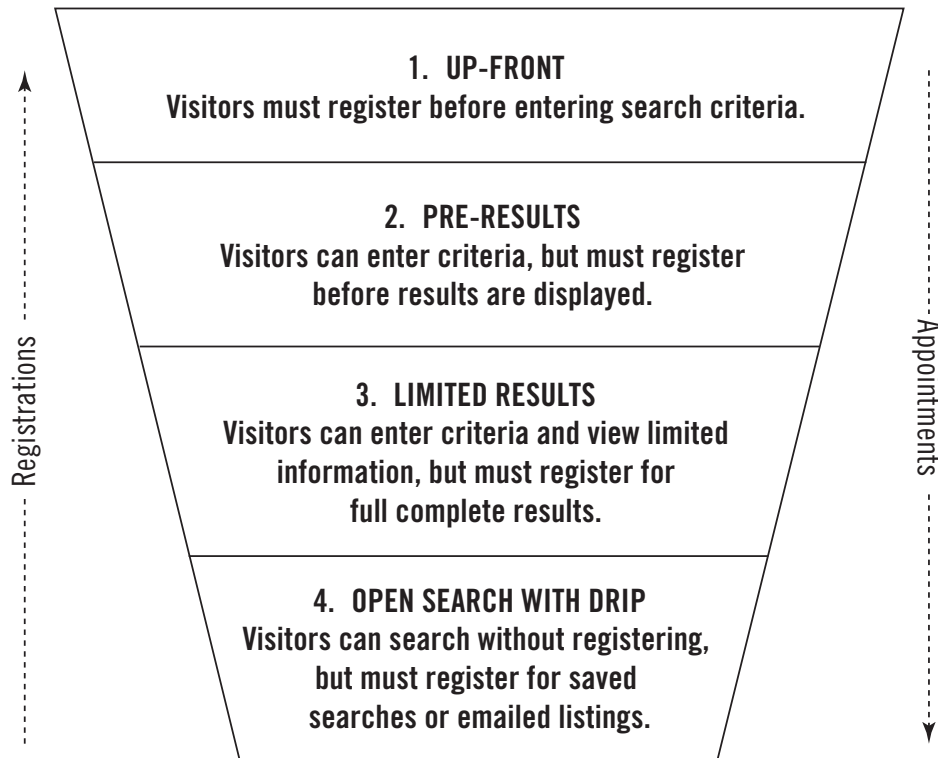


FOUR LEAD CAPTURE STRATEGIES

Higher Percentage of Registrations, Lower Percentage of Appointments



Lower Percentage of Registrations, Higher Percentage of Appointments

FIGURE 28 A shift will force you to make a decision on when and where you capture buyer registrations to improve results.