

# Prudential Real Estate and Relocation Services

## QUALITIES THAT SET US APART

### Brand recognition and competitive model includes . . .

- The Prudential name and Rock logo among the most widely recognized brands in the U.S. The name dating back to 1875 stands for strength, integrity and trust.
- A parent company, Prudential Financial, that serves approximately 50 million individual and institutional customers.
- Upper-end demographic and the highest average home-sale price among independently owned brokerages.<sup>1</sup>
- A strategy embracing a truly 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 providing 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>2</sup>
- Launch proprietary eCertified<sup>®</sup> 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 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 and certification program.

### 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, open houses 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. OSA<sup>SM</sup> now showcases HD videos and interfaces with 200 plus social media sites for rapid sharing of listings.
- Customer for Life, the latest online feature, enables sales professionals to keep clients and prospects connected through time with greetings and highly useful information.
- The Online Advantage technology is certified REALTOR<sup>®</sup> Secure.
- PREA Center, a business portal for affiliates, provides easy access to the latest information, tools and resources.
- PruRE.com mobile solution provides all our listings to customers on the go via their smartphones.
- The Prudential Real Estate Media Center helps you create robust listing presentations and distribute them via eCards.

### Programs and support services include . . .

- DreamBuilder<sup>SM</sup> Program, offering sales professionals access to dental and vision discount plans, medical, disability, insurance and financial services, long-term care and life insurance, plus health-savings accounts, financial planning services, retirement strategies and more.<sup>3</sup>
- TeamBuilder<sup>SM</sup>, a national recruiting and retention system that rewards sales professionals for referring and successfully recruiting qualified sales candidates.
- Prudential Referral Services,<sup>4</sup> 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 feature 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, Calif. available by telephone or email that provides personalized information and assistance on a wide variety of products and services.
- Prudential Home Connections<sup>SM</sup>, 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.<sup>4</sup>
- Active local, national and global involvement through a variety of charity, challenge grants and volunteer programs.

1. Average Sales Price is based on an analysis of transaction sides and sales volume data of the largest independently owned brokers in the U.S. for franchise networks recording at least 25,000 closed transaction sides in 2009, as reported in the 2010 Real Trends 500.
2. Prudential Value Range Marketing<sup>SM</sup> (PVRM<sup>SM</sup>) may not be offered by all Prudential Real Estate network members.
3. These products and services are not sponsored or endorsed by Prudential Real Estate.
4. 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.

