

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

The residential Specialist

The Council of Residential Specialists
430 N. Michigan Ave.
Suite 300
Chicago, IL 60611
Tel.: 312-329-4400
Fax: 312-329-8882
www.crs.com

Official Publication of:
(See Paragraph 11)
Established: 2002
Issues Per Year: 6

FIELD SERVED

The Residential Specialist reaches residential sales agents throughout the United States, Canada, and South Africa.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are members of the Council of Residential Specialists and individual paid subscribers.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	200
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	1,500
All Other _____	4,798
TOTAL	6,498

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	43	0.1	-	-	43	0.1
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	47,833	99.9	-	-	47,833	99.9
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	47,876	100.0	-	-	47,876	100.0

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2007 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2007 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July/ August _____			-	47,746	47,746	November/ December _____			-	48,028	48,028
September/ October _____			-	47,854	47,854	TOTAL					

3a. BUSINESS/OCCUPATION BREAK OUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2007

This issue is 0.5% or 228 copies above the average of the other 2 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Qualified Non-Paid	Qualified Paid
Members of the Council of Residential Specialists _____	47,986	99.9	-	47,986
Individual Paid Subscribers _____	42	0.1	-	42
TOTAL QUALIFIED CIRCULATION	48,028	100.0	-	48,028
PERCENT	100.0		-	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2007

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Personal direct request from the recipient: _____	42	-	-	-	42	42	0.1
a. Written _____	42	-	-	-	42	42	0.1
b. Telecommunication _____	-	-	-	-	-	-	-
c. Internet and E-Mail _____	-	-	-	-	-	-	-
II. TOTAL - Request from recipient's company: _____	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Internet and E-Mail _____	-	-	-	-	-	-	-
III. TOTAL - Membership Benefit: _____	47,986	-	-	-	47,986	47,986	99.9
a. Individual _____	47,986	-	-	-	47,986	47,986	99.9
b. Organizational _____	-	-	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Internet and E-Mail _____	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	-	-	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-
Independent field reports _____	-	-	-	-	-	-	-
Licensees - National, State or Local Government _____	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	48,028	-	-	-	48,028	48,028	100.0
PERCENT	100.0	-	-	-	100.0	100.0	-

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2007

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	-	-	-	-
Individuals by name only _____	-	48,028	48,028	100.0
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	-	48,028	48,028	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2007

State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____	-	180	180	
030-038 New Hampshire _____	-	227	227	
050-059 Vermont _____	-	129	129	
010-027 Massachusetts _____	-	836	836	
028-029 Rhode Island _____	-	147	147	
060-069 Connecticut _____	-	438	438	
NEW ENGLAND	-	1,957	1,957	4.1
100-149 New York _____	-	710	710	
070-089 New Jersey _____	-	957	957	
150-196 Pennsylvania _____	-	1,585	1,585	
MIDDLE ATLANTIC	-	3,252	3,252	6.8
430-459 Ohio _____	-	1,186	1,186	
460-479 Indiana _____	-	885	885	
600-629 Illinois _____	-	1,420	1,420	
480-499 Michigan _____	-	981	981	
530-549 Wisconsin _____	-	1,374	1,374	
EAST NO. CENTRAL	-	5,846	5,846	12.2
550-567 Minnesota _____	-	1,028	1,028	
500-528 Iowa _____	-	777	777	
630-658 Missouri _____	-	727	727	
580-588 North Dakota _____	-	216	216	
570-577 South Dakota _____	-	138	138	
680-693 Nebraska _____	-	303	303	
660-679 Kansas _____	-	464	464	
WEST NO. CENTRAL	-	3,653	3,653	7.6
197-199 Delaware _____	-	226	226	
206-219 Maryland _____	-	1,237	1,237	
200-205 Washington, DC _____	-	259	259	
220-246 Virginia _____	-	1,362	1,362	
247-268 West Virginia _____	-	162	162	
270-289 North Carolina _____	-	2,120	2,120	
290-299 South Carolina _____	-	678	678	
300-319 Georgia _____	-	1,263	1,263	
320-349 Florida _____	-	3,162	3,162	
SOUTH ATLANTIC	-	10,469	10,469	21.8
400-427 Kentucky _____	-	470	470	
370-385 Tennessee _____	-	1,493	1,493	
350-369 Alabama _____	-	843	843	
386-397 Mississippi _____	-	252	252	
EAST SO. CENTRAL	-	3,058	3,058	6.4
716-729 Arkansas _____	-	423	423	
700-714 Louisiana _____	-	509	509	
730-749 Oklahoma _____	-	543	543	
750-799 Texas _____	-	2,892	2,892	
WEST SO. CENTRAL	-	4,367	4,367	9.1
590-599 Montana _____	-	400	400	
832-838 Idaho _____	-	426	426	
820-831 Wyoming _____	-	196	196	
800-816 Colorado _____	-	2,174	2,174	
870-884 New Mexico _____	-	503	503	
850-865 Arizona _____	-	1,861	1,861	
840-847 Utah _____	-	522	522	
889-898 Nevada _____	-	862	862	
MOUNTAIN	-	6,944	6,944	14.5
995-999 Alaska _____	-	229	229	
980-994 Washington _____	-	1,614	1,614	
970-979 Oregon _____	-	1,246	1,246	
900-961 California _____	-	4,225	4,225	
967-968 Hawaii _____	-	771	771	
PACIFIC	-	8,085	8,085	16.8
UNITED STATES	-	47,631	47,631	99.2
969 & 004-009 U.S. Territories _____	-	-	-	
Canada _____	-	34	34	
Mexico _____	-	-	-	
Other International _____	-	363	363	
APO/FPO _____	-	-	-	
TOTAL QUALIFIED CIRCULATION	-	48,028	48,028	100.0

TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD
Includes gross subscription sales/orders with unpaid invoices pending.

Average Annual Subscription Order Price: 6 issues for \$19.96 USD		
5. PRICES	Total	Percent
Offers (including ≤ 5% of Total Orders)		
6 for \$19.95 _____	27,308	99.9
6 for \$29.95 _____	26	0.1
TOTAL	27,334	100.0

6. LENGTH OF SUBSCRIPTIONS		
	Total	Percent
Less than 1 year _____	-	-
1 year or more (but less than 2) _____	27,334	100.0
2 years or more (but less than 3) _____	-	-
3 years or more _____	-	-
TOTAL	27,334	100.0

7. USE OF FREE PROMOTIONAL INCENTIVES		
	Total	Percent
Ordered without promotional incentive _____	27,334	100.0
Ordered with editorial promotional incentive _____	-	-
Ordered with other promotional incentive _____	-	-
TOTAL	27,334	100.0

8. HOW ORDERED		
	Total	Percent
Ordered by individuals _____	26	0.1
Ordered by sponsors, individually addressed _____	-	-
Membership benefit _____	27,308	99.9
Ordered as multi-copy same addressee _____	-	-
Ordered with other product or service _____	-	-
TOTAL	27,334	100.0

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2003	2004	2005	2006	*2007
Total Audit Average Qualified _	39,446	41,187	44,232	46,012	47,818
Qualified Non-Paid Total _____	-	-	-	-	-
Qualified Paid Total _____	39,446	41,187	44,232	46,012	47,818
Post Expire Copies included in Paid Circulation _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price (See Paragraph 11) _____	**NC	**NC	\$19.95	\$19.95	\$19.95

10. PAID CIRCULATION DATA	
\$19.95	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any) (See Paragraph 11)
6	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

*NOTE: 2007 data is unaudited.
**NC = None Claimed.

11. ADDITIONAL DATA

OFFICIAL PUBLICATION OF:

This publication is the official publication of the Council of Residential Specialists. Members' yearly magazine subscription price if \$19.95 is included in their dues and is non-deductible therefrom. Non-member subscribers pay \$29.95 for a 1-year subscription.

PARAGRAPH 2:

Additions and Removals are not required for paid circulation.

PARAGRAPH 9 AND 10:

The average annual order reported is for paid members of the Council of Residential Specialists only.

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	January 24, 2008
Michael Fenner, Editor	City	Chicago
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	State	Illinois
IMPORTANT NOTE:	Received by BPA Worldwide	January 24, 2008
This unaudited circulation statement has been checked against the previous audit report.	Type	PD
It will be included in the annual audit made by BPA Worldwide.	ID Number	R169P0D7