate Suites/Co-op/Sublets Heat/Water/HW Included Garden Apts./Penthouses Garages/Car Ports/Prkng Area Elevators/Fireplaces Swimming Pool(s) Tennis Courts (Lighted) Skylights/Lofts Weekly/Monthly Rentals WEBSITE CONTENTS Commercial Space DSL Internet Access Available	(Oversized) Balconies/Patios Club Houses/Basketball Court Fitness Center/Sauna/ Jacuzzi/Health Club Air Conditioned/Climate Control Cable TV, HBO, etc. W-to-W Carpet/Hardwood Floors "Sorry, No Pets" Children/Pets OK "Family Atmosphere" "Family Section" "For Seniors & Disabled" Away From Traffic/Noise Senior Housing/Student Housing All Appliances (Listed) Optional Services - Linen Paddle Fans/Cathedral Ceilings Custom Furnishings Privacy/Fenced Yard Concierge Service Corporate Trainees, Interns, etc.	Executive Apartments/Suites "Luxury and Standard Apartments" Whirlpool Bathtubs Modern/Electric Kitchens (Separate) & Bathrooms DESCRIPTIONS OF SETTING/ LANDSCAPING/BENEFITS Laundry Facilities (Each Floor) Built-In Vacuum Cleaners Dishes, Maid Service, etc. 6-Mo./1-Year Lease / Minimum Stay Specif. Storage/Walk-In Closets "Conveniences to Fit Your Lifestyle" Ceramic Tile Baths/Countertops Day Care Facility/Handicap Facilities School District Specified Natural Wooded Grounds Corporate Housing Specialists Executive Business Center with Computer, Copier, Fax, & Internet Access STARTING RATES SPECIFIED
Confidence Factors:	Years Serving Community SECURITY FACTS - CCTV, VISITOR CLEARANCE, DOORMAN, LIGHTS, etc. Fully Insured/HUD Approved Super on Premises	"Equal Housing Opportunity" Emergency Call Buttons Privacy Assured / Pet Friendly Maintenance Guarantees Sprinkler Systems/Smoke Alarms Snow Removal/Curb Trash Pickup	Office on Premises / Woman Owned 24-Hour Professional Management Fenced Playgrounds/Intercom Entrance Fast Maintenance Service 24/7 Maintenance/24/7 Security/Staffed (Gated) Garage Parking with Remote
Convenience Factors:	Office Hours/Days Location Data/Maps Individual Laundry Hook-Ups Ample Parking TV Apartment Tours Toll-Free/Fax Number	Web Site/E-Mail Address No Lawn Work or Maintenance On-Site Retail Shops/On Bus Line Grocery/Laundry Services Web Video/Photos/Floor Plans Direct Billing/Credit Card	Proximity to Attractions - Beach, Lake, Golf, College, etc. Proximity to Shopping, Churches, etc. Proximity to Highways, Airports, etc. Invitation/Inducement to Visit Website
Special Services or Extras:	Apartment Referral Svc 24-Hour On-Call Service Floor Plans Available "First Month Free" Tennis or Golf Pro Indoor Parking/Free Map	Professionally Landscaped Free Refuse Disposal Hydromassage Hair Salon/Pharmacy Senior Citizen Discount Corporate Relocation Services	"Move-In Specials" (Free) Shuttle Service/Transportation Jogging Trails/Golf Course Activity Programs/Basketball/Volleyball Cathedral Ceilings / Pizza Restaurant Relocation Assistance
Typical Related Headings:	Apartment Finding/Rental Service	Real Estate Management	Location Guide Pages