

# Prudential Real Estate and Relocation Services, Inc.

## Real Estate Fact Sheet



# Prudential

### 2009 Statistics

- Approximately 60,000 Sales Professionals
- \$110.2 Billion in Sales Volume (USD)
- 402,000 Transaction Sides
- Nearly 1,700 Offices

*(Canadian statistics are included in these numbers)*

### 2009 Canadian Statistics

- Approximately 1,600 Sales Professionals
- 80 Offices

Prudential Real Estate and Relocation Services, Inc. is Prudential's integrated real estate brokerage franchise and relocation services business. The first real estate franchise was awarded in 1988. The brokerages are independently owned and operated. Companies are selected based upon outstanding performance records, high levels of customer service and shared business values with those of Prudential. The company has member companies in all 50 states, nine Canadian provinces and Mexico. Corporate headquarters are in Irvine, Calif.; Canadian operations are based in Toronto.

### Real Estate Corporate Headquarters

3333 Michelson Drive, Suite 1000  
Irvine, CA 92612  
Phone: (949) 794-7900  
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www.prudential.com

### Real Estate Canadian Office

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www.prudential.ca

## Prudential Financial, Inc.

### Prudential Real Estate and Relocation Services, Inc.

#### Real Estate Leadership

James Mallozzi	Chairman and Chief Executive Officer; <a href="mailto:james.mallozzi@prudential.com">james.mallozzi@prudential.com</a>
Earl Lee	President; <a href="mailto:earl.lee@prudential.com">earl.lee@prudential.com</a>
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# Prudential Real Estate and Relocation Services, Inc.

**When a consumer is considering buying or selling a home, there are no more powerful and important words than reliability and trust. The sales professionals in our Network carry this responsibility and commitment day in and day out – it is what separates us from all other real estate organizations.**

## **Business Consulting System**

This growth-enhancing service is designed to enable Network members to better understand current performance, overcome challenges and identify key drivers to build their business, and to move their organization to new levels of success.

## **eCertified® 2.0 Designation**

The eCertified® 2.0 designation program recognizes members of the Prudential Real Estate network who are competent in the use of the Internet and technology in the real estate business. This innovative and exclusive designation shows the public that our real estate sales professionals are knowledgeable and well-versed in vital computer-based communication.

## **Education** (marie.shoemaker@prudential.com)

Prudential University educational programs provide a variety of skill and Brand-based training courses and networking and certification opportunities for sales professionals, brokers, owners, managers and company trainers. Courses are offered through the Prudential University LearnCenter and are delivered through virtual instructor-led and Web-based training. Prudential University at Sales Convention features nationally-recognized keynote speakers, networking opportunities and a choice of educational sessions for sales professionals and management. Prudential University at Summit Conference offers learning opportunities to our Network's award winners.

## **Fine Homes International<sup>SM</sup>** (finehomes@prudential.com)

Fine Homes International<sup>SM</sup> represents luxury properties, including estate properties, equestrian properties, residences with architectural and historic significance as well as resort properties. As a certified Fine Homes International<sup>SM</sup> specialist, sales professionals are provided with connections to an elite group of affiliate members experienced in servicing affluent homebuyers and sellers. Our international program is considered the real estate industry's platinum standard for the marketing of luxury properties, and includes our proprietary showcase magazine, Fine Homes® International.

## **Market Data Report** (michael.fortes@prudential.com)

Market Data Report is an interpretive management tool designed to provide affiliates with a detailed analysis of affiliate markets. It enables Network members to further sharpen their competitive edge by analyzing the strengths and weaknesses of competitors, recruiting and retaining top sales professionals, building their business, and moving their organization to new levels of success.

## **Marketing, Communications and PR**

(kevin.ostler@prudential.com and jill.aronson@prudential.com)  
Through our National Advertising Fee (NAF), we invest significant resources annually to generate top-of-mind Brand awareness among millions of potential homebuyers and sellers. The company's strategic online marketing reaches people with a wide variety of content on industry-supportive websites. This is coupled with other Web and Brand-awareness marketing and advertising programs designed to drive the consumer to [www.prudentialrealestate.com](http://www.prudentialrealestate.com). Our public relations and communications programs continue to build on our Brand awareness.

## **Operations Review** (michael.fortes@prudential.com)

Operations Review is a proven diagnostic management tool designed to allow affiliates to compare their company's productivity, financial characteristics and management practices with top and average Prudential Real Estate network member offices nationwide. It helps them to better understand current performance, overcome challenges and identify key drivers to build their business, enhance profitability, and move to new levels of success.

## **PREA Center** (www.prea.prudential.com)

PREA Center is a private and secure real estate business portal offering 24/7 access to our Network's products, services and industry news. PREA Center delivers real-time information and business solutions to help our affiliates leverage the Brand and improve their businesses.

## **Prudential.ca**

The Internet is an integral part of our business strategy. Prudential.ca offers a variety of useful tools and information about real estate offerings in Canada, in addition to information about relocation operations in the region.

## **Prudential Commercial Real Estate (PCRE)**

(michael.mclean@prudential.com)

Prudential Real Estate and Relocation Services operates a separate network of commercial brokerages throughout North America.

## **Prudential Home Connections<sup>SM</sup>** (<http://hc.prudential.com>)

Prudential Home Connections<sup>SM</sup> maintains a menu of services that help people buy, sell and care for their home. The services include real estate assistance, home protection, home care, inspections, moving services/supplies and more.

## **Prudential Real Estate Online Advantage** (kenn.stearns@prudential.com)

Online Advantage is an innovative technology tool that provides consumers with access to millions of continuously-updated property listings. Our patented technology gives buyers and sellers the freedom to collaborate with sales professionals on personalized neighborhood price changes, new listings, open houses and other valuable local information. It also includes a unique and robust set of proprietary digital tools designed to help sales professionals win, maintain and retain listings (Online Seller Advantage<sup>SM</sup>) using unique insights into our online buyer community and competitive market data. OSA<sup>SM</sup> now interfaces with more than 200 social media sites, enabling sales professionals to instantly share listings with customers, friends, family and followers. Online Advantage is synergistically connected with leading online publishers to increase the awareness of Prudential Real Estate sales professionals and their listings.

## **Prudential Referral Services®** (mary.kelly@prudential.com)

Prudential Referral Services (PRS®) drives and supports programs, standards and practices to increase broker-to-broker referral activity, convert more referrals to closed sales, and encourage exceptional performance and professionalism. These deliveries include educational and mentoring programs, networking events and online resources for building referral relationships and improving skills and practices.

## **Prudential Value Range Marketing<sup>SM</sup> (PVRM<sup>SM</sup>)**

This innovative program offers an alternative method for marketing homes for sale. Instead of marketing a home at a fixed price, a value range is selected in which the seller will entertain offers in a defined range. Prudential Real Estate and Relocation Services is the only franchise network to offer this unique marketing approach in North America. (PVRM<sup>SM</sup> may not be offered by all franchisees.)

## **PruRE.com**

Our mobile solution provides Prudential Real Estate listings to consumers on the go through PruRe.com, a website customized for today's smartphones such as iPhone, BlackBerry and Android.

## **Relocation** (prudential.relocation@prudential.com)

Relocation delivers a broad range of services to corporations and government agencies from offices in the United States, Canada, United Kingdom, France, Hong Kong, Singapore and China.

- In 2009, served nearly 450 active clients, including FORTUNE 500® companies, industrial and service companies, and U.S. government agencies
- In 2009, completed approximately 117,000 relocation transactions
- In 2009, served nearly 32,000 transferees and their families
- Client satisfaction rate of 93%