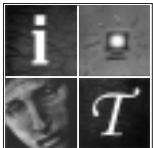


\$\$ Value of Features

	Your Site (Mo Rent \$ Value)	Per Sq. Ft. (Mo Rent \$ Value)
Air Conditioning -- Central		
Basketball Court		
Business Center		
Carport		
Ceiling Fans		
Camera with View of Garage/Concierge or Guests		
Concierge		
Dishwasher		
Elevator		
Fitness Center		
Garage -- Attached/Detached/Underground		
Garbage Disposal		
Gated Community		
Green Belts/Lake/Parks/Putting Green		
Insulation -- Wall-to-wall and Floor-to-floor		
Interior Upgrades		
Internet Access -- DSL/Cable		
Intrusion Alarm		
Light Rail/Ferry/Shuttle		
Microwave		
Mixed-Use		
Multiple Phone Lines		
Patios/Balconies/Enclosed		
Pet Park		
Raquetball Court		
Resident Services		
Tennis Court		
Theater		
Tot Lot/Inside and Outside		
View/Floor Level		
Washer/Dryer -- Side-by-side/Stack		
W/D Connections		



\$\$ Value of Features -- Notes

To utilize this form as an effective management tool, you need to convert the dollar value of competitive features into price per square foot.

Example: You have attached garages at a community. By shopping the competition and surveying your customers, you determine that this feature should have an assigned rental value of \$200 per month. If your apartment homes are 1000 square feet, you divide the square footage into this assigned value (\$200 divided by 1000 sq ft.). In this example, the calculation might tell you that your apartment homes with attached garages could be getting 20 cents more per square foot than other apartment homes without this feature. There are many ways to utilize this additional knowledge.

