



# Prudential Real Estate MILITARY ADVANTAGE<sup>SM</sup> PROGRAM

**Our MILITARY ADVANTAGE Program offers special benefits to military families on the move.**

Leverage the service, market expertise and technology of a Prudential Real Estate sales professional, backed by the Rock Solid<sup>®</sup> reputation of Prudential Financial.

Our program designation ensures Prudential Military Advantage<sup>SM</sup> properties are:

- Located within 25 miles of an active military installation
- Priced within 5% of Fair Market Value<sup>1</sup>, as determined by local Comparative Market Analysis<sup>1</sup>

**Buyers**, receive a cash incentive<sup>2</sup> when you use the Prudential Military Advantage<sup>SM</sup> Program to purchase a home.

**Go to <http://hc.prudential.com/military> for details or call us at (866) 224-8895.**

**Sellers**, in addition to this competitive advantage to attract buyers, the Prudential Military Advantage<sup>SM</sup> Program provides you with marketing tools to bring your property directly to the military buyer:

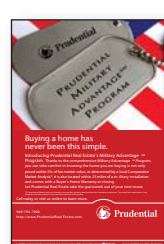
- Yard sign riders identifying your property as a Prudential Real Estate Military Advantage<sup>SM</sup> property
- Door hangers with the Military Advantage property logo
- Professionally designed ads for publications in special advertising venues to reach military employees
- Special marketing materials
- eCards
- Postcards
- And much more!



Yard Sign Rider



Door Hangers



Ads



eCards



Postcards

<sup>1</sup> A comparative market analysis is based on comparable property sales but does not constitute an appraisal. The actual fair market value of any property is the price agreed on by a willing buyer and a willing seller.

<sup>2</sup> Cash rebates and/or commission discounts are subject to individual state law. Go to <http://hc.prudential.com/military> to review full Terms and Conditions.