



Powerful New Tools to Sell Your House – An Exclusive Advantage

Sample Marketing Piece for OSA Customers

Exclusive Pru ID

Your listing will receive an exclusive Pru ID, which will be displayed on the Prudential Real Estate Sign Rider.

This Pru ID will send prospective buyers directly to the Property Details for your listing when they enter the number in prudentialproperties.com, Yahoo! or Yahoo! Real Estate.



Featured Status

Along with the Pru ID delivering prospective buyers directly to your listing, your listing will be displayed as a Featured Property through your sales professional's online advertising campaign.



Alerts Everyday

Every day, until your property sells, you'll receive email alerts that let you know:

- ✓ how many times your Pru ID has been entered by a prospective buyer.
- ✓ how many times your listing has been returned in Search Results.
- ✓ how many times the Property Details for your listing has been viewed.
- ✓ how many times your listing has been added to a prospective buyer's portfolio.

