



www.HomesAndLandPhoenix.com

2007 Survey Results . . .

Customer Satisfaction Survey - Winter 2007

SURVEY QUESTIONS

YOUR RESPONSE

1. Homes & Land Print Magazine

- | | |
|---|----------------------|
| a. Overall appearance of Homes & Land Magazine | 100.0% are satisfied |
| b. Quality of your ad in the magazine | 100.0% are satisfied |
| c. Frequency of publication (every 28 days) | 100.0% are satisfied |
| d. Adequacy of our 600+ local distribution locations | 100.0% are satisfied |
| e. Magazine direct mail programs (HomeSellers, Major Employers, etc.) | 100.0% are satisfied |
| f. Adequacy of magazine delivery | 100.0% are satisfied |

2. Homes & Land Online at www.HomesAndLand.com:

- | | |
|--|----------------------|
| a. Online AdMaker™ Internet Ad Submission system | 98.0% are satisfied |
| b. Your property listings on www.HomesAndLand.com | 99.4% are satisfied |
| c. Your personal AdEssential™ agent web site | 100.0% are satisfied |
| d. New enhancements on AdEssential™ agent web site | 98.8% are satisfied |
| e. Marketing Partnerships to export Listings | 99.0% are satisfied |

3. Other Services Included in Your Marketing Package:

- | | |
|---|---------------------|
| a. Free HomeMail™ Direct Mail Program | 99.4% are satisfied |
| b. Free HomeLine™ Nationwide Relocation Referrals | 78.3% are satisfied |

4. Other Optional SUMMIT Marketing Products:

- | | |
|--|----------------------|
| a. Full Color Reprints of Your Magazine Ad | 88.9% are satisfied |
| b. Laminated AdBoards™ | 84.2% are satisfied |
| c. Custom Designed Business Cards | 100.0% are satisfied |
| d. Custom Designed Post Cards | 100.0% are satisfied |
| e. Custom Designed Brochures | 100.0% are satisfied |
| f. Custom Designed Logos | 100.0% are satisfied |

5. Our Staff:

- | | |
|--|----------------------|
| a. Marketing Consultant (<i>sales rep.</i>) | 99.9% are satisfied |
| b. Art & Graphic Design Staff | 100.0% are satisfied |
| c. Production Staff | 100.0% are satisfied |
| d. Billing & Finance Department | 98.1% are satisfied |
| e. How is our overall communication with you? (<i>email reminders, etc.</i>) | 98.0% are satisfied |

6. What type of ad are you currently running in Homes & Land Magazine? (please select one)

- | | |
|--|------------------------|
| <input type="checkbox"/> Buyer oriented ad (<i>designed to get buyer calls</i>) | 61.7% checked this box |
| <input type="checkbox"/> Seller oriented ad (<i>designed as a listing tool</i>) | 31.5% checked this box |
| <input type="checkbox"/> Image oriented ad (<i>designed to act like a billboard</i>) | 4.3% checked this box |
| <input type="checkbox"/> I don't know - can you please advise me? | 2.5% checked this box |

9. Would you recommend HOMES & LAND to a friend?

- | | |
|------------------------------|-------------------------|
| <input type="checkbox"/> Yes | 100.0% checked this box |
| <input type="checkbox"/> No | 0% checked this box |

Thank You!