



# 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.
- 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 Marketing<sup>SM</sup> (PVRM<sup>SM</sup>) – to traditional fixed-price marketing<sup>1</sup>.
- Launch a proprietary eCertified® designation, assuring customers they are working with 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 Advantage<sup>SM</sup> 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 Seller Advantage<sup>SM</sup> 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 inline, 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 International<sup>SM</sup> marketing program with our own luxury home magazine, certification program, support materials, signage and a network of qualified Fine Homes International<sup>SM</sup> specialists.

## Programs and support services include ...

- DreamBuilder® Program, offering sales professionals access to dental and vision discount plans, including medical, disability, insurance and financial services, long-term care and life insurance, plus health-savings accounts, financial planning services, retirement strategies and more<sup>2</sup>.
- 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 opportunities 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 Connections<sup>SM3</sup>, which establishes business partnerships to place a Web platform of home services on multiple intranet sites to capture real estate leads and drive business to our Network.
- Active local, national and global involvement through a variety of charity, challenge grant and volunteer programs.

1. Prudential Value Range Marketing<sup>SM</sup> (PVRM<sup>SM</sup>) may not be offered by all franchisees.

2. These products and services are not sponsored or endorsed by Prudential Real Estate.

3. Prudential Home Connections<sup>SM</sup> products are offered through Prudential Real Estate and Relocation Services, a Prudential Financial company. The services are either offered directly by a Prudential Financial company, or through third-party service providers.