



## For Immediate Release

December 7, 2007

### PRUDENTIAL PREFERRED PROPERTIES TO OPEN NEW LINCOLN PARK SALES OFFICE

CHICAGO, IL – December 7, 2007 – Michael Pierson and Chris Eigel, principals of Prudential Preferred Properties, have announced that they will open a new office in Lincoln Park in early 2008. The new office makes ten for the company's Chicago-area locations. In addition to its newest location, PPP has opened offices on Michigan Avenue in Chicago and in Lake Forest, and soon will be relocating its Northbrook office to a new location.

The PPP Lincoln Park office will be located at 2301 N. Clark Street on the corner of Clark Street and Belden Avenue. Dennis Dooley, a 32-year veteran of Chicago real estate, will manage this highly visible location.

"We are already proud to offer our sales professionals outstanding marketing programs and comprehensive agent services. Now we can offer these services in an outstanding new facility at a prime location," Dooley said.

The 6,000-square-foot space, formerly home to Tower Records, will be completely renovated to include a wireless network, generous computer access, a marketing resource room, and sophisticated, contemporary décor. Designed to accommodate up to 125 sales professionals, there will also be a virtual agent center for those who opt to keep their primary office at home.

"At PPP, we are extremely focused on providing the tools necessary to help sales professionals grow their business," said Michael Pierson, PPP President and Chairman of the Board. "Through our Agent Advantage program, we offer 24-hour print marketing, vertical e-Marketing, Fine Homes International luxury marketing, and Preferred Development marketing – all of these services will be available in our new Lincoln Park location."

#### **About Prudential Preferred Properties**

Prudential Preferred Properties has 10 sales offices with nearly 500 sales professionals 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](http://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 value.