



2004 Statistics

Over 58,000 Sales Professionals
 \$185.0 Billion in Sales Volume (USD)
 616,000 Transaction Sides
 More Than 1,800 Offices
(Canadian statistics are included in these numbers)

2004 Canadian Statistics

1,700 Sales Professionals
 89 Offices

Prudential Real Estate Affiliates, Inc., is a full-service real estate brokerage franchisor that awarded its first affiliation in 1988. The company has member companies located in all 50 states, eight Canadian provinces and Mexico. The company is technology-driven, altering the traditional real estate transaction by delivering innovative solutions that meet the needs of brokers, sales professionals and customers alike. Corporate headquarters are located in Irvine, Calif. The company's Canadian operation is based in Toronto.

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Prudential Financial, Inc.

Prudential Real Estate and Relocation Services, Inc.

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When a consumer 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 day in and day out – it is what separates Prudential Real Estate from all other real estate organizations.

Advertising and Marketing (susan.antal@prudential.com) - Through its National Advertising Fund, Prudential Real Estate invests millions of dollars each year to generate top-of-mind brand awareness among millions of potential home buyers and sellers. The company's comprehensive advertising campaign, which focuses on Prudential Real Estate's Website (www.prea.prudential.com), sales professionals and yard sign, can be seen on some of America's most watched network and cable stations. The campaign also encompasses print advertising, including *The Wall Street Journal's* largest real estate ad.

eCertified® Designation (ecertification@prudential.com) – The eCertified® 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 professionals are well versed in vital computer-based communication and knowledge.

Education (marie.shoemaker@prudential.com) - Prudential University Educational programs provide a variety of skill-based training, networking and certification opportunities, such as Prudential University at our Annual Sales Convention, University on Tour, Regional Training Courses, Training Focus, Internet and CD-ROM programs. Prudential University at Sales Convention and Prudential University on Tour feature nationally recognized keynote speakers, networking opportunities and a choice of educational sessions for sales professionals and management. Regional Training Courses offer over 100 free educational programs throughout North America each year.

Fine Homes InternationalSM (affluent.markets@prudential.com) - Fine Homes InternationalSM is a leading network in the representation of upper-tier properties including luxury homes, estates, trophy ranches, and residences with historic significance. It provides connections to thousands of Fine Homes Specialists, an elite cadre of affiliate members experienced in attracting buyers of wealth. Our global advertising program is considered the real estate industry's gold standard for the marketing of upper-tier properties, and includes our Brand's magazine showcase, Fine Homes® International.

Impact Dynamics/Operations Review (ron.rodriguez@prudential.com) - Impact Dynamics is a productivity-enhancing consulting service designed to enable Network members to better understand current performance, overcome challenges and identify key drivers to build their business, and move their organization to new levels of success.

PREA Center (www.prea.prudential.com) - PREA Center is a private real estate business portal offering 24/7 access to our Network's products and services as well as industry news. It delivers real-time information and solutions that assist in achieving effective, productive and service-oriented results.

prudential.com - The Internet is an integral part of our eBusiness strategy. Prudential.com offers a variety of useful real estate tools and information, in addition to a full offering of Prudential Financial's other financial products and services. It is also the home of the Prudential Real Estate Platform.

Prudential Commercial Services (PCS) (ingridvanarnhem@prudentialcres.com) - Prudential Real Estate Affiliates, Inc., entered into an exclusive contract with Commercial Real Estate Solutions, LLC (CRES) to manage the sales and servicing of the Prudential Commercial Services franchises in North America. Prudential Commercial Services is the first commercial real estate network worldwide to achieve ISO-9002 registration status.

Prudential Home ConnectionsSM (<http://hc.prudential.com>) - Prudential Home ConnectionsSM is a program that provides access to services and products that are utilized during a move and throughout the home ownership cycle, such as home inspections, household goods shipment, storage and supplies, home care and improvement, home security, auto shipping and more.

Prudential Referral Services® (christine.mhaney@prudential.com) - Prudential Referral Services maximizes opportunities available to PRS® members by driving and supporting broker-to-broker referral activity, facilitating lead generation with affinity clients, providing opportunities to develop and maintain strong relationships with Prudential Relocation, while increasing network professionalism and broker performance.

Prudential Value Range MarketingSM (PVRMSM) – (renee.shepherd@prudential.com or robertj.lauer@prudential.com) 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. Extensive training and marketing tools are available to help sales professionals educate their local markets on PVRM and its benefits. Prudential Real Estate is the only franchise network to offer this unique marketing approach in North America. (*PVRM may not be offered by all franchisees*).

Resort & Recreation Specialist designation (affluent.markets@prudential.com) - This market-differentiating designation recognizes affiliate members who meet exacting standards for professionalism. In this fast-growing real estate segment, knowledge, experience, and specialized skills for working with out-of-town property owners and resort- and second-home buyers are key.

The Platform (raymond.gronowski@prudential.com) - The Platform is an innovative technology tool that provides consumers with access to over 1,000,000 listings, as well as enhanced features that keep consumers abreast of price changes, new listings and other valuable information regarding the location in which they are searching for a home. Prudential Real Estate also has an exclusive marketing agreement with Yahoo! Real Estate that gives Yahoo! visitors direct access to these listings, as well as to their local Prudential Real Estate affiliate.

Prudential Relocation (prudential.relocation@prudential.com) - Prudential Relocation delivers a broad range of services to corporations and government agencies from offices in Phoenix, Washington D.C., New York, Toronto, Hong Kong, Paris, London, Singapore, Tokyo, Taiwan, China and Mexico City.

- In 2004, served nearly 800 active corporate clients, which include Fortune 500 companies, industrial and service companies, and U.S. government agencies
- In 2004, completed 248,416 relocation transactions
- In 2004, served more than 45,000 transferees
- Enjoys a 94.5 percent transferee satisfaction rate

