



Prudential Real Estate

Qualities That Set Us Apart

Brand Recognition and competitive model includes...

- The Prudential name and Rock[®] logo, which is among the most widely recognized brands in the U.S. The name dating back to 1875 stands for strength, integrity and trust.
- Prudential Financial, which serves approximately 50 million individual and institutional customers.
- Upper-end demographic and the highest average home-sale price among independently owned brokerages.¹
- A strategy embracing a true entrepreneurial model in which all affiliates are independently owned and operated.
- Prudential Real Estate and Relocation Services, the industry's first fully integrated real estate and relocation company.
- Prudential Relocation, one of the largest providers of comprehensive global relocation services in the U.S., also operates in Canada, United Kingdom, France, Singapore and China.

Industry Leader and the first to...

- Establish and expand a comprehensive approach to lead generation, driving business to our Network.
- Deliver maximum MLS listings online with a consistent look and feel across all 50 states.
- Deliver a systemized, consultative approach and profitability analysis to improve affiliate company bottom-line results.

- Provide highly skilled, industry-experienced consultants who deliver customized growth plans.
- Offer affiliates the Market Data Report - a proprietary management tool that provides detailed analysis of their specific markets. The report helps with business planning to increase market share, target specific sales recruits and identify competition.
- Launch alternative pricing system- Prudential Value Range MarketingSM (PVRMSM) - to traditional fixed-price marketing.²
- Launch a proprietary eCertified[®] designation, assuring customers they are working professionals who remain knowledgeable in the use of evolving technology.
- Create a finance subsidiary to assist affiliates with growth initiatives.

As a technology innovator ..

- Prudential.com and Online Buyer AdvantageSM connect Internet buyers with millions of residential listings and thousands of real estate professionals in every major U.S. market - no one offers more listings. Consumers receive almost a million email alerts each day from Prudential Real Estate sales professionals concerning new listings, photos, price changes and status updates.
- Online Buyer AdvantageSM helps Prudential Real Estate sales professionals win listings and service their sellers with customized, online reports and daily or weekly listing activity email.
- The Online Advantage is certified as REALTOR[®] Secure.

- PREA Center, a business portal for affiliates, provides easy access to the latest information, tools and resources.

As a marketing innovator...

- Our online, interactive media initiative leverages traffic from dynamic Web alliances and from traditional media to drive consumers to our Network.
- We provide unlimited online access to customizable advertising templates, press release templates and artwork.
- We offer unlimited online access to hundreds of eCards, complementing tech-savvy sales professionals' marketing efforts.
- We offer a Fine Homes InternationalSM marketing program with our own luxury home magazine, certification program, support materials, signage and a network of qualified Fine Homes InternationalSM specialists.

Programs and support services include...

- DreamBuilder[®] Program, offering sales professionals access to dental and vision discount plans, plus medical, disability insurance, plus health-savings accounts, financial planning services, retirement strategies and more.³
- TeamBuilder[®] a national recruiting and retention system that rewards sales professionals for referring and successfully recruiting qualified sales candidates.
- Prudential Referral Services[®], which maximizes lead opportunity by supporting broker-to-broker referral activity without participating in additional referral fees.

- The Prudential University LearnCenter portal, providing training and educational offerings on demand, 24/7.
- The Prudential University Virtual Classroom teleconference and WebEx series, which features top real estate speakers addressing timely issues, best practices, key selling skills and more.
- Management Institute, a comprehensive management development program providing tools and systems to help increase the performance of managers and owners.
- An Affiliate Assistance Center located in Irvine, CA available by telephone or email that provides personalized information and assistance on a wide variety of products and services.
- Prudential Home ConnectionsSM which establishes business alliances to place a Web platform of home services on multiple intranet sites to capture real estate leads and drive business to our Network.⁴
- Active local, national and global involvement through a variety of charity, challenge grant and volunteer programs.

1. This price is based on an analysis of transaction sides and sales volume data of the largest independently owned brokers in the U.S. as reported in the 2008 Real Trends 500.
2. Prudential Value Range MarketingSM may not be offered by all franchises.
3. These products and services are not sponsored or endorsed by Prudential Real Estate.
4. Prudential Home ConnectionsSM products are offered through Prudential Real Estate and Relocation Services, a Prudential Financial company. The services are either offered directly by a Prudential