

DEAR
BUILDER
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YOU COULD HAVE CHOSEN AN EASIER CAREER PATH! BUILDING IN OUR AREA HAS BECOME OVER-REGULATED, OVER-TAXED AND OVER-LEGISLATED. PRUDENTIAL REAL ESTATE PROFESSIONALS RECOGNIZES THIS AND APPLAUDS YOUR TENACITY. BECAUSE YOU HAVE MADE THIS COMMITMENT, LANE COUNTY WILL CONTINUE TO CELEBRATE STRONG GROWTH AND STABILITY. **WE THANK YOU.**

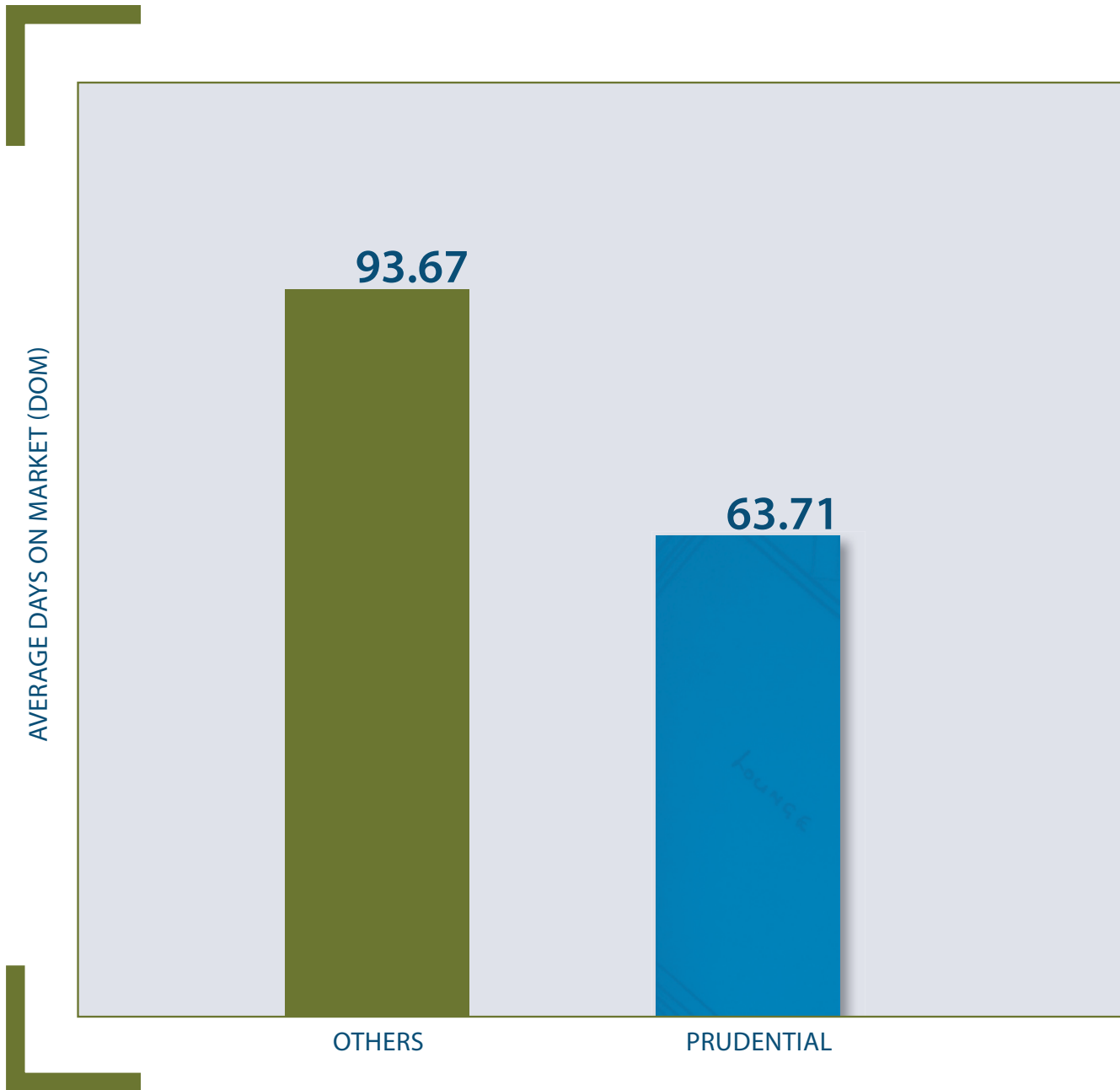
By working with Prudential Real Estate Professionals, you have chosen a higher caliber of Realtor. Prudential has made it a priority to educate our Realtors to the unique needs and challenges for you and other builders in this community.

We recognize that Realtors have not met builder needs and assisted builders in their efforts. As a builder you have unique burdens and commitments that the typical single home seller does not carry. Because of this, Prudential has established a new construction training program in order to prepare us to serve builders and the needs unique to new home sales as opposed to “used home” sales. We do hear you and we do get it.

You have immense pressure to move your inventory as fast as possible, while maximizing the sales price. The margins have never been so lean. Understanding that, Prudential is responding with a new toolkit for you. We are excited to share the upcoming opportunities in our hard-hat tours online, new construction home tour this fall, and marketing efforts (including The Register-Guard) that will target and draw the “new home” buyers. This will create a pool of new home buyers, so we may provide you a ready, willing and able new home buyer when you say it is time.

Prudential’s new construction model is about you. We are eager for more input and ideas on how we can continue to stay ahead of the curve in service to our area’s home builders. Please let us know what service we could add to our tool belt in order to earn your business and confidence.

Thank you for the opportunity.

**THE BOTTOM LINE**

WHEN TIME IS MONEY, ITS IMPORTANT TO KNOW THAT PRUDENTIAL REAL ESTATE PROFESSIONALS SELLS NEW CONSTRUCTION 32% FASTER THAN OTHER REAL ESTATE FIRMS?

Source: RMLS 2006-2007



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8 GREAT REASONS TO WORK WITH A REALTOR®

1

Builder can focus on what the builder does best.

Builder does not need to be available to provide access to properties

2

3

Builder is insulated from the detailed client needs.

4

Builder has immediate access to current Realtor® inventory of Buyers

5

Builder makes no payment or financial commitment of any kind until builder receives an acceptable offer.

6

Builder homes are exposed to Buyers through Regional Multiple Listing Service

7

Builder has another set of eyes on all documentation

8

Builder is insulated from liability in dealing directly with public



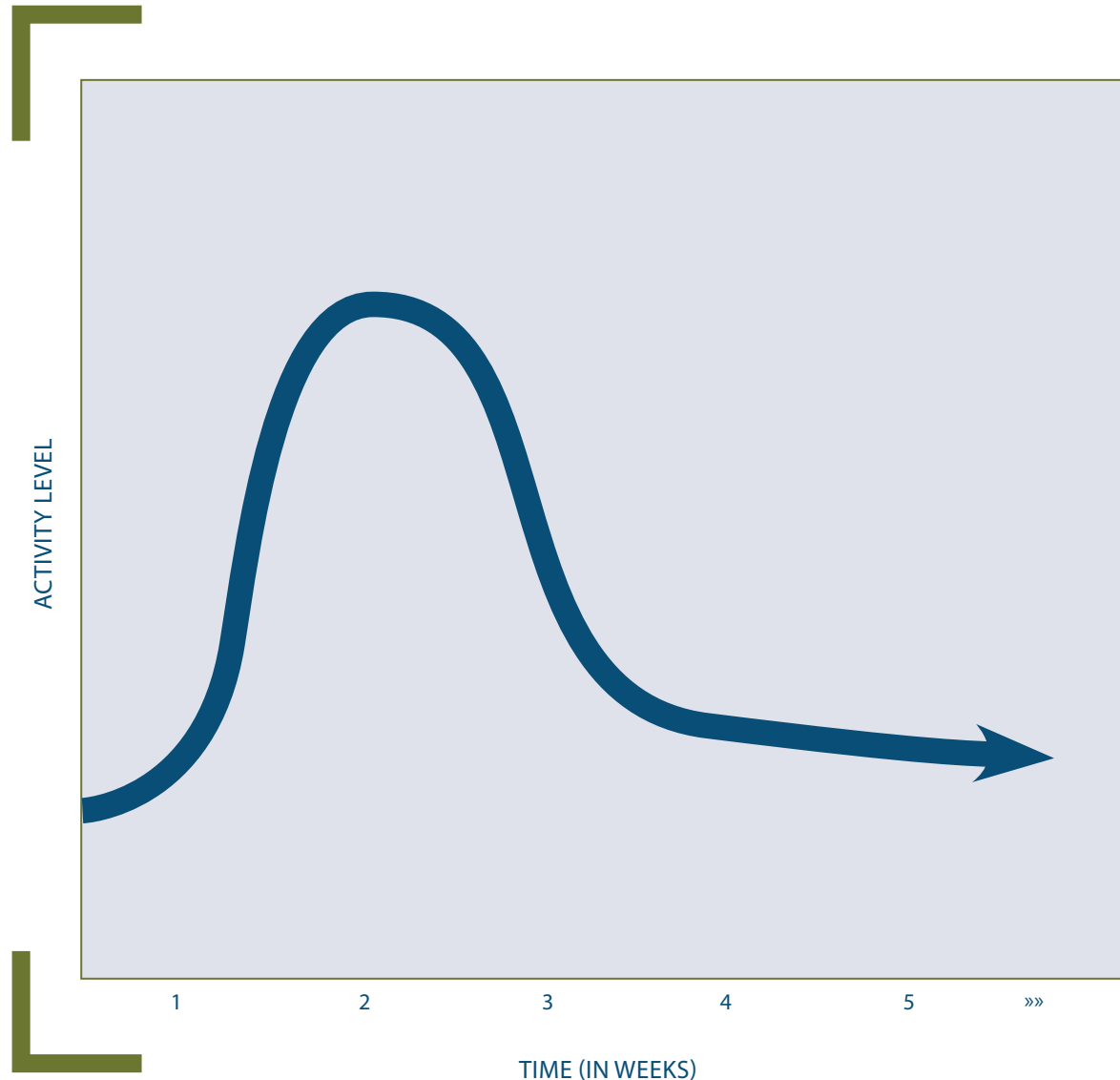
SERVICES FOR BUILDERS

	Prudential Broker	Typical Broker
Signage	✓	✓
Newspaper/Magazine Ads	✓	✓
Multiple Listing Service	✓	✓
Open House	✓	✓
Flyers	✓	✓
Standard Templated Web Presence	✓	✓
Project Specific Web & Print Custom Design	✓	✗
Inventory of Sensible Available Dirt	✓	✗
Network of Builder Financing	✓	✗
Pre-Construction Advisory	✓	✗
Marketing Exclusively to New Home Buyers	✓	✗
Marketing the Builder Beyond their Current Inventory	✓	✗
Networking and Education the Realtor® Community	✓	✗
Buyer Concierge Services	✓	✗



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THE BOTTOM LINE

TIMING IS VITAL

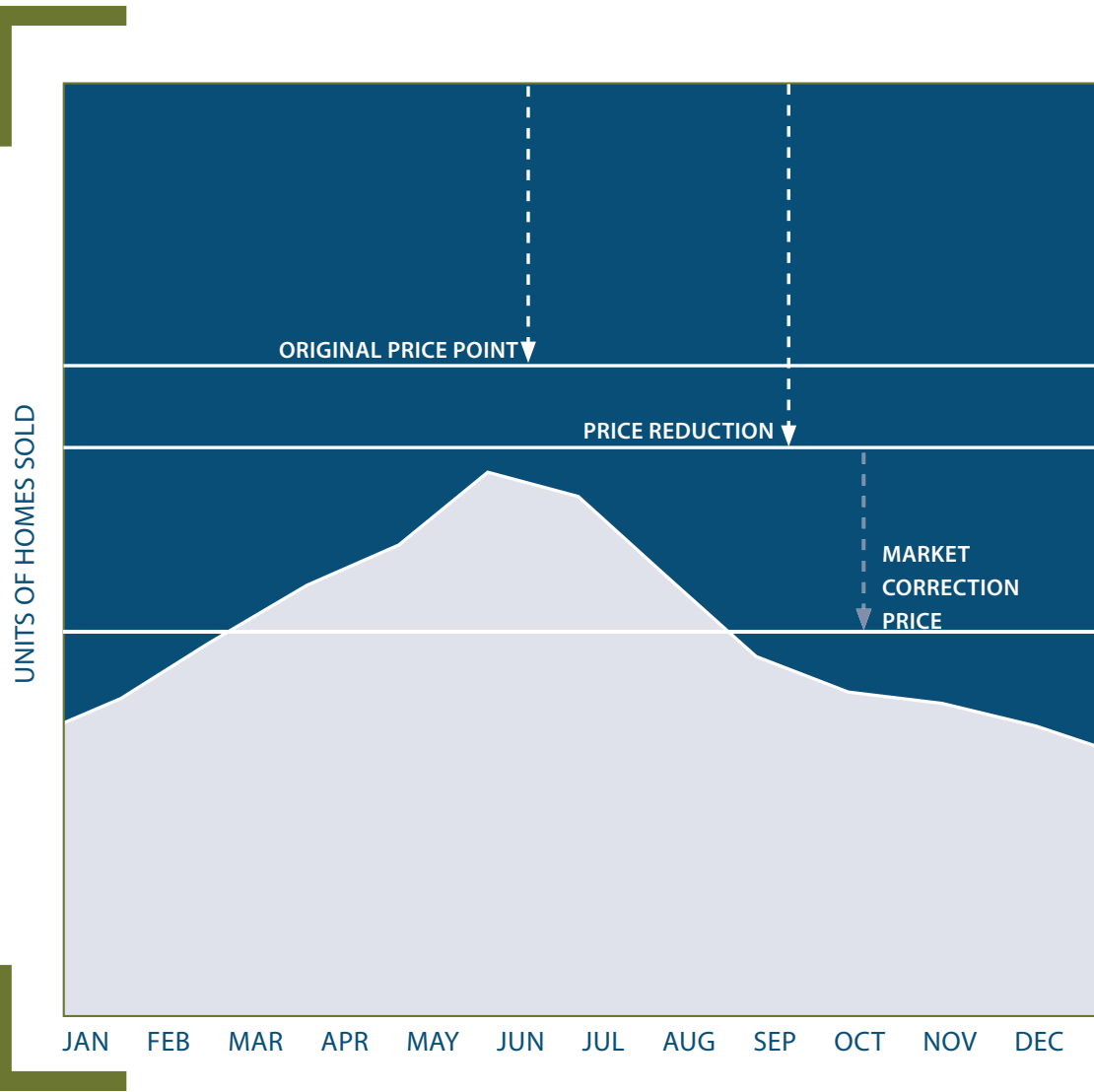
Timing is vital when selling your inventory. The graph shows the relationship between activity (people who are interested in your property) and the time that it is on the market. As shown, your properties will receive the most attention within the first few weeks on the market. It is important to make sure that your home is priced well so that potential buyers won't pass it up during those crucial first few weeks, when your home has the market's attention.

Properties receive the most attention when they first arrive on the market.



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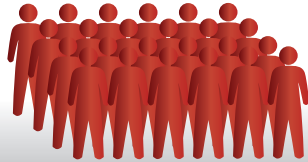
PRICING THAT CONSIDERS THE MARKET

My goal is to maximize your sales price efficiently. "Time is money." This statement could not be more true than when you have completed a home have inventory sitting on the market. A timely sale is money in the bank.

Pricing is critical at the beginning because chasing the market is far too expensive.

100% Complete

Best opportunity to attract the most buyers.



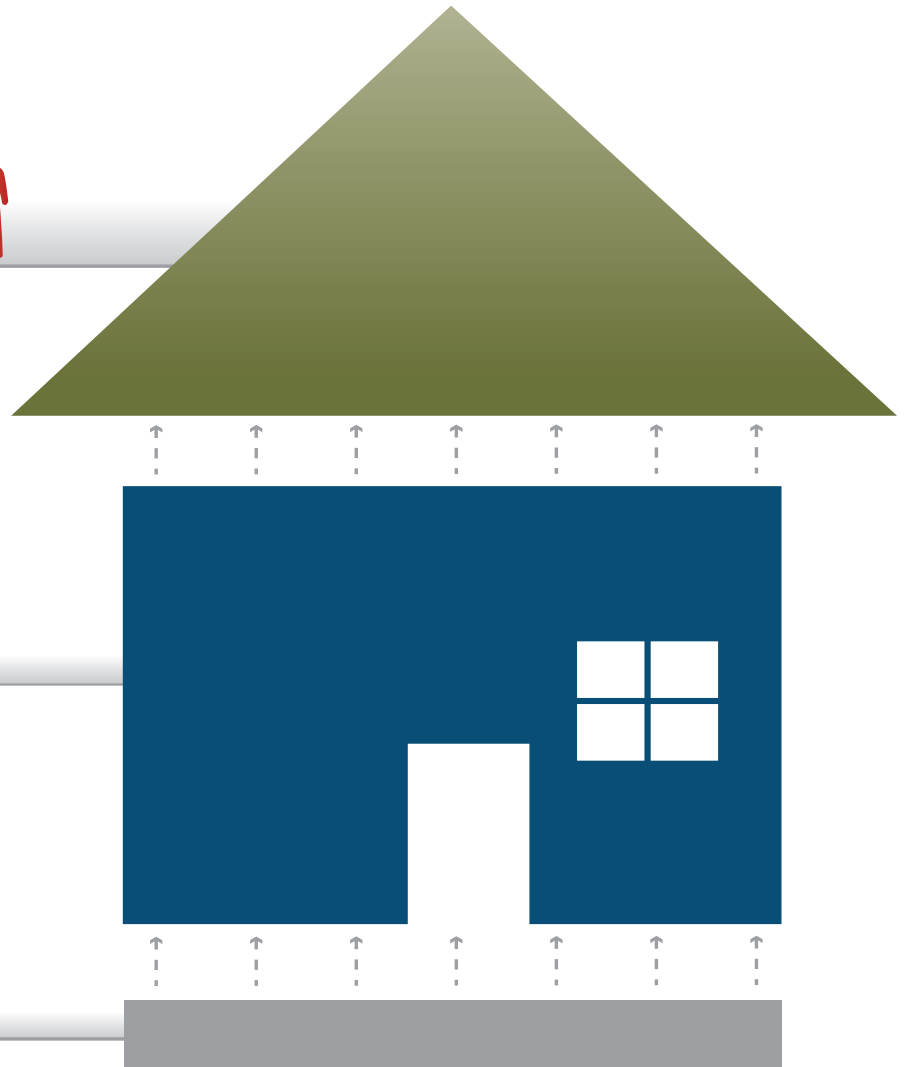
50% Complete

Many Buyers can start to envision the final product.



10% Complete

Few buyers can see the home you can see at this stage.



THE BOTTOM LINE

FEW BUYERS WILL WAIT SIX MONTHS FOR A HOUSE TO BE BUILT. MOST WANT A HOME THAT IS AVAILABLE IMMEDIATELY.

Since the greatest level of interest is generated right at the time of listing, there is a significant risk of losing both momentum and potential buyers when marketing the home prior to completion. There is no recovery from listing too soon. Psychologically, the

number of days on market can be detrimental to a buyer's perception of value, even if they first become aware of the property on the day it is actually completed.