

# Customized Home Marketing System<sup>SM</sup>

Florida's # 1 Marketing Team

WELLS  
FARGO

HOME  
MORTGAGE



Prudential

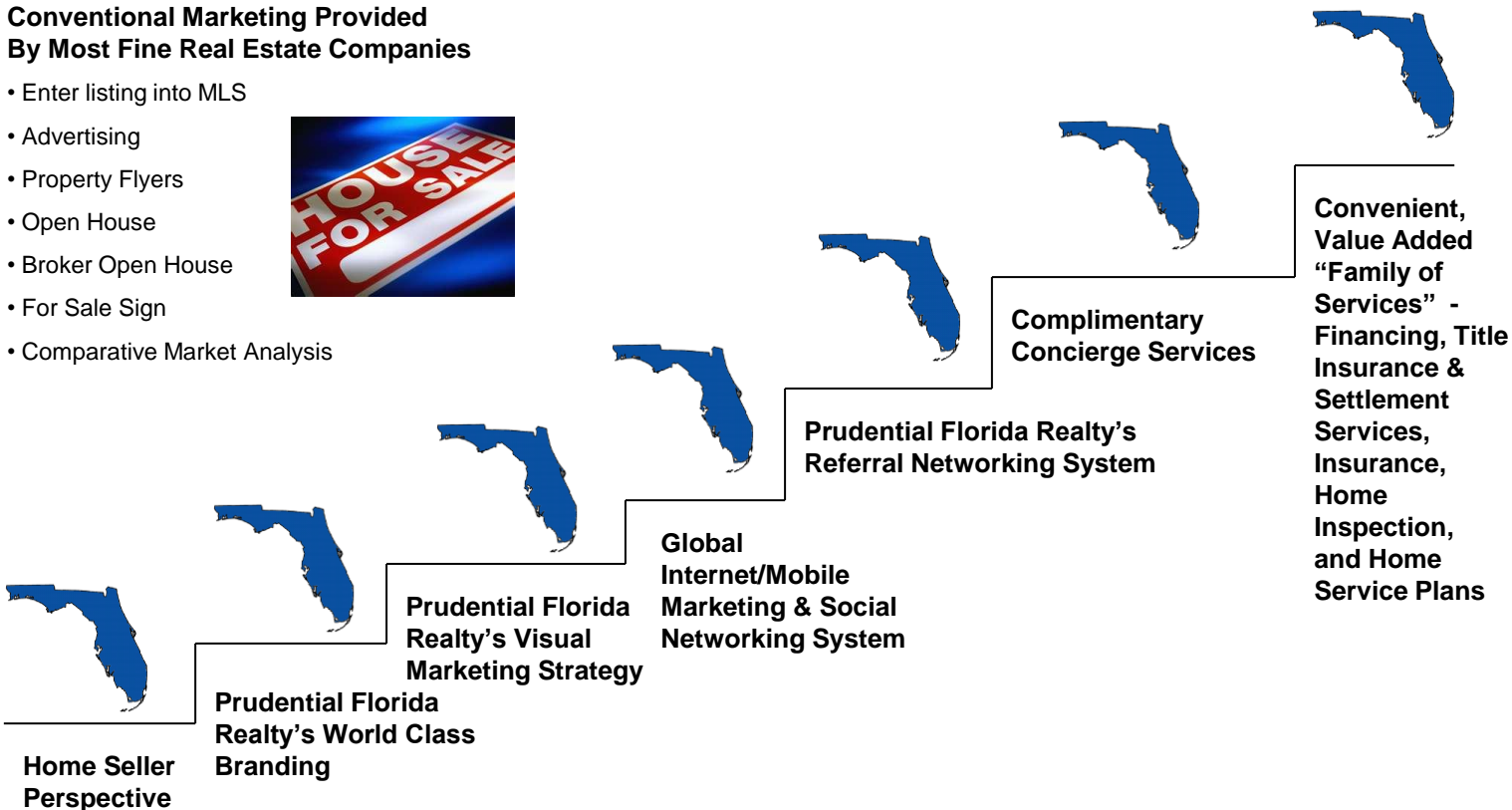
Florida Realty

FLORIDA | TITLE & GUARANTEE<sup>SM</sup>

***"Marketing Florida Real Estate at the Highest Level!"***

## Conventional Marketing Provided By Most Fine Real Estate Companies

- Enter listing into MLS
- Advertising
- Property Flyers
- Open House
- Broker Open House
- For Sale Sign
- Comparative Market Analysis



I authorize Prudential Florida Realty to execute the Customized Home Marketing System.

Property Address

Seller

Marketing Disclosure: I will commit to perform not only the conventional marketing, but also the customized upgrades. I will keep in touch and provide regular updates regarding activity.

Prudential Florida Realty Sales and Marketing Professional

If your home is currently listed, this is not a solicitation of that listing.

Prudential Florida Realty's Customized Home Marketing System created by Prudential Florida Realty in conjunction with Allan Dalton Consulting.

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# 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.

# World Class Branding

## Prudential – Strength, Integrity and Trust

Prudential Real Estate is part of Brookfield Residential Property Services' real estate brokerage family. The first real estate franchise was awarded in 1988. The brokerages are independently owned and operated. Companies are selected based upon outstanding performance records, and high levels of customer service. The network has affiliates in all 50 states, nine Canadian provinces and Mexico. Corporate headquarters are in Irvine, Calif.; Canadian operations are based in Toronto.

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

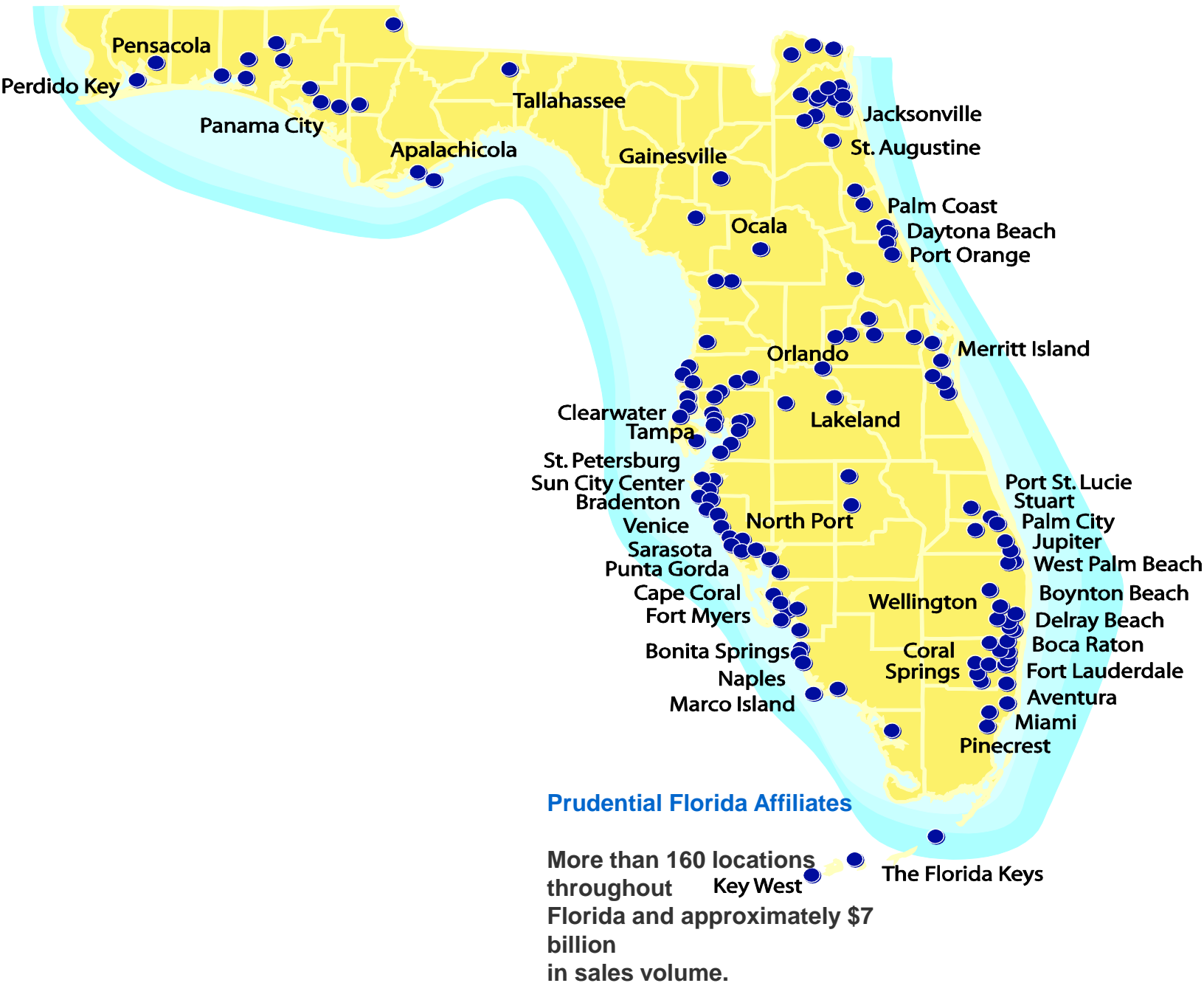
When a customer is considering buying or selling a home, there are no more powerful and important words than reliability and trust. Each Prudential Real Estate sales professional carries this responsibility and commitment with them. Commitment is what separates Prudential Real Estate from all other real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

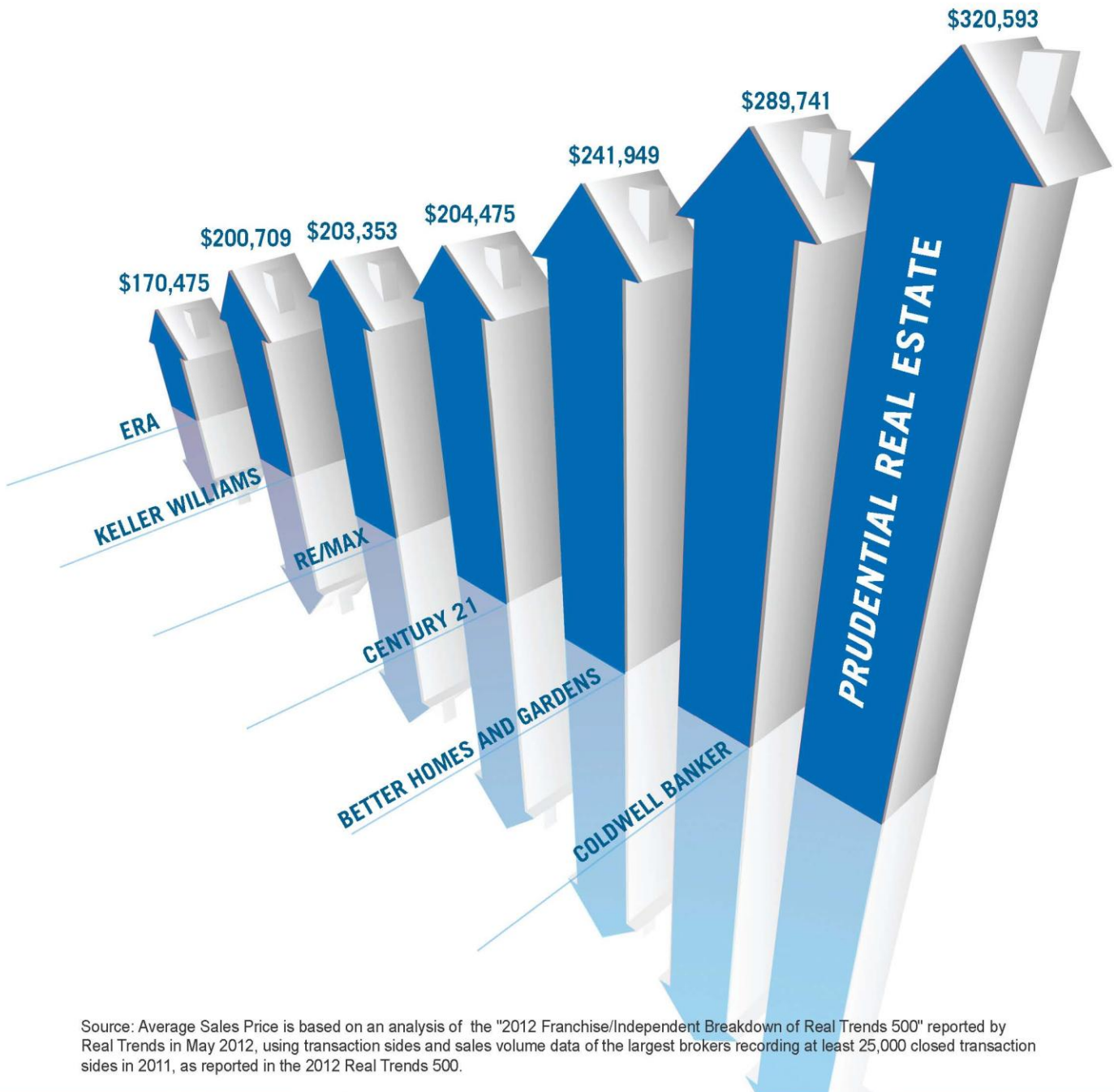
- The Prudential network awarded its first affiliation in 1988
- The brand now boasts more than 50,000 sales professionals, 378,000 transactions and \$106 billion in sales volume
- Prudential has over 1,500 offices throughout North America
- Prudential Network has the highest average sales price of any of the largest independently owned brokers in the United States based on transaction sides and sales volume

# Visible Record-Setting Expansion





# PRUDENTIAL REAL ESTATE HAS THE HIGHEST AVERAGE SALES PRICE



Source: Average Sales Price is based on an analysis of the "2012 Franchise/Independent Breakdown of Real Trends 500" reported by Real Trends in May 2012, using transaction sides and sales volume data of the largest brokers recording at least 25,000 closed transaction sides in 2011, as reported in the 2012 Real Trends 500.

# Convenient, Value Added “Family of Services”

Real Estate, Financing, Title & Settlement, Insurance, Home Warranty,  
1031 Exchange, Home Inspection, Foreign Currency Exchange



**Prudential Florida Realty** is the # 1 Prudential affiliate in Florida and has over 40 locations and more than 1,800 real estate associates throughout Florida. Since its inception in 1999, the company has quickly become the 2nd largest residential real estate brokerage in Florida and is ranked the 26th largest residential real estate firm in the nation based on sales volume. It is also the 5th largest brokerage in the nation among the Prudential Network brokers across North America. [www.prudentialfloridarealty.com](http://www.prudentialfloridarealty.com)



## 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.wfhm.com/sunrise/fl](http://www.wfhm.com/sunrise/fl)

## 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](http://www.FloridaTitleandGuarantee.com)

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# Experience the Full-Service Real Estate Difference



## Service America

Home Service Plans are available for buyers and sellers through our partners at Service America. Offering a Service Plan can benefit customers assuring the home's major appliances and equipment will be serviced or repaired with one call.

<http://www.serviceamerica.com>



*First American  
Exchange Company*

## 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](http://www.FirstExchange.com)

## First American Property & Casualty Insurance Agency

First American Property & Casualty Insurance Agency 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. First American Property & Casualty Insurance Group is here for you. Find peace of mind in knowing your home is protected with a policy from "A" rated First American.

<http://www.fapcia.com>



*First American  
Property & Casualty  
Insurance Agency, Inc.*

# Additional Preferred Partner Relationships



## 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](http://www.moneycorp.com)



## AmeriSpec Home Inspection

AmeriSpec provides thorough and professional home inspections to help ensure a buyer's familiarity with the home and the condition of its major systems. An AmeriSpec Home Inspection can help a buyer feel more secure about the purchasing decision thus allowing the transaction to proceed more smoothly.



# How Buyers Find the Home They Purchase



**Your Prudential Florida Realty Sales Professional 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% 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



# Characteristics of Homes Purchased

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 influences 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.

## 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.



# Visual Marketing Strategy

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

To connect with today's savvy consumers, we offer the latest technology to integrate both offline and online marketing.

- An individual website for your home including a "Share button" plus over 350 partner websites.
- 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 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, the #1 website for real estate in the world.
- YouTube.com Video of your property!

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

## Value of Web Site Features

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

# Global Internet/Mobile Marketing System

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:

<b>Prudential Florida Realty</b>	<b><a href="http://www.PrudentialFloridaRealty.com">www.PrudentialFloridaRealty.com</a></b>
<b>All PRIMA websites</b>	<b><a href="http://www.yourprimawebsite.com">www.yourprimawebsite.com</a></b>
<b>The listing's personal website</b>	
<b><a href="http://www.prudentialfloridarealty.com/mls#">www.prudentialfloridarealty.com/mls#</a></b>	
<b><a href="http://www.yourprimawebsitewebsite.com/mls#">www.yourprimawebsitewebsite.com/mls#</a></b>	

<b>Prudential Real Estate®</b>	<b><a href="http://www.prudential.com">www.prudential.com</a></b>
<b>Realtor®.com</b>	<b><a href="http://www.realtor.com">www.realtor.com</a></b>
<b>Move®</b>	<b><a href="http://www.move.com">www.move.com</a></b>
<b>Florida Association of Realtors®</b>	<b><a href="http://www.fl.living.net">www.fl.living.net</a></b>
<b>AOL® – Real Estate</b>	<b><a href="http://www.aol.com">www.aol.com</a></b>
<b>MSN® – Real Estate</b>	<b><a href="http://www.msn.com">www.msn.com</a></b>
<b>Moving</b>	<b><a href="http://www.moving.com">www.moving.com</a></b>
<b>Trulia</b>	<b><a href="http://www.trulia.com">www.trulia.com</a></b>
<b>Cyberhomes</b>	<b><a href="http://www.cyberhomes.com">www.cyberhomes.com</a></b>
<b>HGTV's Front Door</b>	<b><a href="http://www.frontdoor.com">www.frontdoor.com</a></b>
<b>Yahoo Real Estate</b>	<b><a href="http://realestate.yahoo.com">http://realestate.yahoo.com</a></b>
<b>Homefinder Network</b>	<b><a href="http://www.homefinder.com">www.homefinder.com</a></b>
<b>The International Realty</b>	<b><a href="http://www.theinternationalrealty.com">www.theinternationalrealty.com</a></b>



# HomeFinder.com Website Partner



HomeFinder.com connects home buyers and sellers at the most trusted source for local real estate--your newspaper's online real estate section. We have combined the strength and impact of a nationally branded site, with our network of more than 130 online newspaper real estate sites nationwide. As a leading national search site, HomeFinder.com can help you find your dream home or help promote your real estate business.

AK	Anchorage Daily News	IL	Chicago Tribune	NY	Ithaca Journal
AL	Montgomery Advertiser	IN	The Indianapolis Star	NY	Newsday
AR	Baxter Bulletin	IN	Journal and Courier	NY	The Journal News
AZ	Arizona Republic	IN	Muncie Star Press	NY	Poughkeepsie Journal
CA	The Press Enterprise	IN	Richmond Palladium-Item	NY	Rochester Democrat and Chronicle
CA	Contra Costa Times	KS	The Wichita Eagle	OH	The Cincinnati Enquirer
CA	The Fresno Bee	KY	Lexington Herald-Leader	OH	NNCO - Fremont, Mansfield, Marion, Port Clinton, Bucyrus, Chillicothe, Coshocton, Newark, Lancaster, Zaneville
CA	Los Angeles Times	KY	The Courier-Journal		
CA	Monterey County Herald	LA	The Town Talk	OR	Statesman Journal
CA	Modesto Bee	LA	The Daily Advertiser	PA	The Morning Call
CA	The Desert Sun	LA	The News-Star	PA	Centre Daily Times
CA	The Californian	LA	Shreveport Times	SC	The Greenville News
CA	The Mercury News	LA	Opelousas Daily World	SC	The Sun News
CA	The Tribune	MD	Baltimore Sun	SC	The Herald
CA	Sacramento Bee	MD	The Daily Times	SC	The State
CA	Visalia Times Delta	MI	Battle Creek Enquirer	SC	The Beaufort Gazette
CA	Inside Bay Area Newspapers:	MI	Detroit Free Press	SC	The Island Packet
	Oakland Tribune, Daily Review,	MI	Lansing State Journal	SD	Argus Leader
	Tri-Valley Herald, The Argus,	MI	Livingston Daily Press and Argus	TN	The Leaf Chronicle
	San Mateo County Times	MI	Observer & Eccentric	TN	The Jackson Sun
CO	Fort Collins Coloradoan	MI	The Times Herald	TN	The Daily News Journal
CT	Hartford Courant	MN	St. Cloud Times	TN	The Tennessean
DE	The News Journal	MO	The Kansas City Star	TX	Dallas Morning News
FL	Bradenton Herald	MO	Springfield News-Leader	TX	Fort Worth Star Telegram
FL	Florida Today	MS	The Sun Herald	TX	El Paso Times
FL	The News-Press	MS	Hattiesburg American	UT	The Spectrum
FL	Miami Herald	MS	The Clarion-Ledger	VA	The Daily Press
FL	Orlando Sentinel	MT	Great Falls Tribune	VA	The Daily News Leader
FL	Pensacola News Journal	NC	Citizen-Times	VT	Burlington Free Press
FL	Sun-Sentinel	NC	The Charlotte Observer	WA	Bellingham Herald
FL	Tallahassee Democrat	NC	The News & Observer	WA	The Olympian
GA	The Ledger-Enquirer	NJ	Courier News	WA	Tri-City Herald
GA	Macon Telegraph	NJ	Courier-Post	WA	The News Tribune
GUAM	Pacific Daily News	NJ	Asbury Park Press	WI	Gannett Wisconsin Newspapers:
HI	Honolulu Advertiser	NJ	Daily Record		Appleton, Fond du Lac, Green Bay, Manitowac, Marshfield, Stevens, Pt. WI Rapids, Wausau, Oshkosh, Sheboygan
IA	Des Moines Register	NJ	The Daily Journal		
IA	Iowa City Press-Citizen	NJ	Home News Tribune		
ID	Idaho Statesman	NM	Las Cruces Sun-News		
IL	Belleville News-Democrat	NV	Reno Gazette Journal		
		NY	Press & Sun-Bulletin		
		NY	Star Gazette	WV	The Herald-Dispatch

 [chicagotribune.com](http://chicagotribune.com)

 [baltimoresun.com](http://baltimoresun.com)

 [SunSentinel.com](http://SunSentinel.com)



[OrlandoSentinel.com](http://OrlandoSentinel.com)

[Los Angeles Times](http://Los Angeles Times)

# HGTV's Frontdoor.com Website Partner



**Prudential**  
Florida Realty

**HGTV FrontDoor.com promotes your property to even more interested home buyers through the site's unique, extended network:**

- 1. National TV exposure:** Promotional spots on HGTV real estate shows (Open House Sunday, First Time Home Buyer Hour, and more) encourage buyers to search properties for sale—including yours—on FrontDoor.com.
- 2. Popular home URLs:** FrontDoor's OpenHouse.com attracts serious home buyers to your listing and open house details.
- 3. Broad online reach:** FrontDoor.com search is built into local newspaper and TV news sites across the U.S.

<b>AR</b> KHBS-KHOG 40/29TV 4029tv.com	<b>CT</b> Litchfield County Times countytimes.com	<b>MD</b> WBAL NBC 11 News wbaltv.com	<b>OH</b> ABC Channel 5 News newsnet5.com
<b>AZ</b> KPHO 5 News kpho.com	<b>CT</b> Housatonic Times housatonictimes.com	<b>ME</b> WMTW 8 News wmtw.com	<b>OH</b> WLWT NBC 5 News wlwt.com
<b>CA</b> San Francisco Chronicle sfgate.com	<b>CT</b> West Hartford News westhartfordnews.com	<b>OH</b> The News-Herald news-herald.com	<b>OH</b> WHIO TV whiotv.com
<b>CA</b> The Oakland Press theoaklandpress.com	<b>CT</b> Channel 3 Eyewitness News wfsb.com	<b>MI</b> Channel 5 News - ClickonDetroit clickondetroit.com	<b>OK</b> KOCO Channel 5 News koco.com
<b>CA</b> KCRA Channel 3 News kcr.com	<b>FL</b> WESH ABC Channel 2 News wesh.com	<b>MI</b> WNEM CBS 5 News wnem.com	<b>PA</b> Daily Local News dailylocal.com
<b>CA</b> Channel 10 News 10news.com	<b>FL</b> Channel 4 News 4 Jax news4jax.com	<b>MN</b> Minneapolis Star Tribune startribune.com	<b>PA</b> Pittsburgh Post-Gazette post-gazette.com
<b>CA</b> KTVU 2 News ktvu.com	<b>FL</b> WFTV 9 News wftv.com	<b>MN</b> WCCO CBS 4 News Channel 4000 channel4000.com	<b>PA</b> WGAL Channel 8 News wgal.com
<b>CA</b> WSBW NBC 8 Action News ksbw.com	<b>FL</b> WPBF ABC 25 News wpbf.com	<b>MO</b> Saint Louis stltoday.com	<b>PA</b> WTAE ABC Channel 4 News - The Pittsburgh Channel thepittsburghchannel.com
<b>CA</b> KERO-TV ABC 23 News TurnTo23 turnto23.com	<b>FL</b> Just News justnews.com	<b>MS</b> WAPT ABC 16 News wapt.com	<b>PA</b> WPXI News wpxi.com
<b>CO</b> Grand Junction Daily Sentinel gjsentinel.com	<b>FL</b> WMOR TV32 News wmortv32.com	<b>NC</b> WAPT ABC 16 News wapt.com	<b>PA</b> WJAC TV wjactv.com
<b>CO</b> ABC Channel 7 News - The Denver Channel thedenverchannel.com	<b>GA</b> The Atlanta Journal Constitution ajc.com	<b>NC</b> FOX Carolina News foxcarolina.com	<b>SC</b> WYFF ABC Channel 4 News wyff4.com
<b>CT</b> The Avon News foothillsmediagroup.com/avon	<b>GA</b> WSB-TV ABC Channel 2 wsbtv.com	<b>NC</b> WSOC 9 News wsoc9.com	<b>TN</b> NBC Channel 4 News wsmv.com
<b>CT</b> The Canton News foothillsmediagroup.com/canton	<b>HI</b> KITV ABC 4 News kitv.com	<b>NC</b> WXII 12 News wxii12.com	<b>TX</b> Channel 2 News Click2Houston click2houston.com
<b>CT</b> The Granby News foothillsmediagroup.com/granby	<b>IA</b> KCCI 8 News kcci.com	<b>NE</b> KETV ABC Channel 7 News ketv.com	<b>TX</b> KSAT ABC 12 News ksat.com
<b>CT</b> The Litchfield News foothillsmediagroup.com/litchfield	<b>IN</b> Channel 6 News - The Indy Channel theindychannel.com	<b>NH</b> WMUR Channel 9 News wmur.com	<b>TX</b> KFOX TV 14 News kfoxtv.com
<b>CT</b> The Simsbury News foothillsmediagroup.com/simsbury	<b>IN</b> The News-Sentinel www.fortwayne.com	<b>NM</b> KOAT ABC 7 News koat.com	<b>VT</b> WPTZ 5 News wptz.com
<b>CT</b> Thomaston News foothillsmediagroup.com/thomaston	<b>KS</b> KCTV Channel 5 News kctv5.com	<b>NV</b> Fox 5 News fox5vegas.com	<b>WI</b> WISC TV News - Channel 3000 channel3000.com
<b>CT</b> Good News About Torrington foothillsmediagroup.com/torrington	<b>KS</b> KMBC ABC Channel 9 News kmbc.com	<b>NV</b> KRXI FOX Reno 11 News foxreno.com	<b>WI</b> WISN ABC 12 News wisn.com
<b>CT</b> The Foothills Trader foothillstrader.com	<b>KY</b> WLKY News wlky.com	<b>NY</b> Daily Freeman dailyfreeman.com	<b>WV</b> WTOV 9 News wtov9.com
<b>CT</b> The Register Citizen registercitizen.com	<b>LA</b> WDSU News wdsu.com	<b>NY</b> The Saratogian saratogian.com	
<b>CT</b> LitchfieldCountyMom.Com litchfieldcountymom.com	<b>MA</b> WCVB-TV ABC Channel 5 - The Boston Channel thebostonchannel.com	<b>NY</b> WPTZ 5 News wptz.com	
		<b>OH</b> The Morning Journal morningjournal.com	

**FrontDoor.com is the real estate information site for HGTV,  
#1 content provider online in the Home & Garden category<sup>1</sup>**

<sup>1</sup> Nielsen Online, June 2009 RDD/online panel.



# 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/Mobile Marketing Strategy.

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

We understand it is vital to reach the over 9 million consumers each month that, on average, spend 82 percent of the time they search for a home online on the REALTOR®.com network. With 90 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.



Customized Home Marketing System<sup>SM</sup>

# 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 promotes the NAR-certified course, the Certified International Property Specialist (CIPS) designation and the International Consortium for Real Estate Associations (ICREA) Transnational Relocation Certification which help prepare our Sales Professionals for international transactions.

- 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.





# 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](http://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.



# Fine Homes of Florida Marketing System

## Our Unique Fine Homes of Florida Marketing 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 will have a special 40-page insert in the Quarterly publication of the duPont Registry to display our Fine Homes properties.

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](http://www.wallstreetjournal.com) Real Estate portal.

All of our Fine Home Listings will be displayed prominently 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 Sales Professional for immediate follow up for online inquiries.

**Fine Homes of Florida** is Prudential Florida Realty's in-house magazine and is published quarterly. Copies are distributed to Fine Home Specialists in feeder states and the 40 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

## Fine Homes of Florida Marketing System

**duPont Registry**, A BUYERS GALLERY of FINE HOMES, Online Edition at [www.duPontREGISTRY.com](http://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, 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% 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](http://www.prudentialfloridarealty.com)
- [www.realtor.com](http://www.realtor.com)
- [www.move.com](http://www.move.com)
- [www.msn.com](http://www.msn.com)
- [www.finehomesoffloridamagazine.com](http://www.finehomesoffloridamagazine.com)
- [www.dupontregistry.com](http://www.dupontregistry.com)
- [www.moving.com](http://www.moving.com)
- [www.wallstreetjournal.com](http://www.wallstreetjournal.com)





# Referral Networking System



## 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.

Some of our corporate referral sources include:

- Prudential Relocation
- Marriott
- Graebel Relocation
- SIRVA Relocation
- Primacy
- Home Depot
- Hewitt
- GMAC





# Graebel Relocation Services



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 60 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

## Conventional 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:

### Customized Home Marketing System

- *World Class Branding* - The strength of The Rock and the Power of the Brand
- Increased marketing exposure
- *Visual Marketing Strategy* - A virtual tour and unlimited photos
- Advanced technology
- An individual website for your home
- National television advertising
- Worldwide exposure through our strategic local and international alliances
- Property brochures and flyers
- *Global Internet/Mobile Marketing System*
- *International Referral Networking System*
- *Complimentary Concierge Services for Buyers and Sellers*
- *Family of Services Benefits through our mortgage, title, insurance, ,home insurance, and home warranty services*
- Internet marketing to drive traffic to your home
- Local newspaper advertising
- One-of-kind Fine Homes program

### Sales Support Services

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

## I offer you these customized services:

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



# Experience our Seamless Home Selling Process

Selling your home requires a professional to walk you through each step of the process. Your Prudential Florida Realty Sales Professional has a deep knowledge of the market, a strategic sales and marketing plan, and the experience to lead you swiftly through to 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
- Communicate with you on a regular basis
- Carry out the scheduled marketing activities
- Monitor results of marketing activities
- Show the property to brokers and prospective buyers
- Modify the marketing plan and pricing strategy as needed

## Review Offer & Reach Agreement with Buyer

- Present offers and counter offers
- Negotiation; possible counteroffers
- Discuss and clarify proposed terms and conditions
- Reach final agreement

## Complete Settlement Process

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

## *Complimentary Personal Concierge Services*

## After-sale Service

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





# Complimentary Personal Concierge Services

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

Creating satisfied customers for life and receiving referrals is extremely important to us.

Moving can be one of the most stressful times in your life.

Let our One Smart Mover Personal Concierge Service take care of the details for you. Your personal concierge can schedule and coordinate all of the home services and connections you need – from cable, water, electric, and internet, to appliance discounts, financing options, home warranty and security plans.

This complimentary service can provide a time-saving solution for your move.

***One Call Does It All!***

***866-398-1750!***

Customized Home Marketing  
System<sup>SM</sup>

Rock Solid in Real Estate<sup>®</sup>

[www.PrudentialFloridaRealty.com](http://www.PrudentialFloridaRealty.com)

# 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 1,600 Prudential franchise offices raise money for the charity.

Since 2001, Prudential Florida Realty, Florida Real Estate Services have raised over \$2,300,000 for the Sunshine Kids through fundraising events from silent auctions to comedy shows and is the #1 nationwide contributor.

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](http://www.sunshinekids.org).

