FORM 4-7 Conversion Report

[company logo, name, and address]

Property	Period: Beginning _____ Ending _____	Page of

Program n,	Program Cost ~	Telephone Calls 43,	On-Site Visits r3,	Leases Signed 43,	CosU Visit	Cost/ Lease	Notes `',

(1) List all marketing programs—advertising, public relations, and other. Each detail type should be a line item (e.g., classified ads weekends, classified ads weekdays, display ads).

(2) Direct cost of program should be estimated. if actual cost is not known.

(3) Information from Traffic Report, Form 4-6.

(4) Note program's appearance/layout, placement/location, timing content.

	By	Date
Prepared	_____	_____
Reviewed	_____	_____
Reviewed	_____	_____