



## For Immediate Release

January 17, 2008

### **PRUDENTIAL PREFERRED PROPERTIES LAUNCHES NEW PRUPREF.COM WEBSITE**

CHICAGO – January 17, 2008 – Prudential Preferred Properties is pleased to announce the launch of the company's new website, PruPref.com. The new site offers innovative features for clients and consumers, including a sophisticated property search, intuitive navigation, easy-to-use tools for sales professionals to manage listings and user profiles, and a breakthrough look and feel.

The site's property search offers a variety of ways to look for the perfect listing, including searches by town/neighborhood, radius, open house and building. The property search interface was designed so that the consumer's search yields specific results quickly and easily. For those looking for information about their own home or simply curious about a specific area, the ability to look up sold listings is also available.

Sales professionals and their clients will also find added benefits to using the site, including access to detailed web activity reports for each listing, and the ability to register for automatic custom email updates.

The Preferred Resource Center, found on the home page, offers a number of unique features of value to the consumer, such as an industry and company news section with up-to-date information, and the Top 50 section, which includes the 50 most expensive property listings in certain areas.

"We are thrilled to unveil our new website," said Michael Pierson, president and chairman of the board of Prudential Preferred Properties. "We are confident that those who visit PruPref.com will share in our belief that it is truly one magnificent address."

"Simply put, our goal was to offer invaluable information in a user-friendly format," said Chris Eigel, chief executive officer of Prudential Preferred Properties. "We think that consumers will return to PruPref.com time and again for dynamic listing and market data."

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

Prudential Preferred Properties has 10 sales offices with nearly 500 sales professionals and staff in Chicago's Gold Coast, Lincoln Park, Lakeview and Lincoln Square neighborhoods, as well as Evanston, Highland Park, Lake Forest, Libertyville, Northbrook and Winnetka. Eight of 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 sales office to a new, state-of-the-art facility, and will be opening a new sales office in Chicago's Lincoln Park neighborhood in early 2008. More information is available at PruPref.com.



# Prudential Preferred Properties

EXQUISITE HOMES ■ [PRUPREF.COM](https://www.prupref.com) ■ EXQUISITE MARKETING

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.

###