

# ADAM WALKER

& ASSOCIATES

To: Anthony Apponyi  
Company: Chain Mender Limited  
Date: 2 August 2007 Ref: 4069em.doc  
Subject: **B2B Market Research**

During the last few days I have spoken to 16 of my clients.

3 clients were not interested in offering CHAIN MENDER®. Halifax are working on a similar product, Legal and General would need permission from Head Office and Prospect have a network of investors who buy in properties themselves.

Of the remaining 13, 10 would expect to sell CHAIN MENDER® to around 5% of their clients, 1 would sell to 10% (2,000 houses pa) and 2 would offer it to 100% of their vendors (6,000 houses pa) at their own expense (i.e. they would pay the Arrangement Fee) if the Arrangement Fee was cheaper (say £99). Most of my clients would expect to sell CHAIN MENDER® more easily in a slower housing market. Collectively these 13 clients have around 130 estate agency offices and sell around 33,000 houses per annum that meet your criteria (price bands £90,000 to £500,000).

*13 clients / 130 offices*

Ben Davidson at Simply has spoken to 13 agents and had a similar response. 1 would not want to offer CHAIN MENDER® because they have their own "investors club" which buys houses from people who are desperate to move quickly. The other 12 with 120 offices (30,000 houses per annum in your price bands) would all expect to sell CHAIN MENDER® to circa 5% of their clients.

*12 agents / 120 offices*

If all the estate agents that Ben and I have spoken to were to sell CHAIN MENDER® to 5% of their clients this would produce 3,150 prospective facility letters per year.

*3150  
2500*

If the Arrangement Fee was reduced (to say between £99 and £195) these volumes would significantly increase as the estate agents (paying the Facility Fee themselves) would bundle CHAIN MENDER® with their own fees and offer the bundled package to all their vendors.

*= 12-6  
per office  
VA*

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A CHAIN MENDER® facility letter at 90% of the market value of the vendors property was tested to see if it were thought to be enough for seller's to secure their next property with no adverse response from any of the estate agents.

I hope this is the information that you needed.

Best wishes

Yours sincerely

Adam Walker

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