### **Experience Prudential Florida Realty**

The decision to sell your home can be one of the largest financial transactions you will make. That decision can bring with it intense emotions and anxiety.

With the guidance of a Prudential Florida Realty professional, you will benefit from the knowledge and experience necessary to market your home in today's economy. Expect to experience our complete dedication in marketing your home efficiently—making the home selling process as enjoyable and as expedient as possible.

The process of marketing and selling your home should reflect your objectives, priorities and needs. The materials contained in this presentation will help you understand the marketing process, acquaint you with the current market activity in your area, provide insights on preparing your property for sale, and detail how Prudential Florida Realty will assist you in achieving your objectives.

We hope you will choose to entrust your home to the professionals at Prudential Florida Realty.





A name you can trust, professionals you can rely on.

1

## Visible Record-Setting Expansion

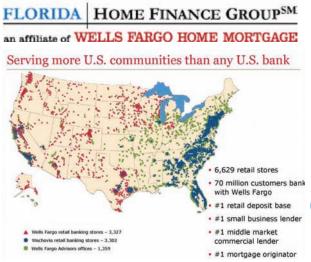


### **Prudential Florida Affiliates**

More than **160** locations throughout Florida and approximately \$7 billion in sales volume.









### Prudential Florida Real Estate Services





FLORIDA HOME FINANCE GROUP<sup>SM</sup>

an affiliate of WELLS FARGO HOME MORTGAGE

www.FloridaHomeFinanceGroup.com



FLORIDA TITLE & GUARANTEE SM

www.FloridaTitleandGuarantee.com

FLORIDA HOME & GENERAL
LINES INSURANCE<sup>SM</sup>

http://FloridaHome.CSIOA.com

More than 81 percent of sellers prefer full-service brokerages, according to the 2009 National Association of Realtors\*
Profile of Home
Buyers and Sellers.



### Experience Full-Service Real Estate



Did you know that properties with Home Warranties sell for 4% higher and 23 days shorter?

Through our "Family of Services" we conveniently offer in-house mortgage, title, insurance, and home warranty services which set the standard for the industry.

Florida Home Finance Group, an affiliate of Wells Fargo Home Mortgage Every Prudential Florida Realty branch has a Wells Fargo home mortgage consultant to provide our customers with personalized service. We can provide pre-approval to prospective buyers prior to showing your property. A pre-approval letter from a buyer shows you are working with a financially-qualified purchaser and can translate into a quicker closing.

www.FloridaHomeFinanceGroup.com

#### Florida Title & Guarantee

Florida Title & Guarantee is a state of the art, full service Title Insurance and Settlement Services Company. Services include title examination, clearing title, ordering surveys, conducting face to face closings, explaining closing documents, collecting and disbursing funds, and issuing title insurance policies to Buyer and Lender Clients. Florida Title & Guarantee offers consistent, careful service in every aspect of title insurance. The professionals at Florida Title & Guarantee closely guide purchasers through the closing process with personal, individualized attention to make every closing a pleasant experience. www.FloridaTitleandGuarantee.com

#### Florida Home & General Lines Insurance

Florida Home & General Lines Insurance, is a full-service insurance agency tailored to your busy lifestyle. Because price and product can vary greatly from one company to the next, it is important to shop around. Florida Home & General Lines Insurance is here for you. Excellence in customer service is our first priority. Florida Home & General Lines Insurance is an independent agent which gives our customers a distinct advantage.

http://FloridaHome.CSIOA.com

#### **First American Home Warranty Corporation**

First American Home Buyers Protection Home Warranty coverage is available for buyers and sellers through our partners at First American Home Buyers Protection. Offering a home warranty can benefit customers assuring the home's major appliances and equipment will be serviced or repaired. http://homewarranty.firstam.com

#### Moneycorp Foreign Exchange

For over a quarter of a century, TTT Moneycorp has been providing a wide range of foreign exchange and related services for both private and corporate customers. Prudential Florida Realty can better serve international clients using Moneycorp for foreign currency transactions and therefore minimize the risk from the potential pitfalls created by the currency markets.

www.Moneycorp.com

#### First American Exchange Company

First American Exchange Company provides qualified intermediary services for forward 1031 tax deferred exchanges and exchange accommodation titleholder services for reverse exchanges of real and personal property. From a standard transaction to the most complex, we are here to help you by providing the professional service you deserve as well as financial strength and experience to make the process seamless for you.

www.FirstExchange.com

### Prudential – Strength, Integrity and Trust



The Prudential name together with the "Rock" logo is one of the most highly-regarded and widely-recognized brands in the U.S. For more than 130 years, it has exemplified strength, integrity and trust—ideals that Prudential has extended to the real estate industry.

### A Name You Can Trust, Professionals You Can Rely On

When a customer is considering buying or selling a home, there are no more powerful and important words than reliability and trust. Each Prudential Real Estate sales professional carries this responsibility and commitment with them. Commitment is what separates Prudential Real Estate from all other real estate organizations.

When our sales professionals place a yard sign at a home or present their business card to a prospect, they are representing an organization that consistently strives to provide the most effective homeownership experience possible through innovative uses of technology, marketing and key business initiatives.

#### **Record Growth**

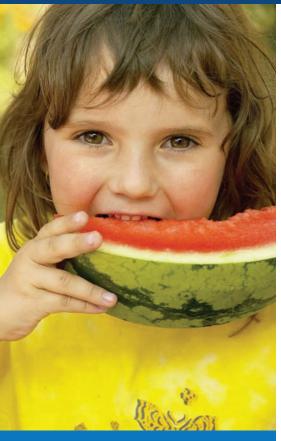
- The Prudential network awarded its first affiliation in 1988.
- In 2009, the brand boasts more than 60,000 sales associates, 402,000 transactions and \$110.2 billion in sales volume
- Prudential has over 1,700 offices throughout North America
- Prudential Network has the highest average sales price of any of the largest independently owned brokers in the United States based on transaction sides and sales volume







### **Commitment to Our Community**



#### The Sunshine Kids Foundation

Prudential Florida Realty is committed to delivering smiles to more than just buyers and sellers of real estate. With a corporate culture that includes community service and patriotism, the Company's success is measured by more than just dollar signs—it's measured by its concern for the community and giving back to those in need.

The Sunshine Kids is a national non-profit organization dedicated to helping children with cancer by providing emotional support, group activities and adventure trips for kids. The Prudential network has been a national sponsor of the organization since 1991 and every year more than 2,000 Prudential franchise offices raise money for the charity.

Since 2001, Prudential Florida Realty, Florida Real Estate Services has raised over \$1,750,000 for the Sunshine Kids through fundraising events from silent auctions to comedy shows and is the #1 contributor in Florida!

As a result of the efforts of Prudential Florida Realty associates and those of other Prudential affiliates in North America, thousands of children from hospitals across the country are enjoying the emotional support they need during one of the most difficult times of their young lives.

To learn more about The Sunshine Kids or to show your support, please visit **www.sunshinekids.org**.

Raised more than \$1.7M for The Sunshine Kids Foundation since 2001.



Ask your Prudential Florida Realty Sales Associate how you can partner to support The Sunshine Kids Foundation.

### How Buyers Find the Home They Purchase

Your Prudential Florida Realty associate understands how home buyers in today's market find the homes they purchase. Buyers might use several information sources in their search process, but they are most likely to find the home they actually purchase through a real estate professional.

- More than 80 percent of home sales are handled by a REALTOR®
- A REALTOR® actively and aggressively markets your home
- A REALTOR® provides exposure on the Internet, on websites, in emails, in print publications, and through a network of professional partnerships worldwide
- A REALTOR® ensures you comply with today's disclosure requirements to prevent future legal problems



Home buyers express their preferences for homes of different types and in different locations through a complex process that leads to a home purchase. Constraints such as location of employment, income and age influence the home purchase process along with preferences based on lifestyle needs. All along the purchase process buyers are confronted with choices that lead in some cases to compromises and re-evaluation of expectations about the features of the home that they value most. It is our job to assist the buyer with information and guidance through the local market.

In addition to the cost of the home, there also are many expenses, such as taxes and utilities that figure in to the total cost of housing. The cost to commute to work is one housing related expense that many recent buyers consider when purchasing a home. Forty-one percent of recent buyers ranked commuting costs as a very important influence on their home purchase decision. An additional 39 percent considered these costs somewhat important.

#### **Environmentally Friendly Homes**

With rising energy costs, home buyers are increasingly aware of energy efficiency and other environmentally friendly features of homes. Forty-three percent of recent buyers considered a home's heating and cooling costs very important. Energy efficient appliances were a very important consideration for 26 percent of buyers. A comparable percentage viewed energy efficient lighting as very important also.



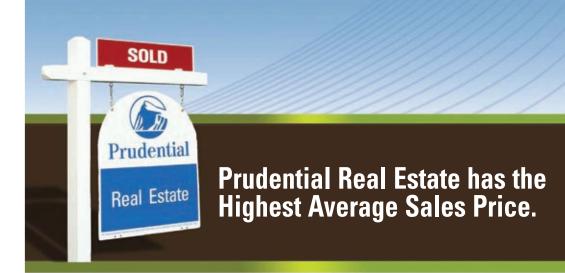
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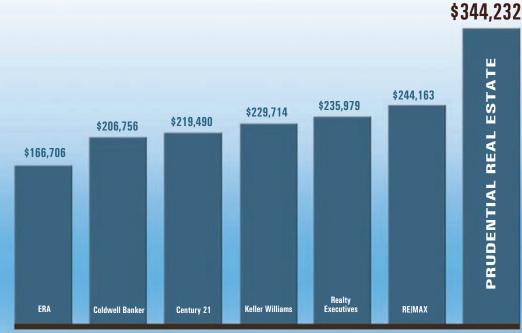




# Highest Average Sales Price

Upper-end demographic and the highest average home-sale price among independently owned Brokerages.





Source: 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 2008, as reported in the 2009 Real Trends 500.

© 2009. Prudential Financial. Prudential Real Estate brokerage services are offered through the independently owned and operated network of broker member franchisees of Prudential Real Estate Affiliates, Inc., a Prudential Financial company, © Prudential and Prudential are registered service marks of The Prudential Insurance Company of America and are used herein under license. Equal Housing Opportunity. 😭



### Leadership in a Global Marketplace

You want your home to be exposed to the greatest number of prospective buyers with the means to purchase your property. There are a number of reasons why the ultimate buyer of your home may be from outside the local market or the region.

Prudential Florida Realty is committed to reaching buyers for your property far beyond U.S. borders and currently leads the way as the only real estate brokerage in the U.S. to teach our sales associates the NAR-certified course preparing them for international transactions: the Certified International Property Specialist (CIPS) designation.

- We speak almost two dozen languages enabling us to effectively respond to the multi-cultural needs of customers wherever they might live.
- As an affiliate member of the industry's largest relocation network, Prudential Florida Realty can find, list and sell, or manage properties virtually anywhere.
- With global access to the Internet, modern transportation, and the increasing ease with which one can buy and sell properties around the world, the international real estate market is as close as your backyard.
- \* A 2009 National Association of REALTORS® (NAR) profile of International Home Buying Activity.



The number one state for foreign home buyers was Florida - the state accounted for 26 percent of all international purchasers.\*



### **Marketing Portfolio for Luxury Properties**



### **Fine Homes of Florida Marketing**

### **Our Unique Fine Homes Program**

Prudential Florida Realty has created the most innovative advertising program in the industry to market luxury homes. This program puts your home in front of millions of local, national and international affluent readers. If your home qualifies, it will be advertised for the life of the listing, in the local advertising venues plus:

duPont Registry, A BUYERS GALLERY of FINE HOMES, targets an affluent worldwide audience bringing your listings to prospective buyers. This publication features extraordinary properties from around the world. The duPont Registry reaches the right buyer through their distribution network. All copies are mailed or shipped directly to Subscribers, Celebrities, Top Executives and Sports Figures. All copies are sold on newsstands, in upscale bookstores and in domestic and international airports! We have a special 52-page insert in the Quarterly publication of the duPont Registry to display our Fine Homes.

DuPont Registry's new expanded international distribution includes copies of the magazine available to first-class and business-class passengers on 13 major international airlines, including British Airways, Air France, Japan Airlines, Virgin Atlantic and Lufthansa. Copies of the magazine are also available in the executive lounges. We place our listings directly into the hands of the international buyer!

**The Wall Street Journal** Online Edition for Real Estate boasts an average of over 6 million visitors per month. Your listing will be displayed and enhanced on the www.wallstreetjournal.com Real Estate portal.

All of our Fine Home Listings will be displayed in 3 prominent places on this high traffic portal for maximum exposure. Your listing will be displayed with additional photos, virtual tour link, custom ad copy, and a direct link to your Prudential Florida Realty real estate professional for immediate follow up of online inquiries.

**Fine Homes of Florida** is Prudential Florida Realty's in-house magazine and is published quarterly. Thousands of copies are distributed to Prudential Florida Realty locations throughout Florida. Your Fine Home listing will be displayed in this publication until your property sells!





## **Marketing Portfolio for Luxury Properties**

**duPont Registry**, A BUYERS GALLERY of FINE HOMES, Online Edition at www.duPontREGISTRY.com. Your Fine Home will be enhanced in the online edition of this upscale publication with additional photos, virtual tour link, custom ad copy, and a direct link to your Prudential Florida Realty associate to ensure immediate attention and follow up for online inquiries.

**duPont Registry**, A BUYERS GALLERY of FINE HOMES, Online Edition ~ Virtual Magazine. Your Fine Home will be displayed in this Virtual Magazine for easy viewing through advanced technology.

**Professional Photography:** A professional photographer will schedule a photo shoot for your Fine Home listing. The photos include on average 5 high resolution panoramic shots and 6 still photos.

**Virtual Tour:** An enhanced listing receives 299 percent more online views. For this reason, we use the latest digital equipment to create your virtual tour to ensure clear, crisp images to capture and engage the online audience.

**Fine Homes Manager:** Prudential Florida Realty's designated in-house manager will provide assistance to our local branch offices to ensure proper placement and attention to your Fine Homes listing.

For maximum Internet exposure 24 hours a day/7days a week, your listing will also be enhanced on the following websites:

- www.prudentialfloridarealty.com
- www.realtor.com
- www.move.com
- www.worldproperties.com
- www.msn.com
- www.finehomesoffloridamagazine.com
- www.dupontregistry.com
- www.moving.com
- www.wallstreetjournal.com







# Capturing Online Consumers Through Strategic Alliances



Because most buyers use the Internet to start their home search, Prudential Florida Realty has created an online Customer Experience Center to quickly and thoroughly assist prospective home buyers and sellers from initial inquiry through the completion of a transaction. This state-of-the-art contact center is staffed with real estate professionals who provide highly-personalized and expedient customer and prospect communications throughout the home qualification process.

The Global Strategic Alliance Network, founded in August 2006, is comprised of high profile visionary professionals who wish to establish strong international business relationships and gain insights into the way real estate operations can better secure and sustain a competitive position in today's knowledge-based global economy.

Members of the Prudential Florida Realty's Global Strategic Alliance Network are committed to:

- Providing the highest level of service for referred clients of all fellow network members
- Participating in a referral fee agreement for registered clients that list property for sale or purchase property
- Creating and implementing the website link to www.PrudentialFloridaRealty.com and vice versa
- Exchanging current information regarding local real estate procedures, licensing, tax and foreign investment laws that can be used to support and promote mutual international alliance activities

Furthermore, Network Members agree to cooperate in developing and insuring access to advertising media, newspapers, magazines and other real estate venues in order to provide global marketing efforts for the Network Members' property listing inventory.

By acknowledging the individual successes of its members, the Global Strategic Alliance Network benefits from each organization's mission, traditions and activities, while simultaneously leveraging each member's expertise to fulfill the efforts of long-term branding and relationship building. It is this act of information and resource sharing that will allow each organization to gain a unique global competitive advantage.

Establishing strong international relationships.

## Advanced Technology & Internet Marketing



To position your home to sell, you must reach a large segment of prospective buyers. Prudential Florida Realty heavily promotes listings via the Internet to capture buyers and sellers wherever they are.

To capture internet consumers, we offer the latest technology to integrate both offline and online marketing.

- An individual website for your home
- A Virtual Tour and unlimited photos of your home
- Great local and worldwide exposure to market your home through our strategic local and international alliances
- · Websites, print publications and automatic emails marketing your home
- All magazine and newspaper advertising references our company website, driving even more traffic to your home
- Your home will be displayed as a Showcase Listing on REALTOR®.com.

NAR statistics also indicate that online customers view listings 299 percent more often when the listing has enhanced viewer content, such as virtual tours and additional photographs, than listings without enhanced content.

Thousands of properties are viewed every month through our website www.PrudentialFloridaRealty.com.

Home buyers rely on real estate agents and a variety of online sources for information about properties for sale. Buyers use each of these more frequently and larger shares rank each as more useful than other sources such as newspapers or open houses. An increasing share of buyers also report that they found the home they ultimately purchased online, offsetting a decline in other sources such as print newspaper advertisements.

Did you know that Eighty-one percent of recent home buyers found the Internet and agents very useful information sources?

#### Value of Web Site Features

Photos and information about properties for sale were the two features ranked as very useful by more than 80 percent of buyers in the home search. Virtual tours were viewed as very useful by two-thirds of buyers.



More than 91% of consumers go online to search for real estate.



## Global Internet Exposure 24/7



Prudential Florida Realty has strategic alliances with powerful online property and lifestyle websites providing global exposure for your home—24 hours a day, seven days a week.

### Your listing will appear on the following websites:

Prudential Florida Realty www.PrudentialFloridaRealty.com

All PRIMA Associates websites www.yourprimawebsite.com

The listing's personal website www.prudentialfloridarealty.com/MLS#

Prudential Real Estate® www.prudentialrealestate.com

Realtor®.com www.realtor.com

WorldProperties® www.worldproperties.com

Move® www.move.com

Florida Association of Realtors® www.fl.living.net

AOL® – Real Estate www.aol.com

MSN® – Real Estate www.msn.com

Moving www.moving.com

Trulia www.trulia.com

Cyberhomes www.cyberhomes.com

HGTV's Front Door www.frontdoor.com

Yahoo Real Estate http://realestate.yahoo.com

Wall Street Journal www.wallstreetjournal.com



### Showcase Listing Enhancement Package

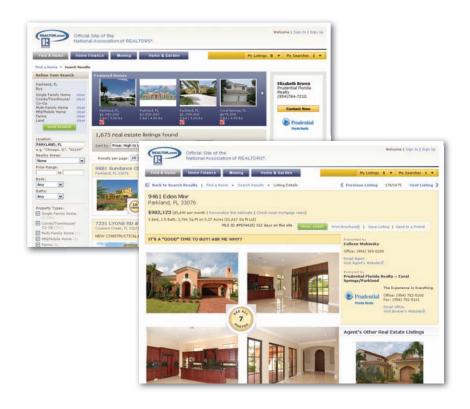


# Our Showcase Listing Enhancement Package means even more exposure for your home!

Capturing buyer attention and setting your property apart are the key objectives in our Internet marketing strategy.

Prudential Florida Realty has partnered with REALTOR®.com to enhance online listings of all the properties it markets with multiple photos and customized property descriptions on the number one real estate website, REALTOR®.com. Our properties will also receive high-impact placement on other popular Web portals such as MOVE.com and MSN®, helping to reach the largest audience of home buyers.

We understand it is vital to reach the over 6.6 million consumers each month that, on average, spend 91 percent of the time they search for a home online on REALTOR®.com. With 84 percent of all home buyers using the Internet at some point in their search for homes, Prudential Florida Realty is working to make sure your home is promoted where more consumers are searching online. The majority of home buyers say photos and detailed property descriptions are the most useful features when searching for homes on the Internet.





More than 9 million unique users visit the Realtor.com/Move network on average each month.



### First in Relocation



### **Fully-integrated relocation**

Prudential Real Estate is the first fully-integrated real estate and relocation company—a leading provider of global mobility services, delivering a broad range of relocation services to corporations, government agencies and individuals worldwide.

Our award-winning relocation department processes over 5,600 referrals each year with an exceptional conversion rate far in excess of the national average.

Prudential Referral Services (PRS) maximizes lead opportunities by supporting broker-to-broker referral activity, facilitating lead generation, and increasing network professionalism and broker performance.

GMAC

Some of our corporate referral sources include:

- Prudential Relocation
- Marriott
- AIRES
- Graebel Relocation
- Graebel Relocation
   SIRVA Relocation
- Paragon Relocation resources
- Home Depot

A trusted relocation partner for household goods transportation, **Graebel** delivers World Class service to Prudential Florida Realty customers.

As the largest privately owned and managed full service relocation company, Graebel brings total accountability to each and every move.

Graebel owns and manages its van line, international forwarding operation and nationwide, state of the art service centers - strategically located in every major U.S. market.

### A History of Success

For over 50 years, hard work and a commitment to accept nothing short of excellence has made Graebel the relocation industry leader and the world's largest privately owned and operated, full service relocation company.

#### World Class Service - Around the Globe

The Graebel expertise is not limited to U.S. boundaries. Graebel has managed over 100,000 overseas relocations for individuals and corporations for over two decades.

#### **Unmatched Resources**

Whether you're moving across town or coast to coast, Graebel has you covered. Headquartered in Denver, Graebel owns and operates its van line, nationwide service centers, and international forwarding offices. This means you'll have the relocation industry's strongest foundation supporting your move.

#### The Graebel Commitment

Our promise to you is a smooth, stress-free relocation where commitments made are commitments kept - a promise resulting in 98% of customers saying they would move with Graebel again. So before you start to worry about your upcoming move, sit back and relax...choose Graebel, and be assured of the highest level of uniform standards from start to finish!

### **Effects of Over-Pricing Your Home**



### Accurate pricing strategy

Your Prudential Florida Realty professional will prepare a Comparative Market Analysis (CMA) with details on the price for which comparable homes in your area are selling.

### The challenges of over-pricing your home:

- Other homes appear to be a better value by comparison
- You may attract the wrong prospects
- You may eliminate a pool of potential buyers who are shopping for homes priced your home's true market value range
- Overpricing produces less initial traffic and diminished interest
- Buyers might believe they can get a better value somewhere else
- The longer the listing, the more buyers assume there is something wrong with the property
- · Overpricing can result in fewer offers and less interest

### The benefits of competitively pricing your home:

- Create excitement from the moment your home debuts on the market
- Generate more showings and produce more offers
- Sell within a shorter period of time
- Generate the interest of cooperating sales associates
- · Buyers feel comfortable submitting a fair bid
- · Buyers will have little difficulty finding financing
- · Increase the probability of a favorable appraisal



Let our expertise work for you in pricing your property to sell.



## See How Prudential Florida Realty Compares



### Standard real estate companies may offer you these services:

- Multiple Listing Service
- Local Advertising
- Open House
- For Sale Yard Sign
- · Internet Property Marketing
- Comparative Market Analysis
- Property Feature Sheet
- Required Seller Disclosures

# In addition to the above services, Prudential Florida Realty also offers you these services:

### **Unbeatable Marketing Services**

- · Increased marketing exposure
- A Virtual Tour and unlimited photos
- Advanced technology
- Internet marketing to drive traffic to your home
- An individual website for your home
- National television advertising
- · Local newspaper advertising
- Property brochures and flyers
- · International relocation services
- · International referral network
- Worldwide exposure through our strategic local and international alliances
- One-of-kind Fine Homes program
- The strength of The Rock and the power of the brand

#### **Sales Support Services**

- · Leadership in international initiatives reaching foreign buyers
- · In-house mortgage, title, and insurance services
- Paperless transaction management
- Prudential Florida Realty property management

#### I offer you these customized services:

- · Accurate pricing analysis
- · Comprehensive marketing plan
- · Skillful negotiation
- Transaction management
- Ongoing communication
- Real estate expertise
- Complete home enhancement and curb appeal recommendations

### **Experience our Seamless Homeselling Process**



Selling your home requires a professional to walk you through each step of the process. Your Prudential Florida Realty associate has a deep knowledge of the market, a detailed plan to implement quickly, and the experience to lead you swiftly through closing. Here is what you can expect from me:

#### **Initial Consultation**

- · Determine your needs and priorities
- · Discuss marketing plans
- Establish a pricing strategy

### **Design and Implement Marketing Plan**

- Complete home enhancement recommendations
- Carry out the scheduled marketing activities
- Show the property to brokers and prospective buyers
- · Communicate with you on a regular basis
- · Monitor results of marketing activities
- · Modify the marketing plan and pricing strategy as necessary

### **Review Offer & Reach Agreement with Buyer**

- Present offer
- Discuss and clarify proposed terms and conditions
- Negotiation; possible counteroffers
- · Reach final agreement

#### **Complete Settlement Process**

- Deposit of buyer's earnest money
- · Ensure documents are signed
- Title search: preliminary title report to buyer
- Coordinate inspections
- Facilitate and/or satisfy remaining contingencies
- Buyer's final walk-through of property
- · Loan funding/balance of funds from buyer
- · Recording of title
- · Relocation of seller; possession of property by buyer

### **After-sale Service**

- · Help you find your next home
- · Assist you with relocation, as needed
- Provide resources for other after-sale homeowner needs.





### Your Satisfaction is our First Priority!



Sincere efforts to deliver excellent service are easy to spot. As consumers, we both recognize this kind of behavior when we see it. The truth is we don't get a chance to experience it very often. For this reason, it is my passion to provide excellent customer service. I will perform the services indicated on the previous page as part of our exclusive agreement when you entrust your property to Prudential Florida Realty and me.

At Prudential Florida Realty, we know that the services we offer not only need to be exceptional, they need to exceed your expectations.

Retaining satisfied customers for life and obtaining referrals is extremely important to me and Prudential Florida Realty. Our One Smart Mover program is a complimentary service offered to our customers and provide a convenient, time-saving solution for your move!

# Leave The Stress of Moving Behind We Are Your Personal Concierge A Complimentary Service

### Personal Attention Professional Service

Moving can be one of the most stressful times in your life. Let the complimentary OneSmartMover service take care of the details for you. Your personal concierge will schedule and coordinate all of the home services you need.

Television Water
High Speed Internet Gas
Phone Service Electric
Home Security Insurance
Movers, Boxes Newspapers
Financing Options
Insurance Coverage Home Warranty

Let us save you time and money by calling today. One call does it all...

A single call to OneSmartMover means your home will be move-in or move-out ready from day one.

Service Provided as a Courtesy to our Valued Customers



Florida Realty





866-398-1750 onesmartmover

We are your total moving resource service.

Complimentary
Concierge Services
for Our Customers!