

Anthony Apponyi

From: "Anthony Apponyi" <aa@chainmender.co.uk>
To: "adam j walker" <ajw@adamjwalker.co.uk>
Sent: 08 September 2007 08:43
Attach: Consumer Market Research August 2007.pdf
Subject: Further B2B Market Research

Adam

Attached is a revised copy of the Consumer MR Report. This report omits the "2:1" question and answer which we all believe to be "out of context". I have decided to forward this report directly to Ashley.

My proposal is to expand the B2B MR asking estate agents who will be better informed than consumers "**What % of houses in Price Bands £90K to £500K do you expect to sell within 15 weeks (on market to exchange) for over 90% of market value in a rising market, in a flat market and in a falling market**". This could be done by phone with supplementary questions (if required) which would not need any reference to the product description.

Please call me to discuss (best to get responses from at least 30 different firms of estate agents rather than from just the Halifax).

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