

The following tables are the regional market share report for Manatee, Sarasota, and Charlotte counties by \$Vol Data from MFRMLS.

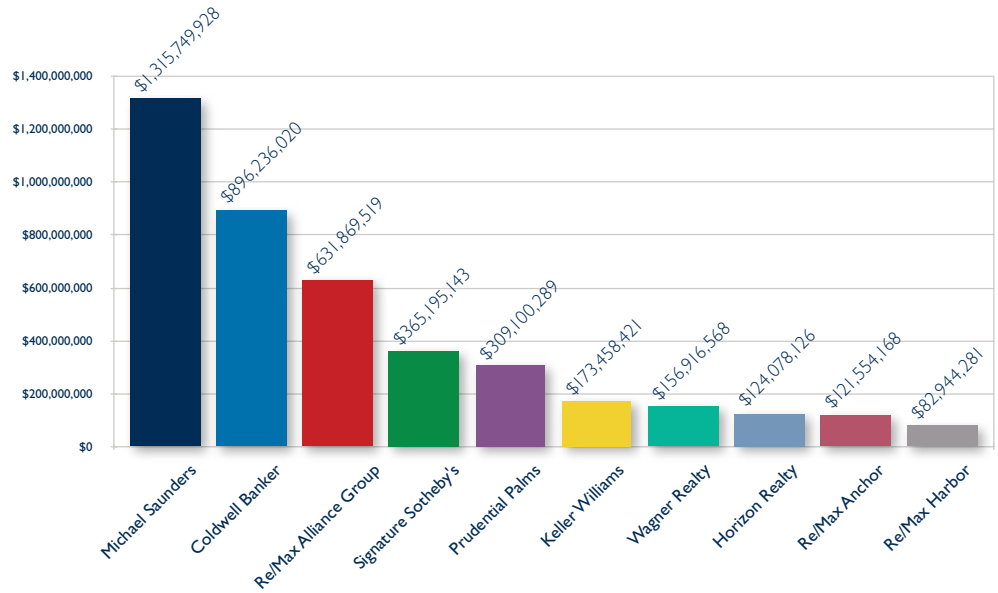
Over the past year, MSC has maintained a steady hold on the Florida Gulf Coast real estate market. In 2010, while the 3 county-area was up only 3% in total units, we were up 29%. And while volume overall only grew by 0.5%, ours was up 21%. According to Colorado-based *REAL Trends*, a leading source of real estate analysis and information, MSC leapt from 88th to 60th place in total dollar volume among all U.S. brokerages; and was the nation's 13th most improved firm in terms of total transaction sides closed; our ranking moving from 130th in 2009 to 88th in 2010. We continue to revolutionize the market by having the most advanced traditional and mobile websites and drive more monthly visitors to our site than all of our regional competitors combined.

The Clear Consumer Choice

MSC performance for the 12 months ending April 2011, compared with the same period a year ago:

- Closed units: 4,073 – up 13%
- Closed volume: \$1,377,348,121 – steady from previous year
- Average closed units per agent: 7.47 – up from 6.92
- \$1 million+ closed volume: \$379,119,565 – 62% more market share than our nearest competitor
- \$3 million+ closed volume: maintains 53.1% of total units in Sarasota County
- 66.8% of buyer controlled transactions were sold for cash
- MSC Mortgage and Title continued to show strong capture rates, helping 1 out of every 3 transactions

Regional Market Share \$ Volume • All Price Points, Past 12 Months through 4/30/11



Regional Market Share \$ Volume • \$1 million+, Past 12 Months through 4/30/11

