

**CITY OF MADISON  
INTERDEPARTMENTAL CORRESPONDENCE**

**TO:** Community Development Authority

**FROM:** Percy Brown, CDA Deputy Executive Director

**DATE:** April 4, 2012

**SUBJECT:** Economic Development Status Report for the month of  
March 2012

**WEST BROADWAY REDEVELOPMENT AREA**

Lake Point Condominium Project: Attached please find the real estate marketing and monthly project report.

**RESERVOIR AND DUPLEXES**

The Reservoir and Duplex are fully occupied.

**MONONA SHORES**

The occupancy at Monona Shores increased to 93% in March. Please see attached Monthly Owner's Report for more details.

**REVIVAL RIDGE APARTMENTS**

Revival Ridge is 100% occupied.

**LOAN STATUS REPORT**

**See attached.**

**LOAN AND GRANT LOSSES REPORT**

**See attached.**

**FAÇADE IMPROVEMENT GRANT PROGRAM REPORT**

On March 20, 2012, the Common Council approved the Resolution to expand the façade Improvement Grant Program target areas to include all commercially zoned City designated historic landmarks in the City of Madison. As of today, the City/CDA has awarded 56 Façade Improvement grants, totaling \$732,957. In addition, \$1,334,331 of private funds were invested leading to a total new investment of \$2,067,288 (please see attached list of Façade projects).

Percy Brown, Manager  
Office of Economic Revitalization

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# PROJECT REPORT

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Prepared for: Community Development Authority of Madison, WI

Prepared by: SPL Beverly, LLC

Date: April 5 2012

Report #:



# April 6, 2012-Lake Point Condominiums Monthly Report

## Inventory

6 Townhomes  
5 Conversion Unit Apartments

## Contracts

1 townhome contract  
1 townhome prospect

## PROJECT OVERVIEW

The overall project is in solid shape and potential buyer traffic is good.

The theme remains consistent, we have interested shoppers, they, however are in no rush to write offers. The primary buyer difficulties remain, property location and the parking limitations. Our newest potential buyer fits the townhome buyer profile to a "T" and we are doing everything possible to bring this sale to fruition. Showings are prevalent and we continue to cultivate some interested buyers. The majority of the current buyer traffic centers on the townhomes. This represents a major shift from the previous two years that brought Lake Point almost solely Garden View clients. A change in conditions in the below \$50,000 marketplace appears to be afoot. Some research will be required to formulate our reaction to the market shift. As lending drives successful contracts, we are doing whatever possible to assist the current buyer with their loan. A new lender and permanent financing would be a positive sign for Lake Point marketing.

## Site Work

- 1) Epoxy injections for the Garden View basement cracks appear to be working, as there are no fresh moisture stains and the smell/sense of dampness is not present.
  - 2) The stairway deck entrance platform to unit 5326 that is failing is slated for repair that will be completed as the weather permits. A consistent temperature of 65+ is necessary for the membrane to be installed.
  - 3) The drainage issue on Garden View court will be reviewed in April and May.
- .

## Conversion Units

The inventory is in sound shape. Three units remain unfinished.

## Townhomes

The inventory is in sound shape. Four units remain unfinished.

## Marketing

The market supply of apartment style condominiums is vastly increased. I will be touring the competition at our Garden View price point next week to evaluate whether action may be required.

Our current townhome prospect is pursuing to procure permanent financing through a lender we have yet to work with at Lake Point. At this juncture, no news is good news and the process continues to move forward. The advantage a successful loan brings to Lake Point is the expansion of our lender pool and the ability for the current owners to seek long term fixed mortgages.

KELLER WILLIAMS report is attached.



# Lynn Holley Real Estate Marketing Report

## Lake Point Condos March 2012

Lynn Holley, Realtor®, CRS, GRI, CDPE

Lynn Holley Real Estate, Inc.

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[www.LynnHolley.com](http://www.LynnHolley.com)

Each Keller Williams Office is Independently Owned and Operated

**March Showings:**

**Garden View**

3/27            5369 Garden View        Jenny Persha

"Buyer decided the space is too small for his needs."

**Conservation Townhomes**

3/07            1811 Conservation        Sarah Rodriguez

"I will be contacting you at beginning of week for additional info." Update: Buyer made a verbal offer of \$100,000 on a Conservation Place condo. Offer was rejected and buyer chose to move on."

3/14            1811 Conservation        Dorothy Russ

"He drove by and decided he does not like ate area. He is new to Madison. We did not go in. Sorry!"

3/17            1811 Conservation        Sarah Tavaraz

"Client was a no show. Will try to reach her to see what happened."

3/19            1811 Conservation        Matt Kornstedt

"Buyer is relocating from out of state. Husband put the property on the list of places to see, but Wife did not want to view the property when we arrived."

3/20            1811 Conservation        Lynn Holley

"Buyer isn't looking at any other property. Just needs to figure out if he can get financing since he already owns a home in Michigan that is being rented." Update: Buyer is interested in buying, would need special "ok" for a great dane, working on financing>

3/23            1811 Conservation        Pete Macho

"My client's mother came to the 2nd showing and gave it a thumbs up. We are going to try to meet up the next few days." Update: Buyer wrote an offer that was accepted.

3/26            1811 Conservation        Vicki Schroeder

"Thanks for all of the info today. The buyer would like to look over the condo docs. Can you please email them to me? What is completion time from A/O? 60 days or so? They are considering making an offer this week. Do you want to send me the addendums that are required? " Update: Buyer still has not made a decision.

## MLS Condo Statistics: March 2012-April 2, 2012

### E15 Condo MLS Sales March 2012 (E15 is the MLS geo code for Lake Point area)

- 16 current active listings
- Average list price \$99,912
- No sales during this time period

#### Market Statistics All MLS

Statistics for: Class=CD AND Date Range=03/01/2012-04/30/2012 AND Area=E15 AND Board=S; As Of: 4/2/2012

Class	Bedrooms	Current Active	Avg List Price	Avg DOM
All	All	16	\$99,912	132
CD	All	16	\$99,912	132
CD	0-2	8	\$68,675	122
CD	3	8	\$131,150	142
CD	4+	0	\$0	0

Class	Bedrooms	Total Listed	Num Sold	Pct Sold	Avg List Price Sold	Avg Sale Price Sold	Sale Price/List Price Ratio	Avg DOM Sold	Avg List Price Unsold	Pct Expired
All	All	0	0	0.00%	\$0	\$0	0.00%	0	\$0	0.00%
CD	All	0	0	0.00%	\$0	\$0	0.00%	0	\$0	0.00%
CD	0-2	0	0	0.00%	\$0	\$0	0.00%	0	\$0	0.00%
CD	3	0	0	0.00%	\$0	\$0	0.00%	0	\$0	0.00%
CD	4+	0	0	0.00%	\$0	\$0	0.00%	0	\$0	0.00%

## East Madison MLS Condo Sales March 2012-April 2-2012

- Eight Sales
- Average sale price \$78,037
- 345 currently on the market
- Average list price \$187,991

#### Market Statistics All MLS

Statistics for: Class=CD AND Date Range=03/01/2012-04/30/2012 AND Area=E01, E02, E03, E04, E05, E06, E07, E08, E09, E10, E11, E12, E13, E14, E15 AND Board=S; As Of: 4/2/2012

Class	Bedrooms	Current Active	Avg List Price	Avg DOM
All	All	345	\$187,991	350
CD	All	345	\$187,991	350
CD	0-2	269	\$178,652	383
CD	3	74	\$214,722	239
CD	4+	2	\$454,950	161

Class	Bedrooms	Total Listed	Num Sold	Pct Sold	Avg List Price Sold	Avg Sale Price Sold	Sale Price/List Price Ratio	Avg DOM Sold	Avg List Price Unsold	Pct Expired
All	All	56	8	14.29%	\$84,675	\$78,037	92.16%	160	\$146,971	46.43%
CD	All	56	8	14.29%	\$84,675	\$78,037	92.16%	160	\$146,971	46.43%
CD	0-2	39	6	15.38%	\$85,833	\$77,883	90.74%	188	\$143,252	46.15%
CD	3	17	2	11.76%	\$81,200	\$78,500	96.67%	75	\$154,072	47.06%
CD	4+	0	0	0.00%	\$0	\$0	0.00%	0	\$0	0.00%

**Sold East Madison Condos March 2012**

Address	# Full Baths		# 1/2 Baths		FinSqFt	Master BedRm	Condo Project Name	Price/FinSqFt	Sold Price	Condo Fee
	Beds	Total	Total	Lvl						
1004 N Sunnyvale Ln	2	2	0	0	1080	M	Hunt Club	\$46.30	\$50,000	160
27 Sherman Terr	2	1	0	0	852	M	Sherman Terrace	\$59.15	\$50,400	125
73 Golf Course Rd	2	1	1	1	1310	M	Cherokee Condos	\$49.62	\$65,000	223
544 EAST BLUFF	3	1	1	1	1084	U	East Bluff	\$61.72	\$66,900	155
9 Golf Course Rd	2	2	0	0	1300	M	Cherokee Gardens	\$66.92	\$87,000	208
1626 Kings Mill Way	2	2	0	0	1001	M	THE POINT AT RICHMON	\$89.91	\$90,000	165
3705 Sunbrook Rd	3	1	1	1	1431	U	Sunbrook	\$62.96	\$90,100	0
1442 Wheeler Rd	2	1	1	1	1230	M	Cherokee Garden GRANDVIEW	\$78.86	\$97,000	217
724 ORION TR	2	2	1	1	1362	U	COMMONS	\$84.36	\$114,900	170
4001 Monona Dr	3	3	0	0	2934	M	Waters Edge	\$149.97	\$440,000	567

Lake Point  
Townhomes (For comparison)

List price: \$129,000-\$139,000      3      U      Lake Point      \$81.92



## West Madison MLS Condo Sales March 2012-April 2, 2012

- 31 Sales
- Average sale price \$232,356
- 687 currently on the market
- Average list price \$228,400

### Market Statistics All MLS

Statistics for: Class=CD AND Date Range=03/01/2012-04/30/2012 AND Area=W01, W02, W03, W04, W05, W06, W07, W08, W09, W10, W11, W12, W13, W14, W15, W16, W17, W18, W19 AND Board=S, As Of: 4/2/2012

Class	Bedrooms	Current Active	Avg List Price	Avg DOM
All	All	687	\$228,400	242
CD	All	687	\$228,400	242
CD	0-2	503	\$209,321	229
CD	3	172	\$272,370	281
CD	4+	12	\$397,875	210

Class	Bedrooms	Total Listed	Num Sold	Pct Sold	Avg List Price Sold	Avg Sale Price Sold	Sale Price/List Price Ratio	Avg DOM Sold	Avg List Price Unsold	Pct Expired
All	All	115	31	26.96%	\$243,187	\$232,356	95.55%	254	\$191,367	32.17%
CD	All	115	31	26.96%	\$243,187	\$232,356	95.55%	254	\$191,367	32.17%
CD	0-2	89	25	28.09%	\$228,436	\$219,322	96.01%	258	\$191,491	38.20%
CD	3	25	5	20.00%	\$297,600	\$278,600	93.62%	198	\$190,179	12.00%
CD	4+	1	1	100.00%	\$339,900	\$327,000	96.20%	441	\$0	0.00%

## NARROWING IT DOWN

### East Madison Condo Sales 1400-1800 square feet, March 2012

- One sale
- Average sale price \$90,100
- 72 currently on the market
- Average list price \$193,875

### Market Statistics All MLS

Statistics for: Class=CD AND Date Range=03/01/2012-04/30/2012 AND Area=E01, E02, E03, E04, E05, E06, E07, E08, E09, E10, E11, E12, E13, E14, E15, E16 AND FinSqFt=1400-1800, As Of: 4/2/2012

Class	Bedrooms	Current Active	Avg List Price	Avg DOM
All	All	72	\$193,875	276
CD	All	72	\$193,875	276
CD	0-2	46	\$222,516	355
CD	3	25	\$145,535	130
CD	4+	1	\$84,900	279

Class	Bedrooms	Total Listed	Num Sold	Pct Sold	Avg List Price Sold	Avg Sale Price Sold	Sale Price/List Price Ratio	Avg DOM Sold	Avg List Price Unsold	Pct Expired
All	All	12	1	8.33%	\$92,500	\$90,100	97.41%	11	\$178,487	66.67%
CD	All	12	1	8.33%	\$92,500	\$90,100	97.41%	11	\$178,487	66.67%
CD	0-2	6	0	0.00%	\$0	\$0	0.00%	0	\$211,425	66.67%
CD	3	6	1	16.67%	\$92,500	\$90,100	97.41%	11	\$145,550	66.67%
CD	4+	0	0	0.00%	\$0	\$0	0.00%	0	\$0	0.00%

## East Madison Condo Sales up to 700 Square Feet

- No sales between March 1 and April 2, 2012
- 18 currently on the market
- Average list price \$94,911

### Market Statistics All MLS

Statistics for: Class=CD AND Date Range=03/01/2012-04/30/2012 AND Area=E01, E02, E03, E04, E05, E06, E07, E08, E09, E10, E11, E12, E13, E14, E15, E16 AND FrSqFt<700; As Of: 4/2/2012

Class	Bedrooms	Current Active	Avg List Price	Avg DOM
All	All	18	\$94,911	238
CD	All	18	\$94,911	238
CD	0-2	18	\$94,911	238
CD	3	0	\$0	0
CD	4+	0	\$0	0

Class	Bedrooms	Total Listed	Num Sold	Pct Sold	Avg List Price Sold	Avg Sale Price Sold	Sale Price/List Price Ratio	Avg DOM Sold	Avg List Price Unsold	Pct Expired
All	All	3	0	0.00%	0	0	0	0	\$69,900	66.67%
CD	All	3	0	0.00%	\$0	\$0	0.00%	0	\$69,900	66.67%
CD	0-2	3	0	0.00%	\$0	\$0	0.00%	0	\$69,900	66.67%
CD	3	0	0	0.00%	\$0	\$0	0.00%	0	\$0	0.00%
CD	4+	0	0	0.00%	\$0	\$0	0.00%	0	\$0	0.00%

# Representative Report of Hit Counts from Trulia Marketing in March 2012



**Reporting Details** « [back](#)

5368 Garden View Court, Madison WI

**Summary** Week of Mar 25, 2012 - Apr 2, 2012 ⬆ 61% increase in search result views

<b>Leads</b> 0 0%	<b>Search Results Views</b> 360 -5% <span style="color: red;">⬇</span>	<b>Property Detail Views</b> 7 -56% <span style="color: red;">⬇</span>
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**Own your market**  
Hyper-target buyers in your area.

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**Page Views**

**Search results | Property detail**



**Weekly Stats Comparison**

Report Week	Leads	Search Results Views	Property Detail Views
<b>THE WEEK</b> MAR 25, 2012 - APR 02, 2012	0	360	7
MAR 18, 2012 - MAR 24, 2012	0	418	16
MAR 10, 2012 - MAR 17, 2012	0	388	5
MAR 04, 2012 - MAR 10, 2012	0	316	0
TOTAL LIFETIME	0	13,225	166

**Client Listing Reports**

**Sent To** **Sent on** **Frequency**

No client listing reports have been scheduled for your listings.

Impress sellers with detailed reports, [schedule reports now](#)



## Reporting Details [« back](#)

1805 Conservation Place, Madison WI

**Summary** Week of Mar 25, 2012 - Apr 2, 2012 %change week-over-week

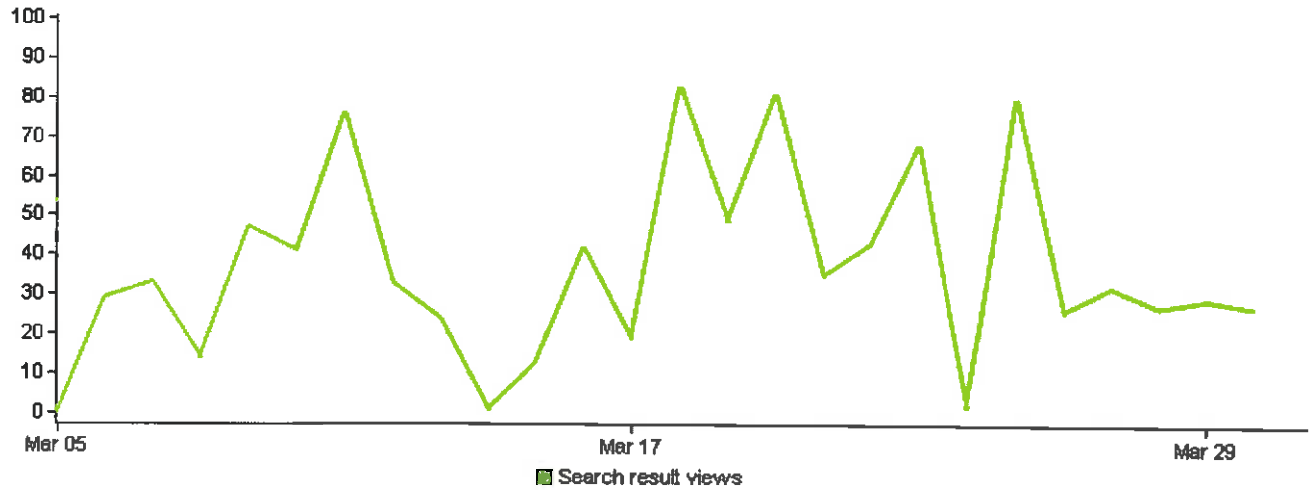
<b>Leads</b>	<b>Search Results Views</b>	<b>Property Detail Views</b>
0 0%	221 -38%	7 -30%

**Maximize your leads with Trulia Pro**

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### Page Views

Search results | [Property detail](#)



### Weekly Stats Comparison

Report Week	Leads	Search Results Views	Property Detail Views
MAR 25, 2012 - APR 02, 2012	0	221	7
MAR 18, 2012 - MAR 24, 2012	0	361	10
MAR 10, 2012 - MAR 17, 2012	0	208	0
MAR 04, 2012 - MAR 10, 2012	0	164	5
TOTAL LIFETIME	1	6,740	256

### Client Listing Reports

<b>Sent To</b>	<b>Sent on</b>	<b>Frequency</b>
----------------	----------------	------------------

No client listing reports have been scheduled for your listings.

Impress sellers with detailed reports, [schedule reports now](#).

## Hit Counts on the MLS

Agent hit counts:

Garden View (representative #) 91 on average

Townhome (representative #) 94 on average

Buyer hit counts:

Garden View (representative #) 49 on average

Townhome (representative #) 67 on average



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 lynn@holleydevelopment.com



## ONLINE MARKETING SUMMARY

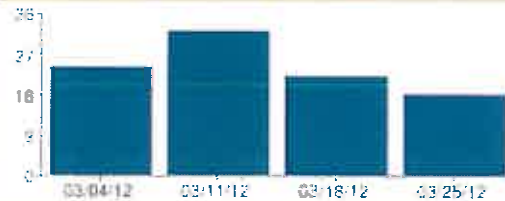
November 15, 2011 - April 01, 2012

1805 Conservation Pl  
 Madison, WI 53713, US

MLS # 1640833 | \$129,900



### Number of Views - Last 4 Weeks



### Top Cities

City	Click-Throughs (Visits)
Madison, WI	4
Potomac, MD	2
New Orleans, LA	1

### Terms Used

**Property Views** - occurs when a consumer views the full property detail page on the Web site for the specific listing.

**Click-Throughs (Visits)** - occurs when a consumer is redirected to the property page for that listing (for example the ListHub-hosted property page or property page on the brokerage Web site).

**Inquiry** - a consumer starts an email interaction with the broker or agent about the property.

**Top Cities** - displays where the consumers live who are looking at your listing based on click-throughs.

\* REALTOR.com metrics not available since 3/22/2012. Complete metrics will be restored shortly.

### Web Sites That Provide "Views" and "Visits" Data

Web Sites	Property Views	Click-Throughs (Visits)
Zillow Network	163	5
REALTOR.com	116	Not Applicable
Homes.com	38	2
Keller Williams	28	0
wisconsinhomes.com	23	0
HotPads	16	1
HomeFinder.com	5	0
AOL Real Estate	2	0
<b>TOTAL</b>	<b>391</b>	<b>8</b>

### Web Sites That Provide "Visits" Data

Web Sites	Click-Throughs (Visits)
Trulia	1
<b>TOTAL</b>	<b>1</b>

### Your Listing Is Also Displayed On

BuyerHomeSite.com	CLRSearch	CondoCompare.com
DataSphere	Diggsy	DreamHomeListings
eLookyLoo	Enormo	Foreclosure.com
FreedomSoft	FrontDoor	Gooplex
GovListed.com	Harmon Homes	Helpmerent.com
Home2.me	Homes By Lender	HomeTourConnect
HomeWinks	HouseHunt.com	HUD Seeker
IAS Properties	Juwai	LakeHomesUSA
LandAndFarm	LearnMoreNow.com	LiquidusMedia
LotNetwork	MyREALTY.com	New Home Source
OfferRunway	Oodle	Property Pursuit
Property Shark	RealEstateCentral	RealEstateMarketplace.org
RealQuest Express	RealtyStore	RealtyTrac
Relocation.com	RentRange	The Real Estate Book
USALifestyleRealEstate	USHUD.com	Vast
Vertical Brands		





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## ONLINE MARKETING SUMMARY

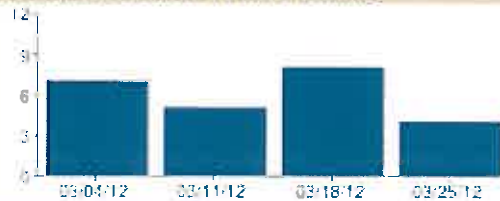
November 16, 2011 - April 01, 2012

5369 Garden View Ct  
 Madison, WI 53713, US

MLS # 1640904 | \$54,900



### Number of Views - Last 4 Weeks



### Top Cities

City	Click-Throughs (Visits)
Beloit, WI	1
Madison, WI	1
Oshkosh, WI	1

### Terms Used

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### Web Sites That Provide "Views" and "Visits" Data

Web Sites	Property Views	Click-Throughs (Visits)
Zillow Network	61	2
REALTOR.com	40	Not Applicable
wisconsinhomes.com	19	0
Keller Williams	6	0
HomeFinder.com	5	1
Homes.com	3	1
HotPads	3	0
AOL Real Estate	1	0
USHUD.com	1	0
<b>TOTAL</b>	<b>139</b>	<b>4</b>

### Your Listing Is Also Displayed On

BuyerHomeSite.com	CLRSearch	CondoCompare.com
DataSphere	Diggsy	DreamHomeListings
eLookyLoo	Enomo	Foreclosure.com
FreedomSoft	FrontDoor	Gooplex
GovListed.com	Harmon Homes	Helpmerent.com
Home2.me	Homes By Lender	HomeTourConnect
HomeWinks	HouseHunt.com	HUD Seeker
IAS Properties	Juwal	LakeHomesUSA
LandAndFarm	LearnMoreNow.com	LiquidusMedia
LotNetwork	MyREALTY.com	New Home Source
OfferRunway	Oodle	Property Pursult
Property Shark	RealEstateCentral	RealEstateMarketplace.org
RealQuest Express	RealtyStore	RealtyTrac
Relocation.com	RentRange	The Real Estate Book
Trulla	USALifestyleRealEstate	Vast
Vertical Brands		





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## ONLINE MARKETING SUMMARY

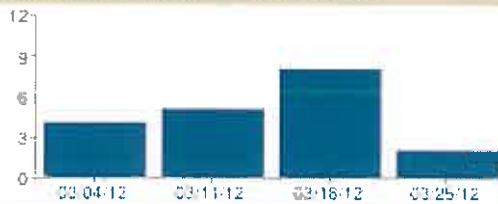
November 16, 2011 - April 01, 2012

5353 Garden View Ct  
 Madison, WI 53713, US

MLS # 1640835 | \$54,900



### Number of Views - Last 4 Weeks



### Top Cities

City	Click-Throughs (Visits)
Columbus, OH	1

### Terms Used

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**Click-Throughs (Visits)** - occurs when a consumer is redirected to the property page for that listing (for example the ListHub-hosted property page or property page on the brokerage Web site).

**Inquiry** - a consumer starts an email interaction with the broker or agent about the property.

**Top Cities** - displays where the consumers live who are looking at your listing based on click-throughs.

\* REALTOR.com metrics not available since 3/22/2012. Complete metrics will be restored shortly.

### Web Sites That Provide "Views" and "Visits" Data

Web Sites	Property Views	Click-Throughs (Visits)
REALTOR.com	42	Not Applicable
Zillow Network	40	0
wisconsinhomes.com	10	0
Keller Williams	8	0
HomeFinder.com	5	0
Homes.com	5	0
HotPads	3	0
FreedomSoft	1	0
<b>TOTAL</b>	<b>114</b>	<b>0</b>

### Web Sites That Provide "Visits" Data

Web Sites	Click-Throughs (Visits)
Trulia	2
<b>TOTAL</b>	<b>2</b>

### Your Listing Is Also Displayed On

AOL Real Estate	BuyerHomeSite.com	CLRSearch
CondoCompare.com	DataSphere	Diggy
DreamHomeListings	eLookyLoo	Enormo
Foreclosure.com	FrontDoor	Gooplex
GovListed.com	Harmon Homes	Helpmerent.com
Home2.me	Homes By Lender	HomeTourConnect
HomeWinks	HouseHunt.com	HUD Seeker
IAS Properties	Juwal	LakeHomesUSA
LandAndFarm	LearnMoreNow.com	LiquidusMedia
LotNetwork	MyREALTY.com	New Home Source
OfferRunway	Oodle	Property Pursult
Property Shark	RealEstateCentral	RealEstateMarketplace.org
RealQuest Express	RealtyStore	RealtyTrac
Relocation.com	RentRange	The Real Estate Book
USALifestyleRealEstate	USHUD.com	Vast
Vertical Brands		

POWERED BY







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## ONLINE MARKETING SUMMARY

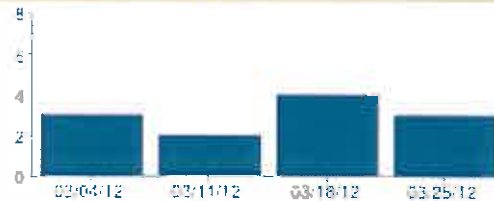
November 16, 2011 - April 01, 2012

5361 Garden View Ct  
 Madison, WI 53713, US

MLS # 1640902 | \$54,900



### Number of Views - Last 4 Weeks



### Top Cities

City	Click-Throughs (Visits)
Madison, WI	2
Alhambra, CA	1
Appleton, WI	1

### Terms Used

**Property Views** - occurs when a consumer views the full property detail page on the Web site for the specific listing.

**Click-Throughs (Visits)** - occurs when a consumer is redirected to the property page for that listing (for example the ListHub-hosted property page or property page on the brokerage Web site).

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### Web Sites That Provide "Views" and "Visits" Data

Web Sites	Property Views	Click-Throughs (Visits)
Zillow Network	52	1
REALTOR.com	50	Not Applicable
Keller Williams	10	0
wisconsinhomes.com	8	0
Homes.com	7	1
HotPads	2	0
AOL Real Estate	1	0
HomeFinder.com	1	0
<b>TOTAL</b>	<b>131</b>	<b>2</b>

### Web Sites That Provide "Visits" Data

Web Sites	Click-Throughs (Visits)
Trulia	2
<b>TOTAL</b>	<b>2</b>

### Your Listing is Also Displayed On

BuyerHomeSite.com	CLRSearch	CondoCompare.com
DataSphere	Diggsy	DreamHomeListings
eLookyLoo	Enormo	Foreclosure.com
FreedomSoft	FrontDoor	Gooplex
GovListed.com	Harmon Homes	Helpmerent.com
Home2.me	Homes By Lender	HomeTourConnect
HomeWinks	HouseHunt.com	HUD Seeker
IAS Properties	Juwai	LakeHomesUSA
LandAndFarm	LearnMoreNow.com	LiquidusMedia
LotNetwork	MyREALTY.com	New Home Source
OfferRunway	Oodle	Property Pursult
Property Shark	RealEstateCentral	RealEstateMarketplace.org
RealQuest Express	RealtyStore	RealtyTrac
Relocation.com	RentRange	The Real Estate Book
USALifestyleRealEstate	USHUD.com	Vast
Vertical Brands		





**Lynn Holley**  
 3 Point Place  
 Madison, WI 53719, US  
 (608) 219-8955  
 lynn@holleydevelopment.com



## ONLINE MARKETING SUMMARY

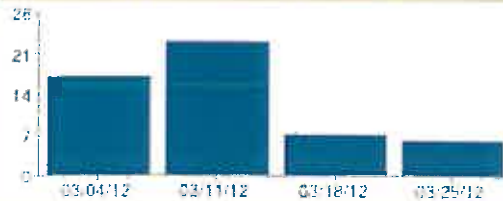
November 16, 2011 - April 01, 2012

1813 Conservation Pl  
 Madison, WI 53713, US

MLS # 1640906 | \$139,900



### Number of Views - Last 4 Weeks



### Top Cities

City	Click-Throughs (Visits)
Madison, WI	4
Fargo, ND	3
Chippewa Falls, WI	1

### Terms Used

**Property Views** - occurs when a consumer views the full property detail page on the Web site for the specific listing.

**Click-Throughs (Visits)** - occurs when a consumer is redirected to the property page for that listing (for example the ListHub-hosted property page or property page on the brokerage Web site).

**Inquiry** - a consumer starts an email interaction with the broker or agent about the property.

**Top Cities** - displays where the consumers live who are looking at your listing based on click-throughs.

\* REALTOR.com metrics not available since 3/22/2012. Complete metrics will be restored shortly.

### Web Sites That Provide "Views" and "Visits" Data

Web Sites	Property Views	Click-Throughs (Visits)
REALTOR.com	136	Not Applicable
Zillow Network	65	1
Homes.com	40	6
Keller Williams	30	0
wisconsinhomes.com	17	0
HomeFinder.com	9	1
HotPads	5	0
AOL Real Estate	2	0
HUD Seeker	1	0
RealtyStore	1	1
<b>TOTAL</b>	<b>306</b>	<b>9</b>

### Your Listing Is Also Displayed On

BuyerHomeSite.com	CLRSearch	CondoCompare.com
DataSphere	Diggy	DreamHomeListings
eLookyLoo	Enomo	Foreclosure.com
FreedomSoft	FrontDoor	Gooplex
GovListed.com	Harmon Homes	Helpmerent.com
Home2.me	Homes By Lender	HomeTourConnect
HomeWinks	HouseHunt.com	IAS Properties
Juwal	LakeHomesUSA	LandAndFarm
LearnMoreNow.com	LiquidusMedia	LotNetwork
MyREALTY.com	New Home Source	OfferRunway
Oodle	Property Pursuit	Property Shark
RealEstateCentral	RealEstateMarketplace.org	RealQuest Express
RealtyTrac	Relocation.com	RentRange
The Real Estate Book	Trulla	USALifestyleRealEstate
USHUD.com	Vast	Vertical Brands

POWERED BY **ListHub**





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 lynn@holleydevelopment.com



## ONLINE MARKETING SUMMARY

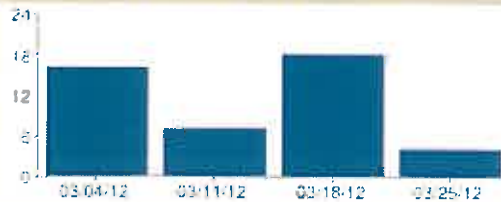
November 16, 2011 - April 01, 2012

1811 Conservation Pl  
 Madison, WI 53713, US

MLS # 1640836 | \$139,900



### Number of Views - Last 4 Weeks



### Top Cities

City	Click-Throughs (Visits)
Brea, CA	1
District Heights, MD	1
Jacksonville, IL	1

### Terms Used

**Property Views** - occurs when a consumer views the full property detail page on the Web site for the specific listing.

**Click-Throughs (Visits)** - occurs when a consumer is redirected to the property page for that listing (for example the ListHub-hosted property page or property page on the brokerage Web site).

**Inquiry** - a consumer starts an email interaction with the broker or agent about the property.

**Top Cities** - displays where the consumers live who are looking at your listing based on click-throughs.

\* REALTOR.com metrics not available since 3/22/2012. Complete metrics will be restored shortly.

### Web Sites That Provide "Views" and "Visits" Data

Web Sites	Property Views	Click-Throughs (Visits)
REALTOR.com	121	Not Applicable
Zillow Network	80	1
Homes.com	31	1
Keller Williams	21	0
HomeFinder.com	19	3
wisconsinhomes.com	10	0
HotPads	2	0
AOL Real Estate	1	0
<b>TOTAL</b>	<b>285</b>	<b>5</b>

### Web Sites That Provide "Visits" Data

Web Sites	Click-Throughs (Visits)
Trulia	4
<b>TOTAL</b>	<b>4</b>

### Your Listing Is Also Displayed On

BuyerHomeSite.com	CLRSearch	CondoCompare.com
DataSphere	Diggys	DreamHomeListings
eLookyLoo	Enormo	Foreclosure.com
FreedomSoft	FrontDoor	Gooplex
GovListed.com	Harmon Homes	Helpmerent.com
Home2.me	Homes By Lender	HomeTourConnect
HomeWinks	HouseHunt.com	HUD Seeker
IAS Properties	Juwal	LakeHomesUSA
LandAndFarm	LearnMoreNow.com	LiquidusMedia
LotNetwork	MyREALTY.com	New Home Source
OfferRunway	Oodle	Property Pursult
Property Shark	RealEstateCentral	RealEstateMarketplace.org
RealQuest Express	RealtyStore	RealtyTrac
Relocation.com	RentRange	The Real Estate Book
USALifestyleRealEstate	USHUD.com	Vast
Vertical Brands		

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## ONLINE MARKETING SUMMARY

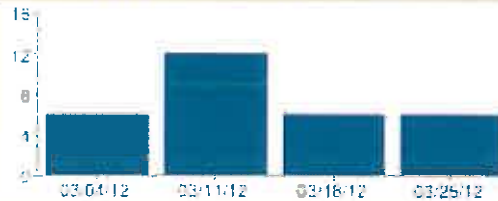
November 16, 2011 - April 01, 2012

1817 Conservation Pl  
 Madison, WI 53713, US

MLS # 1640907 | \$129,900



### Number of Views - Last 4 Weeks



### Top Cities

City	Click-Throughs (Visits)
Madison, WI	4
Cedar Rapids, IA	1
Summerland Key, FL	1

### Terms Used

**Property Views** - occurs when a consumer views the full property detail page on the Web site for the specific listing.

**Click-Throughs (Visits)** - occurs when a consumer is redirected to the property page for that listing (for example the ListHub-hosted property page or property page on the brokerage Web site).

**Inquiry** - a consumer starts an email interaction with the broker or agent about the property.

**Top Cities** - displays where the consumers live who are looking at your listing based on click-throughs.

\* REALTOR.com metrics not available since 3/22/2012. Complete metrics will be restored shortly.

### Web Sites That Provide "Views" and "Visits" Data

Web Sites	Property Views	Click-Throughs (Visits)
Zillow Network	73	3
REALTOR.com	49	Not Applicable
Homes.com	15	3
Keller Williams	13	0
wisconsinhomes.com	12	0
HotPads	5	0
AOL Real Estate	2	0
<b>TOTAL</b>	<b>169</b>	<b>6</b>

### Your Listing is Also Displayed On

BuyerHomeSite.com	CLRSearch	CondoCompare.com
DataSphere	Diggsy	DreamHomeListings
eLookyLoo	Enormo	Foreclosure.com
FreedomSoft	FrontDoor	Gooplex
GovListed.com	Harmon Homes	Helperent.com
Home2.me	HomeFinder.com	Homes By Lender
HomeTourConnect	HomeWinks	HouseHunt.com
HUD Seeker	IAS Properties	Juwal
LakeHomesUSA	LandAndFarm	LearnMoreNow.com
LiquidusMedia	LotNetwork	MyREALTY.com
New Home Source	OfferRunway	Oodle
Property Pursult	Property Shark	RealEstateCentral
RealEstateMarketplace.org	RealQuest Express	RealtyStore
RealtyTrac	Relocation.com	RentRange
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USHUD.com	Vast	Vertical Brands

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**Monthly Owner's Report for the Month of March, 2012**  
*The New Monona Shores Apartment Homes*

***Operations and Marketing:***

**Occupancy:**

Month end occupancy increased to 93% in March. We closed out with 7 vacancies and 97 occupied apartments, of which 2 are market rate and 6 are affordable units. There are currently 4 approved applicants and 1 pending application.

During the month of March, 6 households were denied housing, bringing the year to date total to 13.

**Resident Functions:**

The children's St. Patrick's Day party, hosted by the property, was well attended and a huge success. A special thanks to the staff, including maintenance staff for making it a fun event for the kids!

The Neighborhood Center continues the Food Pantry (food provided by Second Harvest) every third Wednesday of each month. Many of our residents are grateful to have this resource close by.

Residents were provided with a flyer in March, with information from Mayor Soglin about recognizing Earth Day by shutting off non-essential lights on March 31<sup>st</sup>.

Residents were also given information about an upcoming event sponsored by Habitat for Humanity, a FREE Earth Day event with entertainment, food and fun on April 21<sup>st</sup>.

**New Resident Services:**

A newly revised Referral Reward Program begins in April, where anyone who refers a qualified resident who moves into the property can receive a \$200 gift card.

**Cost/Time Savings Ideas:**

Nothing new to report this month.

**Street Rent Changes:**

None, although we do plan to increase street rents slightly before 5/1/12.

Section 8 payment standards were reduced and it's having a negative impact on incoming and existing Section 8 recipients.

One applicant was unable to move-in due to the rent on an affordable unit being too high.

**Capital Improvements:**

Two water heaters, two carpets and one dishwasher was replaced during the month of March.

**Security/Crime Incidents:**

One of our front entry doors was shattered by a non-resident and was apprehended by the police. Charges and restitution are pending.

**Marketing:**

Web site advertising continues to be the number one source of traffic. Following in a close second is drive by traffic. Even during the cold months, the property consistently has great curb appeal. The office continues to be open with regular office hours Mon. – Fri. and staff is also available during weekend hours by appointment.

Mailings continue to go out to new Chamber of Commerce members. The property is a member of both Monona and Madison Chamber of Commerce. The Italian themed gift basket with Monona Shores marketing materials for the Monona Chamber's Annual Fund Raiser went over exceedingly well.

We continue to make contact with past "model" residents, who might consider moving back.

Staff continues to regularly check Craig's List and follow up on people who list their needs when searching for housing. This generates some traffic for the site. Despite the junk mail, it's worth the time and effort.

Staff is still offering flexible leases with new move-ins and renewals.

**Local Market Conditions:**

Nothing new to report.

**Local Development:**

Nothing new to report.

**60 day Objectives**

- The main focus for the staff remains obtaining qualified rentals and increasing occupancy beyond 95%.
- The renewal season is beginning and thus far, retention has been great.

- The 2012 budget is pending city staff approval. We hope to have a final approval soon.
- We continue to stay up-to-date with HUD changes that are applicable to the AHTC program and comply with any necessary form revisions and compliance procedures. New rent and income limits were effective January 1, 2012. The limits increased slightly.
- The annual audit was completed in March and we expect the final reports to be done in early April.

**Maintenance:**

- Resident work orders continue to be completed within 24 hours, unless of course there is an emergency situation or a part that needs to be ordered.
- Vacant units are in rent ready condition.
- Earlier than usual, spring preventive maintenance is in process.
- Staff has begun spring project planning and bidding out contracts. The landscaping contract began in March.

**Personnel:**

Our new part time administrative assistant/leasing agent is still in the training process and everything is going quite well. She attended a legal and also a sales and marketing class in March. She is also scheduled to attend a WHEDA training course with the manager in mid April.

We also have a new resident who replaced our common area cleaning person's position. He is on temporary status until we determine whether we want to contract the cleaning out or complete in-house with our personnel.

**Other Misc. Administration:** Nothing new to report.

**HOUSING REHABILITATION LOAN  
STATUS FOR THE MONTH OF MARCH,  
2012**

<u>Program:</u>	<u>No:</u>	<u>Unit:</u>
<b>New Applications</b>		
Deferred Payment/HOME	1	1
Installment Loan (City)	2	2
<b>TOTALS:</b>	3	3
<b>Applications in Initial Processing</b>		
Deferred Payment/HOME	3	2
Installment Loan (City)	2	2
<b>TOTALS:</b>	5	4
<b>Applications in Bidding Stage</b>		
Deferred Payment/HOME	2	2
Installment Loan (City)	2	3
<b>TOTALS:</b>	4	5
<b>Projects Approved But Not Closed</b>		
Deferred Payment/HOME	2	2
<b>TOTALS:</b>	2	2
<b>Projects Under Construction</b>		
Deferred Payment/HOME	7	7
Homebuyers Assistance Loan	3	4
Installment Loan (City)	5	6
<b>TOTALS:</b>	15	17
<b>Projects Completed this Year</b>		
Installment Loan (City)	3	3
<b>TOTALS:</b>	3	3



**STATUS REPORT FOR THE MONTH OF MARCH 2012  
HOUSING REHABILITATION LOANS**

PROGRAM	FUNDS AVAILABLE BEGINNING IN 2012	SOURCE OF REMAINING FUNDS AVAILABLE		ADJUSTED TOTAL FUNDS FOR 2012	LOANS CLOSED THIS MONTH		LOANS CLOSED YEAR TO DATE		REMAINING 2012 FUNDS AVAILABLE	LOANS APPROVED BUT NOT CLOSED		ADJUSTED TOTAL AVAILABLE	ADDITIONAL LOANS COMMITTED BUT NOT CLOSED		UNCOMMITTED LOAN FUNDS AVAILABLE		
		TRANSFERRED YEAR TO DATE	LOAN FUNDS TRANSFERRED THIS MONTH		NO. UNITS	DOLLAR AMOUNT	NO. UNITS	DOLLAR AMOUNT		NO. UNITS	DOLLAR AMOUNT		NO. UNITS	DOLLAR AMOUNT		NO. UNITS	DOLLAR AMOUNT
Installment (City)sr-56	\$711,289		-\$238,000	\$473,289			3/3	\$54,000	\$419,289			\$419,289	2/3	\$41,000	\$378,289		
Deferred (City)																	
Deferred (CDBG)	\$55,000			\$55,000					\$55,000			\$55,000			\$55,000		
Deferred (HOME)	\$411,750			\$411,750			1/1	\$7,800	\$403,950	2/2	26,800	\$377,150	3/3	\$57,000	\$320,150		
Homebuyer (HBA)sr-61	\$174,944			\$174,944	1/1	\$40,000	1/1	\$40,000	\$134,944			\$134,944			\$134,944		
<b>TOTAL</b>	<b>\$1,352,983</b>			<b>\$1,114,983</b>	<b>1/1</b>	<b>\$40,000</b>	<b>5/5</b>	<b>\$101,800</b>	<b>\$1,013,183</b>	<b>2/2</b>	<b>\$26,800</b>	<b>\$986,383</b>	<b>5/6</b>	<b>\$98,000</b>	<b>\$888,383</b>		

**DOWN PAYMENT ASSISTANCE LOANS**

PROGRAM	BEGINNING FUNDS AVAILABLE IN 2012	SOURCE OF REMAINING FUNDS AVAILABLE		ADJUSTED FUNDS AVAILABLE	LOANS CLOSED THIS MONTH		LOANS CLOSED YTD		REMAINING FUNDS AVAILABLE	LOANS COMMITTED BUT NOT CLOSED		UNCOMMITTED LOAN FUNDS AVAILABLE		
		TRANSFERRED YEAR TO DATE	LOAN FUNDS TRANSFERRED THIS MONTH		Home-Buy		Home-Buy			Home-Buy			Home-Buy	
					Number	\$ Amount	Number	\$ Amount		Number	\$ Amount		Number	\$ Amount
Home-Buy	Home-Buy													
	\$60,647	\$3,100	+\$238,000	\$301,747	5	\$25,000	9	\$50,000	\$251,747	4	\$20,000	\$231,747		
				\$301,747	5	\$25,000	9	\$50,000	\$251,747	4	\$20,000	\$231,747		

### CDA Loan and Grant Losses Report for the Month of March 2012

Loan & Grant Programs	In Default			Delinquent			Judgement			In Negotiation			In Bankruptcy			In Foreclosure			Written Off			Comment
	No.	% of Total	Dollar Amount	No.	% of Total	Dollar Amount	No.	% of Total	Dollar Amount	No.	% of Total	Dollar Amount	No.	% of Total	Dollar Amount	No.	% of Total	Dollar Amount	No.	% of Total	Dollar Amount	
Rehabilitation	2	0.01	\$48,400	2	0.01	\$54,150									3	0.01	\$47,550					
Down Payment Assistance	1	0.01	\$6,200												3	0.01	\$12,500					
Capital Revolving Fund																						
Façade Improvement																						
<b>TOTAL</b>	<b>3</b>	<b>0.01</b>	<b>\$54,600</b>	<b>2</b>	<b>0.01</b>	<b>\$54,150</b>	<b>0</b>		<b>\$0</b>	<b>0</b>		<b>\$0</b>	<b>0</b>		<b>6</b>	<b>0.01</b>	<b>\$60,050</b>					

*Facade Improvement Grants  
2001 - Present*

	<b>Business Name</b>	<b>No.</b>	<b>Dir.</b>	<b>St. Name</b>	<b>Ald. District</b>	<b>Year Closed</b>	<b>Grant Amount</b>	<b>Private Dollars</b>	<b>Estimated Total Project Cost</b>
1	Africana Restaurant	2701		Atwood Ave.	6	2008	\$10,707.00	\$10,707.00	\$21,414.00
2	Ancora	110-112		King St.	4	2010	\$10,000.00	\$42,009.00	\$52,009.00
3	Barriques	961	S	Park St.	13	Committed	\$13,500.00	\$12,729.00	\$26,229.00
4	Bartell Theatre	113	E	Mifflin St.	4	2005	\$10,000.00	\$30,357.00	\$40,357.00
5	Bialy Brown's Deli	564		State St.	13	2001	\$15,631.54	\$15,631.53	\$31,263.07
6	Bock Water Heaters	110	S	Dickinson St.	6	2010	\$7,888.00	\$8,452.00	\$16,340.00
7	Brocach	7-9	W	Main St.	4	2004	\$10,000.00	\$42,400.00	\$52,400.00
8	Castle & Doyle	125		State St.	4	2004	\$10,000.00	\$34,500.00	\$44,500.00
9	Chez Vous Catering	831		Williamson St.	6	2011	\$10,000.00	\$14,350.00	\$24,350.00
10	Chiripa	636	S	Park St.	13	2006	\$20,000.00	\$23,846.00	\$43,846.00
11	Fat Sandwich Company	555		State St.	4	2010	\$6,963.44	\$6,963.44	\$13,926.88
12	Food Matters, LLC	923		Williamson St.	6	2011	\$7,675.00	\$19,197.00	\$26,872.00
13	Fromagination	12	S	Carroll St.	4	2007	\$10,000.00	\$49,315.00	\$59,315.00
14	Guitar Shop of Wisconsin	2215		Atwood Ave.	6	2011	\$8,506.00	\$10,922.00	\$19,428.00
15	Home Savings	6	S	Carroll St.	4	2002	\$20,000.00	\$30,026.66	\$50,026.66
16	Hong Kong Café	2	S	Mills	13	2009	\$20,000.00	\$22,434.00	\$42,434.00
17	Irish Pub	317		State St.	4	2004	\$7,418.50	\$8,581.50	\$16,000.00
18	Johannsen's Greenhouses	2600	W	Beltline Hwy.	14	2005	\$10,000.00	\$30,387.00	\$40,387.00
19	Kohn Veterinarian	1014		Williamson St.	6	2002	\$10,000.00	\$10,237.00	\$20,237.00
20	LaMop Hair Studio	2201		Regent St.	10	2010	\$20,000.00	\$21,203.00	\$41,203.00
21	LaMovado Radio	1017	S	Park St.	13	2002	\$19,498.00	\$19,498.00	\$38,996.00
22	Machinery Row	615		Williamson St.	6	2002	\$20,000.00	\$21,470.00	\$41,470.00
23	Madison Children's Museum	100	N	Hamilton St.	4	2010	\$25,000.00	\$112,448.00	\$137,448.00
24	Madison Chiropractic	2205	N	Sherman Ave.	12	2010	\$20,000.00	\$24,711.00	\$44,711.00
25	Madison Sourdough Company	916		Williamson St.	6	2011	\$10,000.00	\$17,343.48	\$27,343.48
26	Marlen Building	627-631		State St.	8	2010	\$7,500.00	\$7,889.00	\$15,389.00
27	Neuhauser Pharmacy	1875		Monroe St.	13	2005	\$20,000.00	\$43,940.00	\$63,940.00
28	Nick's Restaurant	226		State St.	4	2001	\$10,000.00	\$12,950.00	\$22,950.00
29	Opus Lounge & Woofs	114-116		King St.	4	2010	\$20,000.00	\$24,979.00	\$44,979.00
30	Park Street Garage	2116	S	Park St.	13	2011	\$20,000.00	\$27,146.00	\$47,146.00
31	Pizza Hut	520	S	Park St.	13	2009	\$10,000.00	\$15,361.00	\$25,361.00
32	Plan B	924		Williamson St.	6	2010	\$10,000.00	\$18,100.00	\$28,100.00
33	Plough Inn	3402		Monroe St.	10	2004	\$17,500.00	\$22,500.00	\$40,000.00
34	Ragstock	325-327		State St.	4	2004	\$10,000.00	\$39,868.00	\$49,868.00
35	Reed Sendecke, Inc.	240	W	Gilman St.	8	2001	\$10,000.00	\$41,378.00	\$51,378.00

*Facade Improvement Grants  
2001 - Present*

	<b>Business Name</b>	<b>No.</b>	<b>Dir.</b>	<b>St. Name</b>	<b>Ald. District</b>	<b>Year Closed</b>	<b>Grant Amount</b>	<b>Private Dollars</b>	<b>Estimated Total Project Cost</b>
36	Revolution Cycles	2330		Atwood Ave.	6	2008	\$10,000.00	\$11,666.00	\$21,666.00
37	Rick's Roeffler Salon	1305	S	Park St.	13	2001	\$8,200.00	\$8,200.00	\$16,400.00
38	Roman Candle	1054		Williamson St.	6	2004	\$11,008.10	\$11,167.90	\$22,176.00
39	Sacred Feather	417		State St.	8	2001	\$5,350.00	\$5,350.00	\$10,700.00
40	South Side State Bank	330	W	Lakeside St.	13	2002	\$8,302.00	\$8,303.00	\$16,605.00
41	Spice's Deli	117		State St.	4	2001	\$20,000.00	\$56,600.00	\$76,600.00
42	Tellurian	1051-1053		Williamson St.	6	2010	\$20,000.00	\$35,000.00	\$55,000.00
43	The Cardinal	418	E	Wisom St.	6	2011	\$20,000.00	\$21,481.00	\$41,481.00
44	The Froth House	11	N	Allen St.	5	2008	\$8,545.09	\$8,545.90	\$17,090.99
45	The Livingston Inn	752	E	Gorham St.	2	2011	\$10,000.00	\$10,022.00	\$20,022.00
46	The Project Lodge	817	E	Johnson St.	2	2011	\$10,000.00	\$12,327.00	\$22,327.00
47	The Stop & Shop Grocery	501		State St.	4	2010	\$25,000.00	\$66,700.00	\$91,700.00
48	Tiger Lily	128		State St.	4	2002	\$11,109.47	\$11,109.46	\$22,218.93
49	Vacant	336	W	Lakeside St.	13	2002	\$10,000.00	\$12,400.00	\$22,400.00
50	Vacant	121	S	Pinckney St.	4	2011	\$20,000.00	\$43,148.50	\$63,148.50
51	Vacant	811		Williamson St.	6	2011	\$10,000.00	\$25,000.00	\$35,000.00
52	Vientiane Restaurant	626-628	S	Park St.	13	2004	\$10,000.00	\$10,100.00	\$20,100.00
53	Wando's Bar & Grill	602		University Ave.	8	2010	\$20,000.00	\$23,000.00	\$43,000.00
54	Warren Heating	912		Williamson St.	6	2002	\$7,655.00	\$7,660.00	\$15,315.00
55	Willy Street Co-op	1221		Williamson St.	6	2011	\$10,000.00	\$42,596.00	\$52,596.00
56	Yoga Studio	823	E	Johnson St.	2	2011	\$10,000.00	\$10,125.00	\$20,125.00
	<b>TOTAL</b>						<b>\$ 732,957.14</b>	<b>\$ 1,334,331.37</b>	<b>\$ 2,067,288.51</b>