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From: Adam Walker <ajw@adamjwalker.co.uk>
Sent: 13 November 2007 12:00
To: Anthony Apponyi
Subject: RE: B2B Market Research
Attachments: _AVG certification_.txt

Dear Anthony

Yes, your maths seems to be correct. The figures that I gave you would indicate a ratio of 3 to 1 exits to non-exits.

Regards

Adam

From: Anthony Apponyi [mailto:aa@chainmender.co.uk]
Sent: 08 November 2007 10:00
To: Adam Walker
Subject: B2B Market Research

Adam

You were going to be kind enough to consider adding to your email of 12 October that your estate agency client achieves a 3:1 ratio i.e. the ratio of sales within 15 weeks at or above asking price to the others (only, of course if you agree with my surmise below).

Anthony

----- Original Message -----

From: Anthony Apponyi
To: adam.j.walker
Sent: Thursday, October 18, 2007 3:55 PM
Subject: B2B Market Research

Adam

I refer to your letter of 10 October.

Your client in "simple simon" language has achieved in a rising market out of 68 sales the equivalent of 51 EXITS and 17 NON-EXITS and expects to achieve in a falling market out of 55 future sales the equivalent of 41 EXITS and 14 NON-EXITS.

I have only worked on the properties sold ignoring those that did/will not sell. I have assumed the vendors of these properties took them off/will take them off the market for reasons we don't know and therefore they would not have been interested in our product.

Please let me know if you agree that in both markets your client's ratio of EXITS to NON-EXITS is 3:1 (EXITS being those properties they have sold/expect to sell within 15 weeks).

Anthony
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