

Sheet1

FFIFCODE	FDESC,C,30	FCATEG	FAMOUNT	FSTATUS,C,1
C	TOP	Top Floor	0.00	
C	BOT	Bottom Floor	0.00	
J	MEET	Meeting	0.00	
J	TOUR	Tour of Facility	0.00	
J	LETT	Letter	0.00	
A	OCN	Close to Ocean	0.00	
A	HSP	Near Hospital	0.00	
A	REL	Located near relatives	0.00	
A	AD1	Assistance without medication	0.00	
A	AD2	Assistance w/medications	0.00	
A	OTH	Other	0.00	
A	PRI	Price	0.00	
A	SOC	Social Activities	0.00	
A	SEC	Secure Facility	0.00	
B	STU	Studio	49.00	
B	STUT	Studio - Tower	37.00	
B	OB	One Bedroom	65.00	
B	OBT	One Bedroom - Tower	67.00	
B	TB1	Two Bedroom - 1 Bath	81.00	
B	TB1T	Two Bedroom - 1 Bath - Tower	69.00	
B	TB2	Two Bedroom - 2 Bath	48.00	
B	TB2T	Two Bedroom - 2 Bath - Tower	51.00	
D	BKR	Brandon K. Robertson	0.00	
D	JNA	Jolie N. Ann	0.00	
D	MSA	Michael A. Steven	0.00	
D	SLN	Sharon L. Norman	0.00	
E	RENT	Renter	0.00	
E	OWN	Home Owner	0.00	
E	ORH	Other Retirement Home	0.00	
E	REL	Lives with Relatives	0.00	
E	HOS	Hospital	0.00	
F	UNQ	Unqualified Lead	0.00	
F	LOS1	Lost - Choose another facility	0.00	
F	LOS2	Lost - Deceased	0.00	
F	LOS3	Lost - needs nursing home	0.00	
F	LOS4	Lost - other	0.00	
F	HOT	HOT Lead (level 1 of interest)	0.00	
F	L2	Level 2 of interest	0.00	
F	L3	Level 3 of interest	0.00	
F	L4	Level 4 of interest	0.00	
G	A10	up to 55	0.00	
G	A20	55 to 60	0.00	
G	A30	60 to 65	0.00	
G	A40	65 to 70	0.00	
G	A50	70 to 75	0.00	
G	A60	75 to 80	0.00	
G	A70	80 to 85	0.00	
G	A80	85 to 90	0.00	

Sheet1

G	A90	90 and over		0.00
H	DM	Direct Mail	MAIL	12087.77
H	DR	Doctor Referral	REFER	0.00
H	MH-S	Miami Hearld - Seniors Section	MEDIA	9877.77
H	NYT	New York Times	MEDIA	21000.00
H	OH	Open House	VISIT	2500.00
H	SE	Senior Expo	EXPO	3000.00
H	SPT	St. Pete Times	MEDIA	8004.21
H	UNK	Unknown	OTHER	0.00
H	YP	Yellow Pages	OTHER	1000.00
I	GT	Greater Tampa		0.00
I	STP	St. Petersburg		0.00
I	CLR	Clearwater		0.00
I	PASC	Pasco County		0.00
I	POLK	Polk County		0.00
I	SF	South Florida (Dade/Broward)		0.00
I	OF	Other Florida		0.00
I	EM	Outside of Fla. - East of Miss		0.00
I	WM	Outside Florida - West of Miss		0.00
J	BV	Booth Visit at EXPO		0.00
J	CC	Cold Call		0.00
J	CI	Call in		0.00
J	OTHR	Other		0.00
J	WI	Walk in		0.00
J	CO	Call out		0.00
J	OV	Off-site Visit		0.00
K	CB	I will call back		0.00
K	LM	Left message to call me back		0.00
K	NO	Not Interested		0.00
K	OTH	Other		0.00
K	PD	Prospect Deceased		0.00
K	REQ	Requested More Information		0.00
K	SAF	Selected another Facility		0.00
K	SAO	Set appt. for off-site visit		0.00
K	SAT	Set appt. for tour of facility		0.00
K	SRL	Still Reviewing Literature		0.00
L	F1	10% deposit - partial refund		0.00
L	F2	5% deposit - No Refund		0.00
C	ELE	Near Elevator		0.00
C	TOW	Tower Building		0.00
C	WW	Window on West Side		0.00
C	WE	Window on East Side		0.00
C	POOL	Facing Pool		0.00
C	SW	South Wing		0.00
C	NW	North Wing		0.00
J	BROC	Send a brochure		0.00
J	LTR1	Thank you letter (committed)		0.00
K	LD	Left a Deposit		0.00
J	PMF	Post Move-in Followup		0.00

I CAL californoa

0.00