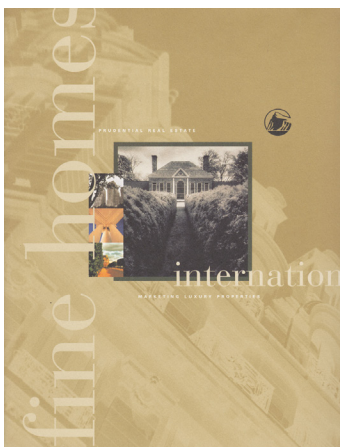
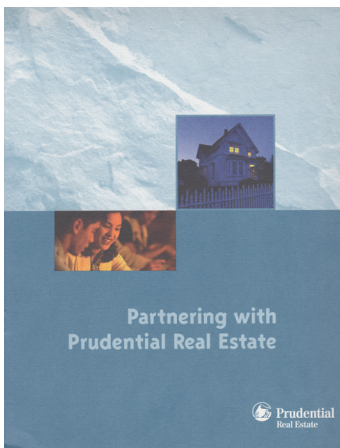




Prudential
Real Estate

Marketing Materials



Advertising Programs



BRAND DEVELOPMENT AND MARKETING STRATEGY

THE OPPORTUNITY

Prudential Real Estate and Relocation Services is the integrated real estate brokerage franchise and relocation services business of Prudential Financial, a Fortune 13 company with over \$500 billion in assets under management. The real estate group markets residential and commercial franchises primarily to existing real estate companies in the U.S. and Canada. Companies are selected based upon outstanding performance records, high levels of customer service and shared business values with those of Prudential. There are more than 1,800 franchise offices and more than 60,000 sales professionals in the franchise network. All franchisees are independently owned and operated. Prudential's real estate group began offering franchises in 1988 and grew to one of the largest real estate brokerage franchise networks in North America. The relocation division, with offices in the U.S., Canada, United Kingdom, France, Hong Kong, Singapore and China, provides comprehensive global relocation services to Fortune 500 corporations worldwide. Prudential's iconic rock brand has stood for strength, stability, expertise and innovation for more than a century.

THE APPROACH

The mission of the Marketing Division for PRERS is to support the organization's vision of being the global leader in mobility and home ownership services. The Marketing Division is tasked with defining and implementing high-impact brand marketing strategies including the company's traditional marketing, advertising and branding programs plus development of innovative tools, research and thought-leadership initiatives to support its franchisee network to ultimately increase sales.

THE RESULTS

Satisfaction scores of brokers had fallen from 86% to 63% with two thirds of the company's contracts coming for renewal in less than 18 months. Through effective client research and new marketing strategies, campaigns were developed with the insight and support of a newly established broker marketing committee. By the deadline, all contracts had been renewed and the company continued to grow and excel in its field to become one of the largest residential real estate brokerages in North America, with the company doubling its sales volume over a 6-year period.