



# The ADS<sup>TM</sup> Report

Copyright© 2013 Apartment Data Services, Inc.

---

## Progress Report Revenue

# Sample

Houston, Tx  
November 18, 2013

Prepared by:

# SAMPLE

## Progress Report: November 2012 - November 2013

The table below shows the progress (changes) in effective price, occupancy and revenue from November 2012 to November 2013. The table is sorted by the percentage change in revenue. [Revenue = Price x Occupancy]

Community Name †Subject	Percentage Change In Revenue	Effective Price \$/mo		Occupancy		Revenue \$/mo	
		Nov 12	Nov 13 change	Nov 12	Nov 13 change	Nov 12	Nov 13 change
1) <a href="#">North Star †</a>	<b>23.0 %</b>	929	214	95%	0	883	203
		1,143		95%		1,086	
<a href="#">details</a>	YOC: 2007	<u>Effective Price</u>	<u>Market Price</u>	<u>Concession</u>		<u>Utilities</u>	
	Units: 368	929	929	0		0	Nov 12
<a href="#">close</a>	Size: 989 sf	1,143	1,143	0		0	Nov 13
		214	214	0		0	
2) <a href="#">East Star</a>	<b>16.3 %</b>	992	174	95%	-1	942	154
		1,166		94%		1,096	
<a href="#">details</a>	YOC: 2007	<u>Effective Price</u>	<u>Market Price</u>	<u>Concession</u>		<u>Utilities</u>	
	Units: 330	992	992	0		0	Nov 12
<a href="#">close</a>	Size: 1,071 sf	1,166	1,166	0		0	Nov 13
		174	174	0		0	
3) <a href="#">South Star</a>	<b>0.3 %</b>	1,076	-8	97%	1	1,044	3
		1,068		98%		1,047	
<a href="#">details</a>	YOC: 2003	<u>Effective Price</u>	<u>Market Price</u>	<u>Concession</u>		<u>Utilities</u>	
	Units: 240	1,076	1,076	0		0	Nov 12
<a href="#">close</a>	Size: 987 sf	1,068	1,068	0		0	Nov 13
		-8	-8	0		0	
4) <a href="#">West Star</a>	<b>-0.2 %</b>	991	18	97%	-2	961	-2
		1,009		95%		959	
<a href="#">details</a>	YOC: 2009	<u>Effective Price</u>	<u>Market Price</u>	<u>Concession</u>		<u>Utilities</u>	
	Units: 312	991	991	0		0	Nov 12
<a href="#">close</a>	Size: 892 sf	1,009	1,009	0		0	Nov 13
		18	18	0		0	

## History of Occupancy

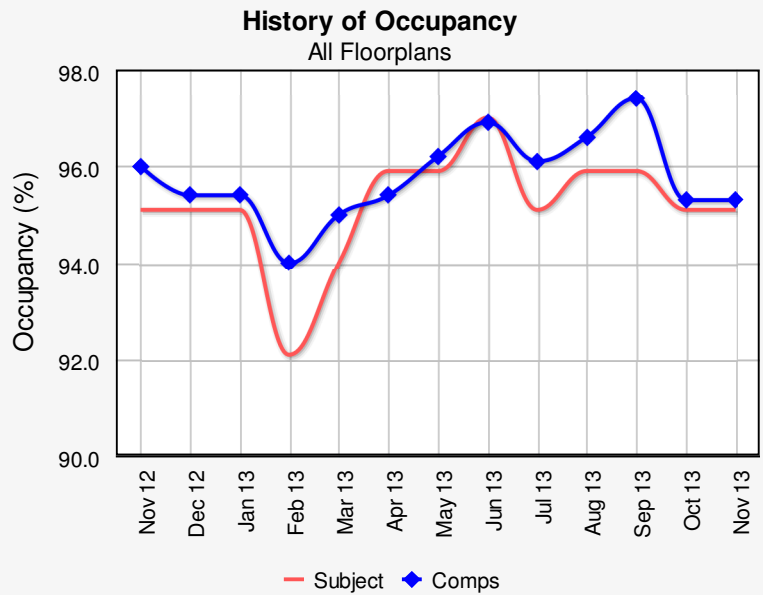
### All Floorplans

This information shows the history of occupancy since Nov 12 for all units.

Date	Subject	Comps
Nov 12	95.1%	96.0%
Dec 12	95.1%	95.4%
Jan 13	95.1%	95.4%
Feb 13	92.1%	94.0%
Mar 13	94.0%	95.0%
Apr 13	95.9%	95.4%
May 13	95.9%	96.2%
Jun 13	97.0%	96.9%
Jul 13	95.1%	96.1%
Aug 13	95.9%	96.6%
Sep 13	95.9%	97.4%
Oct 13	95.1%	95.3%
Nov 13	95.1%	95.3%

**Current**  
# of Units      368      1,250

**Change**  
vs Nov 12      0      0



## History of Effective Price

### All Floorplans

This information shows the history of effective price since Nov 12 for all units. The effective price is expressed as (\$/mo).

Date	Subject	Comps
Nov 12	929	989
Dec 12	929	994
Jan 13	926	992
Feb 13	941	991
Mar 13	919	995
Apr 13	983	1,014
May 13	983	1,014
Jun 13	983	1,020
Jul 13	959	1,013
Aug 13	1,020	1,031
Sep 13	1,020	1,069
Oct 13	1,143	1,101
Nov 13	1,143	1,101

**Current**  
# of Units      368      1,250

