



For Immediate Release

January 10, 2008

RICK SOBIN NAMED MANAGING BROKER OF PRUDENTIAL PREFERRED PROPERTIES-LINCOLN SQUARE

CHICAGO – January 10, 2008 – Prudential Preferred Properties recently named Rick Sobin as Managing Broker of its Lincoln Square office, located at 2156 W Montrose, Chicago.

Sobin previously served as Prudential Preferred Properties' technology trainer and offered career development guidance to sales professionals on a company-wide basis. A Chicago resident since 1988, Sobin worked as a camera technician in the motion picture business before starting his real estate career.

"Rick is an excellent addition to our Lincoln Square office," said Michael Pierson, President and Chairman of the Board of Prudential Preferred Properties. "His knowledge and attitude are outstanding, and we look forward to seeing great things from his team."

About Prudential Preferred Properties

Prudential Preferred Properties' Lincoln Square office is located at 2156 W Montrose and may be reached by calling 773.290.2000. Prudential Preferred Properties has 10 sales offices with nearly 500 sales associates and staff in Chicago's Lincoln Park, Lakeview and Lincoln Square neighborhoods, as well as suburban Evanston, Highland Park, Libertyville, Northbrook and Winnetka. These offices were acquired by principals Chris Eigel and Michael Pierson in February 2007. Almost immediately, new ownership opened two offices, in Lake Forest and at 737 N Michigan Avenue in Chicago, and added more than 150 sales professionals and staff. The company soon will be relocating its Northbrook sales office to a new, state-of-the-art facility, and will be opening a new sales office in Chicago's Lincoln Park neighborhood. More information is available at PruPref.com.

Prudential Preferred Properties is an independently owned and operated member of Prudential Real Estate Affiliates, a full-service residential and commercial real estate network with nearly 2,000 franchise offices and more than 60,000 sales professionals in the franchise network in the United States and Canada. Prudential Real Estate Affiliates Inc. consists of companies selected for their outstanding performance records, high levels of customer service and shared business values.

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