

ProspectsPulse[™]
Your source for the best new homebuyer leads.

Frequently Asked Questions
A Quick and Easy Reference

NEWHOMES
guide

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Table of Contents

| | |
|--|----------|
| General | 3 |
| 1. Where can I get my login information to access ProspectsPulse? | 3 |
| 2. Can I change my username or password for access to ProspectsPulse? | 3 |
| 3. What is the Dashboard? | 3 |
| Prospects | 3 |
| 4. What is a Prospect? | 3 |
| 5. Am I eligible for Leads, Brochure Requests, and Appointment Requests? | 4 |
| 6. What format(s) can I receive Leads for my communities? | 4 |
| 7. What format(s) can I receive Brochure / Appointment Requests for my communities? | 4 |
| 8. How do I access my Prospects on ProspectsPulse? | 4 |
| 9. How do I find my Prospects for a specific time period using ProspectsPulse? | 5 |
| 10. Can I view Prospects for a specific community using ProspectsPulse? | 5 |
| 11. How do I know what email address(s) my Leads are going to for a Community Listing(s)? | 6 |
| 12. What is the difference between a Lead and a Contact Community request? | 6 |
| 13. How do we make changes or updates to our Leads Contacts? | 6 |
| 14. Do I have to choose between receiving Leads via email or from ProspectsPulse? | 7 |
| Web Package | 7 |
| Statistics | 7 |
| 15. How do I view an advertising report with my Web Package statistics? | 7 |
| 16. Can I compare my Web Package statistics from month-to-month? | 7 |
| Ad Components | 8 |
| 17. How can I view what my Homepage Sponsorship, Section Sponsorship or Sidebar Ad looks like? | 8 |
| 18. Can I make updates to my ad(s) online? | 8 |
| 19. What is an Contact Community? | 8 |
| Online Updating of Website Listings | 9 |
| 20. Am I eligible for Online Updating? | 9 |
| 21. Who do I contact in order to set up access to participate in Online Updating? | 9 |
| 22. Can I update my <i>New Homes Guide</i> Magazine Listings online? | 9 |
| 23. Do I still need to fill out update forms for my <i>New Homes Guide</i> Magazine Listings? | 9 |
| 24. Am I responsible for keeping all my Website Listings up-to-date? | 9 |
| 25. How often can I add/edit/delete my Website Listings? | 9 |
| 26. How do I add/edit/delete a Community Listing? | 9 |
| 27. What is a Move-In-Now Listing? | 10 |
| 28. How do I add/edit/delete a Move-In-Now Listing? | 10 |

General

1. Where can I get my login information to access ProspectsPulse?

Please contact your Account Executive in order to receive your login information. If you are having trouble logging in, please contact Heather Zirkle, Director of Information Technology, at heather@newhomesguide.com or 703-992-1140.

2. Can I change my username or password for access to ProspectsPulse?

No, the username and password are assigned and managed by New Homes Guide staff.

3. What is the Dashboard?

After you've logged in, you'll arrive at the main page of ProspectsPulse, which is called the Dashboard.

The Dashboard allows you to access Leads, Brochure Requests, and Appointment Requests, as well as Web Package ad components and statistics. The Listing Contact Email Addresses report is also available from the Dashboard. This report displays what email addresses are being used for Leads and Contact Community ** emails for each of your Community Listings.

You can also view various statistics and charts on the Dashboard based on whether you are a Magazine Advertiser and/or Website Advertiser.



Dashboard

Magazine Advertisers only (Leads, Brochure Requests, Appointment Requests)
Website Advertisers only (Contact Community emails)

Prospects

4. What is a Prospect?

A Prospect is a new home shopper who has become one of the following, depending on his/her interaction with NewHomesGuide.com:

1. Lead

A Lead is generated when a person subscribes to the New Homes Guide magazine. The subscription form contains questions that determine each subscriber's geographic and price preferences. A subscriber will become a Lead to a Magazine Advertiser's community only if his or her shopping criteria meet the community's price and location. If a community is an Active Adult community, the subscriber will only be assigned as a Lead if they've indicated they are interested in an Active Adult lifestyle.

2. Brochure Request

A Brochure Request is created by a NewHomesGuide.com website visitor, who has submitted a Brochure Request form from a Community Listing. This generates an email to the community, and is also captured in ProspectsPulse.

3. Appointment Request

An Appointment Request is created by a NewHomesGuide.com website visitor, who has submitted a Appointment Request form from a Community Listing. This generates an email to the community, and is also captured in ProspectsPulse.

5. Am I eligible for Leads, Brochure Requests, and Appointment Requests?

Only advertised communities in the current issue of New Homes Guide magazine are eligible. A quick way to check is to view the “Index to Advertisers” in the back of each magazine issue.

6. What format(s) can I receive Leads for my communities?

Leads can be received through a variety of options:

ProspectsPulse: Leads can be viewed and/or downloaded as a CSV file through ProspectsPulse at anytime.
Note: The CSV file format can be viewed using Microsoft Excel.

Email: Leads can be received daily via email per community.

FTP: Leads can be sent daily to your FTP site either as a CSV file or an XML file.

7. What format(s) can I receive Brochure / Appointment Requests for my communities?

Requests can be received by two ways:

Email: Brochure Requests and Appointment Requests are generated immediately after a submission is made.

ProspectsPulse: Requests can be viewed and/or downloaded as a CSV file through ProspectsPulse at anytime.
Note: The CSV file format can be viewed using Microsoft Excel.

8. How do I access my Prospects on ProspectsPulse?

Login: Visit <http://prospectspulse.newhomesguide.com> and enter your username and password.

Find the Prospects Manager:

The “Prospects Manager” will appear on the right-hand side of your web browser window if you are a Magazine Advertiser.

Search: Find matching prospects from all the prospects in our system by either using the “Search Criteria” or “Community Name” options. With either of these options, you can filter the results based on a “Subscription Date” range. Once you’ve entered your criteria, you then have the option to “Display” or “Download” the results.

| Since Your Last Login: | | Total Matching: | |
|------------------------|-----------|-----------------------------|--------------|
| Leads: | 91 | Total Leads: | 16849 |
| Appointment requests: | 3 | Total Appointment requests: | 5 |
| Brochure requests: | 19 | Total Brochure requests: | 50 |

Prospects Manager: Find all matching prospects in our system

Select: Leads Appointment requests Brochure requests

By Search Criteria by Community Name

Subscription Dates:
From: To:

County:

Price Range:

*CSV files accessible via Microsoft Excel®

Prospects Manager

ProspectsPulse™
Your source for the best new homebuyer leads.

Details for Prospect: Philip Llenzam
Cancel and return Download this Prospect

| | |
|----------------------------------|--|
| Name: | Philip Llenzam |
| Subscription Date: | September 29, 2006 |
| Address: | 2001 Clarendon Blvd Arlington, VA 22201 |
| Email: | plemail@email.com |
| Area(s) of Preference: | Anne Arundel County, MD Howard County, MD |
| Desired Price: | \$600,000 to \$750,000 |
| Buying Decision: | within 3 months |
| Active Adult Communities: | No |
| Matching Listings: | Apple Bloom Brown Mountain Meadow Darrington Downs |

Prospect Search Results: Quality Homes
Return to Dashboard Download these Prospects

Search Criteria
Date: 09/01/2006 through 09/29/2006
111 prospects matched your search criteria.

| Subscriber Name | Subscription Date | Buying Decision |
|---------------------------------|-------------------|-----------------|
| Philip Llenzam | 09/29/2006 | within 3 months |
| Jody Banks | 09/29/2006 | within 6 months |
| Phillip Harris | 09/28/2006 | over 1 year |
| Libba Johnson | 09/28/2006 | within 6 months |
| Tim Michael | 09/28/2006 | over 1 year |
| Tina Hatton | 09/28/2006 | over 1 year |
| Michael Foreman | 09/27/2006 | within 1 year |

List of prospects displayed from a search using the Leads Manager.

View a prospective homebuyers details by clicking on the name of the person from the Search Results list.

9. How do I find my Prospects for a specific time period using ProspectsPulse?

Using the “Subscription Date” section of the “Prospects Manager”, select the time period you are interested in by using the Calendar Icon on both the “From” and “To” fields.

Brochure requests: 2 Total Brochure requests: 57

and all matching prospects in our system

Appointment requests Brochure requests

Criteria by Community Name

Country: Alexandria, VA Price Range: \$200,000 - \$299,000

Anne Arundel County, MD \$300,000 - \$399,000

Baltimore County, MD \$400,000 - \$499,000

Berkeley County, WV \$500,000 - \$599,000

Calvert County, MD \$600,000 - \$699,000

Carroll County, MD \$700,000 - \$799,000

SELECT ALL RESET ALL SELECT ALL RESET ALL

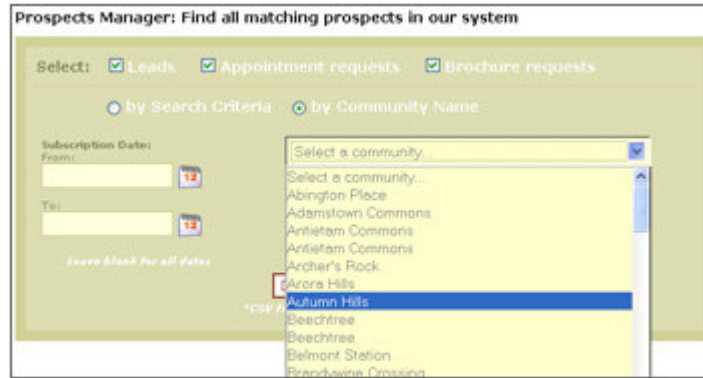
DISPLAY* **DOWNLOAD***

*HTML files are accessible via Microsoft Internet Explorer

Subscription Date fields can be completed clicking on the calendar icon.

10. Can I view Prospects for a specific community using ProspectsPulse?

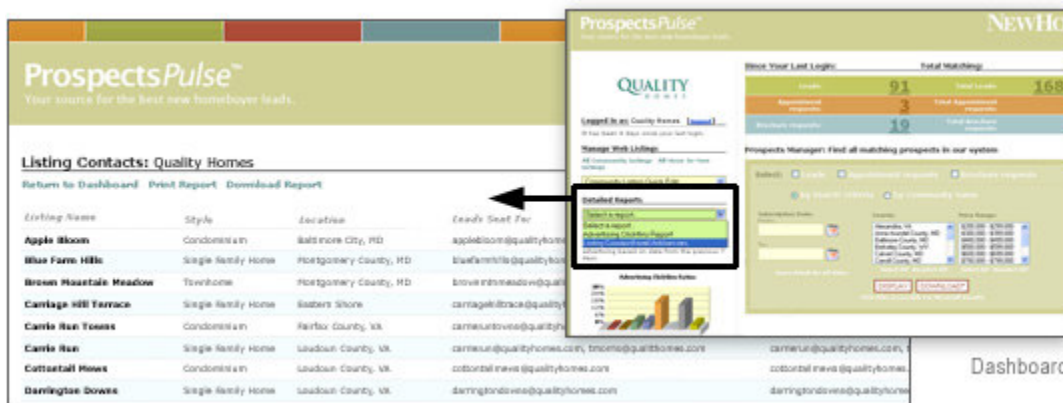
Yes, you can do this by selecting the “Community Name” option on the “Prospects Manager” and choosing the appropriate community from the drop down menu.



Select "by Community Name" to find leads for a specific community.

11. How do I know what email address(s) my Leads are going to for a Community Listing(s)?

To view a list of all your communities and what email address(s) are being used navigate to the Dashboard, or just login to ProspectsPulse. Select the "Listing Contact Email Addresses" report from the "Detailed Reports" drop down menu on the left-hand side of the screen. These can then also be downloaded into a CSV file by clicking "Download Report".



12. What is the difference between a Lead and a Contact Community request?

A Lead is generated when a person subscribes to the New Homes Guide magazine. The subscription form contains questions that qualify the subscriber as a lead to each community that meets the subscriber's location and price criteria. Leads are accessible by one or more of the following options: Email, ProspectsPulse, FTP (CSV or XML file format).

A Contact Community request is a clickable feature of a Premium Listing, which is one advertising component of a Web Package. A website visitor can send a community an email from a web-based form. These are sent to an email address(s) provided by the Website Advertiser, and are also captured and stored in ProspectsPulse.

13. How do we make changes or updates to our Leads Contacts?

To update where your Leads Contacts email address(s), you have the choice of the following:

Let Us Do It: Please send any updates you may have to your Account Executive or email them to Heather Zirkle, Director of Information Technology, at heather@newhomesguide.com.

Do It Yourself: If you are a Website Advertiser, and are participating in our online updating option, you can make updates to your Leads Contact email address(s) by editing the appropriate Community Listing, and making the changes to the email address(s) in the “Lead Email Address” field.

14. Do I have to choose between receiving Leads via email or from ProspectsPulse?

No, you can choose to use as many of the options available for accessing your leads.

Web Package

Statistics

15. How do I view an advertising report with my Web Package statistics?

To view a detailed report containing real-time statistics, navigate to the Dashboard, or just login to ProspectsPulse. Select the “Advertising Clickthru Report” option from the “Detailed Reports” drop down menu on the left-hand side of the screen.

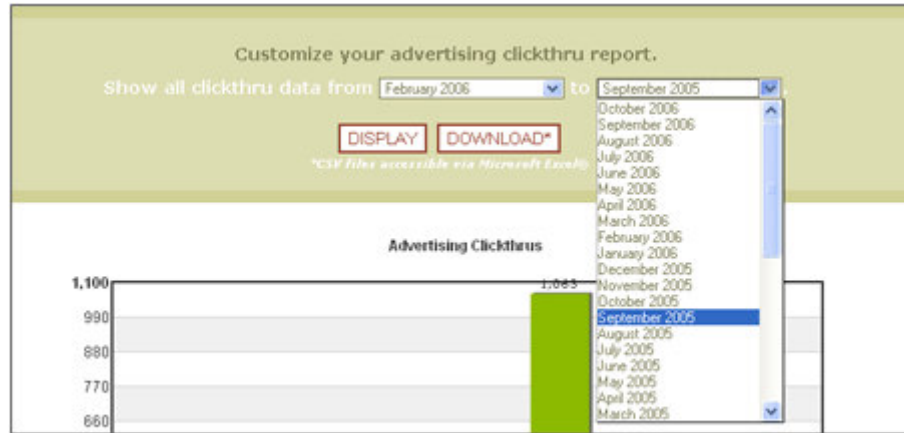
Once the page loads, scroll down below the “Advertising Clickthrus” Chart. A table of ad components will be listed by month. Ad components with multiple ads shown, such as a Sidebar Ad, will have a black arrow next the name of the ad. Click on the ad component name to open a complete list.

Advertising Clickthru Report

| Report Ad | Volume Ad | Month | Volume | Rate | |
|--------------------------------|-----------|-------|--------|------|-------|
| Totals | | 09/08 | 10170 | 100 | 1.27% |
| Homepage Sponsorship | | 09/08 | 22190 | 100 | 3.27% |
| Year Home, Your Way. (view ad) | | 09/08 | 591 | 46 | 7.92% |
| Section Sponsorship | | 09/08 | 626 | 23 | 3.37% |

16. Can I compare my Web Package statistics from month-to-month?

Yes, the reports are broken down monthly. You can run a custom report to display multiple months by selecting the time period you'd like to compare using the “Show all clickthru data” option at the top of the Advertising Clickthru Report. Once you've chosen your criteria, click “Display”.



Advertising Clickthru Report: Compare your monthly reports.

Ad Components

17. How can I view what my Homepage Sponsorship, Section Sponsorship or Sidebar Ad looks like?

Ads that appear randomly on the website can be viewed in your Advertising Clickthru Report. These include the Homepage Sponsorship, Section Sponsorship and Sidebar Ad.

To display a specific ad, click on the Title of the ad you are trying to view, or click on “(view ad)”. Homepage Sponsorships are not displayed as they are seen on the website, but you are able to view the photo(s) and caption(s) which are being shown.

| Category | Displays | Clicks | Rate |
|---------------------------------|----------|--------|--------|
| Totals | 40199 | 1943 | |
| September 2006 | 10199 | 1003 | |
| ▶ Homepage Sponsorship | 581 | 46 | |
| ▶ Section Sponsorship | 624 | 21 | |
| ▼ Sidebar Ads | 22326 | 443 | |
| Apple Bloom (view ad) | | 46 | 2.24% |
| Blue Farm Hills (view ad) | | 46 | |
| Brown Mountain Meadow (view ad) | | 46 | |
| ▶ Listing | 32193 | 265 | 0.82% |
| Showcase | 451 | 91 | 20.18% |
| Photo Gallery | 582 | 62 | 10.65% |
| ▶ Super Model | 304 | 15 | 4.93% |
| Directory | — | 23 | — |
| ▶ New-In-New Listing | 3080 | 76 | 2.46% |

Clicking on the Title of the Apple Bloom - Sidebar Ad, or (view ad) will display the ad on screen.

18. Can I make updates to my ad(s) online?

No, you can only view what’s currently displayed on the website. If you would like to make an update(s), please email them to your Account Executive.

19. What is an Contact Community?

An Contact Community is a clickable feature of a Premium Listing, which is one advertising component of a Web Package. A website visitor can send a community an email from a web-based form. These are sent to an email

address(s) provided by the Website Advertiser, and are also captured and stored in ProspectsPulse. These can also be viewed in ProspectsPulse on the “Advertising Clickthru Report”.

Online Updating of Website Listings

20. Am I eligible for Online Updating?

The following Advertisers' packages are able to update their Website Listings online:

- Builder Package – NewHomesGuide.com
- Condo Package – NewCondominiumGuide.com

21. Who do I contact in order to set up access to participate in Online Updating?

Please contact your Account Executive in order to activate this feature.

22. Can I update my *New Homes Guide Magazine* Listings online?

Unfortunately, we are not offering the ability to update Magazine Listings online at this time. Look for this feature in late 2007.

23. Do I still need to fill out update forms for my *New Homes Guide Magazine* Listings?

Yes, please continue to submit your new Magazine Listings and updates they way you do currently.

24. Am I responsible for keeping all my Website Listings up-to-date?

Yes, you are responsible for making all updates to your Website Listings. New Homes Guide is not responsible, nor held liable, for outdated information.

25. How often can I add/edit/delete my Website Listings?

You can make updates to your Website Listings as often as you would like.

26. How do I add/edit/delete a Community Listing?

To manage your Community Listings, click on “All Community Listings” under the “Manage Web Listings” section on the Dashboard. You will then see the Community Listings Index containing all your Community Listings on our website.

To add a new Community Listing:

1. Click on the “Add New” link at the top of the page.
2. Fill in the fields necessary to complete your listing, including the following premium features:
 - a. Community Details
 - b. Incentives
 - c. Contact Community email address(s)
 - d. Photos
3. Select “Preview” to review the listing if you wish.
4. Select “Save” to add the listing to the website.
5. New Homes Guide Staff are then notified of the new Community Listing submission.
6. Email Heather Zirkle, Director of Information Technology, at heather@newhomesguide.com to fulfill the rest of your premium features:

- a. Website Link: Provide a link to the community's page on your website.
- b. MapQuest Directions: Submit an address and/or GPS coordinates.
- c. Driving Directions: Submit driving directions copy.

To edit an existing Community Listing:

1. Click on the "Edit" link of the appropriate Community Listing.
2. Change the information necessary to complete your update.
3. Select "Preview" to review the listing if you wish.
4. Select "Save" to update the listing on the website.
5. New Homes Guide Staff are then notified of the listing update.

To delete an existing Community Listing:

1. Click on the "Delete" link of the appropriate Community Listing.
2. A notice will appear: "Are you sure you want to delete this listing?"
3. Select "Ok" or "Cancel".
4. If you selected "Ok", the listing will be removed from the website.

27. What is a Move-In-Now Listing?

This type of listing is used to post your community's inventory homes. You can post Incentives and a Description/Amenities copy to each listing.

28. How do I add/edit/delete a Move-In-Now Listing?

To manage your Move-In-Now Listings, click on "All Move-In-Now Listings" under the "Manage Web Listings" section on the Dashboard. You will then see the Move-In-Now Listings Index containing all your Move-In-Now Listings on our website.

To add a new Move-In-Now Listing:

1. Click on the "Add New" link at the top of the page.
2. Fill in the fields necessary to complete your listing, including the following Move-In Now features:
 - d. Description/Amenities
 - e. Incentives
 - f. Contact Community email address(s)
 - g. Photos
3. Select "Preview" to review the listing if you wish, or select "Save" to add the listing to the website.
4. New Homes Guide Staff are then notified of the new Move-In-Now Listing submission.
5. Email Heather Zirkle, Director of Information Technology, at heather@newhomesguide.com to fulfill the rest of your Move-In-Now features:
 - h. Website Link: Provide a link to the community's inventory home information on your website.
 - i. MapQuest Directions: Submit an address and/or GPS coordinates.
 - j. Driving Directions: Submit driving directions copy.

To edit an existing Move-In-Now Listing:

6. Click on the "Edit" link of the appropriate Move-In-Now Listing.
7. Change the information necessary to complete your update.
8. Select "Preview" to review the listing if you wish.
9. Select "Save" to update the listing on the website.
10. New Homes Guide Staff are then notified of the listing update.

To delete an existing Community Listing:

5. Click on the "Delete" link of the appropriate Move-In-Now Listing.
6. A notice will appear: "Are you sure you want to delete this listing?"
7. Select "Ok" or "Cancel".
8. If you selected "Ok", the listing will be removed from the website.