



For Immediate Release

February 4, 2008

PRUDENTIAL PREFERRED PROPERTIES CELEBRATES GRAND OPENING OF LAKE FOREST OFFICE

LAKE FOREST, IL – February 4, 2008 – Prudential Preferred Properties recently celebrated the Grand Opening of its Lake Forest office at 778 N Western Avenue. Wendy Bergseth, Executive Vice President and Managing Broker of the Lake Forest office, joined principals Chris Eigel and Michael Pierson in welcoming members of the brokerage community, clients and special guests to the new office. As they toured the space, guests enjoyed signature “Rocktinis” and hors d’oeuvres, and listened to Rock with the Contractions, a seven-piece band that performed live in the lobby area.

“The interior of the office is a delightful surprise,” Bergseth said. “It’s not what you would expect to find in Lake Forest. Rather than blending in with the surrounding buildings’ interiors, we were able to adapt this nearly century-old building by adding the latest in design and technology. The office features 4,000 square feet of space with exposed brick and ductwork, an expansive ceiling and a vintage loft-like feel. I’m finding that my agents are spending more time in the office, simply because they love the space so much,” added Bergseth.

In addition, the facility has all of the agent amenities necessary in a state-of-the-art real estate office including resource and computer areas and wireless agent technology. The office also has a Zen garden with fountain that has become a trademark in the company’s offices and an Internet Café in the lobby area that is accessible to the public.

“We are very pleased to officially welcome Wendy and all of the Lake Forest sales professionals to their new office,” said Michael Pierson, President and Chairman of the Board. “We wish them continued success as they ‘Rock the Shore.’”

About Prudential Preferred Properties

To contact the Lake Forest office of PPP, please call 847.234.2500. Prudential Preferred Properties has 10 sales offices and nearly 500 sales professionals and staff in Chicago’s Gold Coast, Lincoln Park, Lakeview and Lincoln Square neighborhoods, as well as 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 recently relocated its Northbrook office to a larger, state-of-the-art facility. A new Lincoln Park office will open early in 2008. More information is available at PruPref.com.



Prudential Preferred Properties

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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.

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