

LINCOLN PROPERTY COMPANY

FRED E. CHANEY

September 28, 2004

Mr. Kendall Laughlin, CEO
Apartment Selector Franchise Network
P.O. Box 600355
Dallas, Texas 75360-0355

Dear Kendall:

On behalf of Lincoln Property Company, I am happy to serve as a reference for Apartment Selector Company.

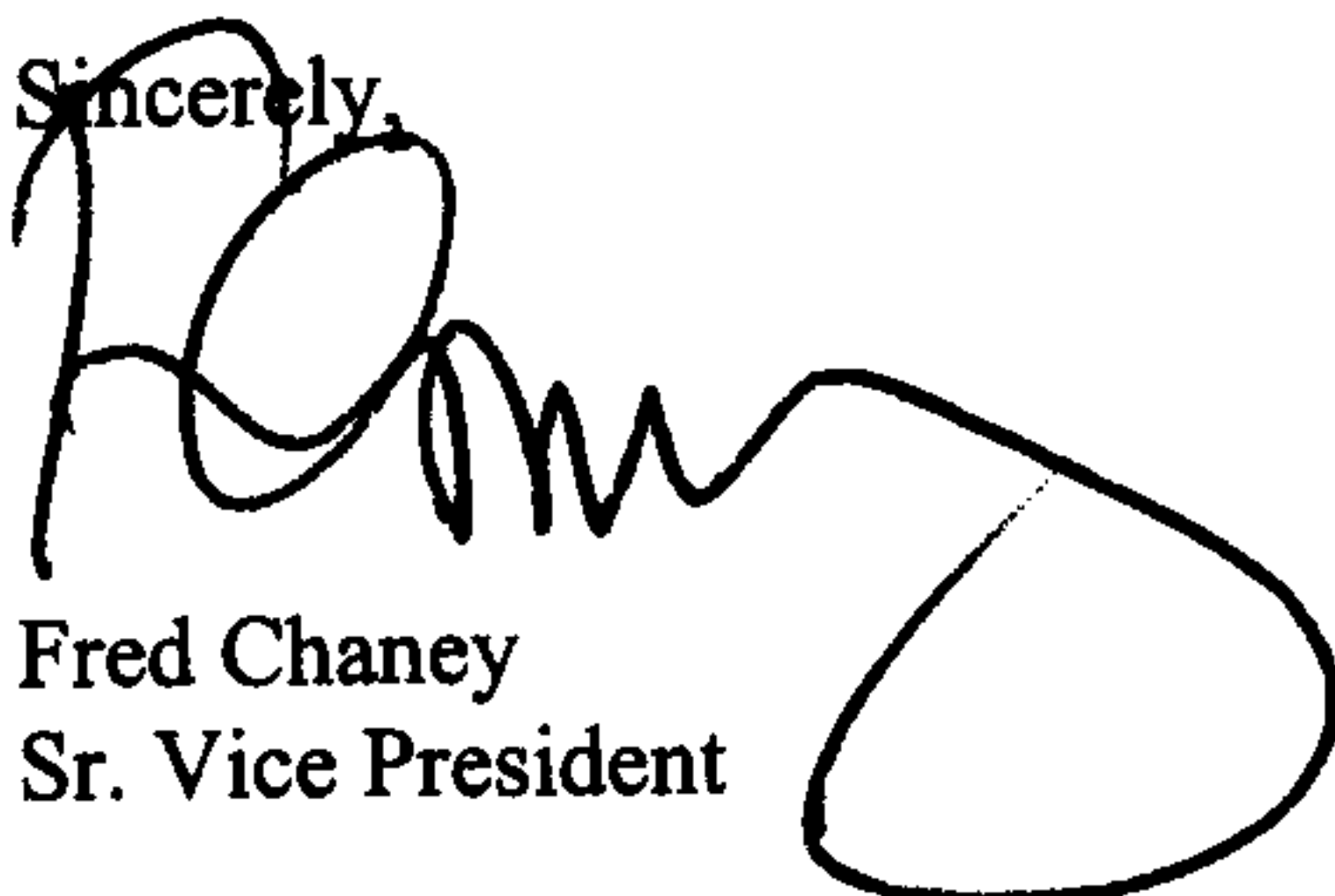
Your company has served the interest of owners and managers for over 45 years in Dallas and particularly Lincoln Property Company. The concept of our paying one half of a month's rent is the formula that we use to measure each and every advertising source. Accordingly, we believe that Apartment Selector is an affordable way to increase occupancy and revenues. This type of advertising vehicle is used in all markets both good and bad.

The selection and prescreening by Apartment Selector agents translates into a more than qualified prospect and high closing ratios. When an Apartment Selector prospect arrives, LPC agents know they have a great chance of securing a new lease. Then not having to pay unless we have a viable renter is a "no brainer".

It is my understanding that Apartment Selector is continuing its' national expansion with the adding of services for College Station, Lubbock, Knoxville, Columbus and Louisville, among others which I offer congratulations!!! I also want to acknowledge that your company has been a leader with Internet marketing yielding quality prospects focused on Lincoln Property communities.

I write this letter with fond appreciation for you and Apartment Selector by LPC. Once again, good luck in your expansion and feel free to use this letter in your communications with apartment owners and managers.

Sincerely,

A large, stylized handwritten signature in black ink, appearing to read 'Fred Chaney', with a large loop at the end.

Fred Chaney
Sr. Vice President

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