

PRUDENTIAL VALUE RANGE MARKETINGSM

Our exclusive Prudential Value Range MarketingSM (PVRMSM) can give your property an advantage over other houses on the market.

With Prudential Value Range MarketingSM, your property is *listed* at a fixed price, but *marketed* within a price *range*. This unique marketing approach can attract a wider array of buyers and encourage more buyers to preview the property and submit offers.

BENEFITS FOR SELLERS:	BENEFITS FOR BUYERS:
<ul style="list-style-type: none">☞ Increased marketing exposure for your property☞ Eliminates the need for price reductions☞ Accelerates the sales process by encouraging more offers☞ Optimizes final sales price allowing true market forces to determine maximum price☞ Attracts more buyers	<ul style="list-style-type: none">☞ Introduces a larger selection of properties to view☞ Eliminates intimidation by a fixed price tag☞ Allows searching within affordable price ranges☞ Allows the negotiation process to be more comfortable

Prudential Value Range MarketingSM may be an effective marketing strategy for your property.



A BETTER WAY TO BUY AND SELL YOUR HOME.

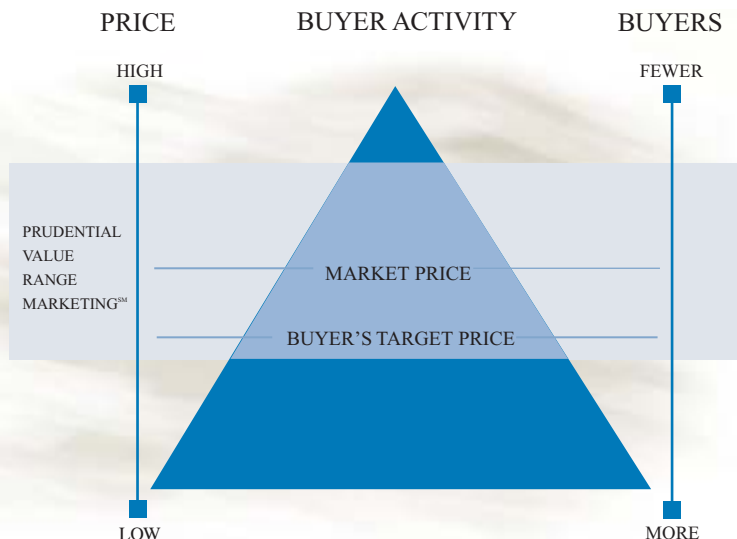
Traditionally, property owners desiring to sell their home have been limited to a fixed price when advertising their house for sale. By using the traditional method you run the risk of overpricing which can slow the process of selling your home and limit the number of buyers exposed to your property.

FIXED PRICE MARKETING



Properties marketed using PVRMSM can appear in many more “range of affordability” searches, exposing your property to more prospective buyers.

PRUDENTIAL VALUE RANGE MARKETINGSM (PVRMSM)



HELPING BUYERS AND SELLERS CONNECT



PRUDENTIAL VALUE RANGE MARKETINGSM PRICE RANGES

1	\$17,900 - \$21,876	28	\$194,900 - \$224,876	54	\$1,095,000 - \$1,294,876
2	\$19,900 - \$23,876	29	\$209,900 - \$239,876	55	\$1,195,000 - \$1,394,876
3	\$21,900 - \$25,876	30	\$224,900 - \$254,876	56	\$1,295,000 - \$1,494,876
4	\$23,900 - \$28,876	31	\$234,900 - \$269,876	57	\$1,395,000 - \$1,644,876
5	\$25,900 - \$31,876	32	\$244,900 - \$284,876	58	\$1,545,000 - \$1,794,876
6	\$28,900 - \$34,876	33	\$259,900 - \$299,876	59	\$1,695,000 - \$1,944,876
7	\$31,900 - \$37,876	34	\$279,900 - \$318,876	60	\$1,795,000 - \$2,094,876
8	\$34,900 - \$41,876	35	\$299,000 - \$338,876	61	\$1,995,000 - \$2,294,876
9	\$37,900 - \$45,876	36	\$309,000 - \$358,876	62	\$2,145,000 - \$2,494,876
10	\$41,900 - \$49,876	37	\$329,000 - \$378,876	63	\$2,345,000 - \$2,694,876
11	\$45,900 - \$54,876	38	\$339,000 - \$398,876	64	\$2,495,000 - \$2,894,876
12	\$49,900 - \$59,876	39	\$369,000 - \$428,876	65	\$2,695,000 - \$3,194,876
13	\$54,900 - \$65,876	40	\$399,000 - \$458,876	66	\$2,995,000 - \$3,494,876
14	\$59,900 - \$71,876	41	\$429,000 - \$488,876	67	\$3,295,000 - \$3,794,876
15	\$65,900 - \$79,876	42	\$459,000 - \$528,876	68	\$3,595,000 - \$4,194,876
16	\$72,900 - \$89,876	43	\$489,000 - \$568,876	69	\$3,995,000 - \$4,594,876
17	\$79,900 - \$99,876	44	\$519,000 - \$598,876	70	\$4,395,000 - \$4,994,876
18	\$89,900 - \$109,876	45	\$559,000 - \$648,876	71	\$4,795,000 - \$5,494,876
19	\$99,900 - \$119,876	46	\$599,000 - \$698,876	72	\$5,295,000 - \$5,994,876
20	\$109,900 - \$129,876	47	\$649,000 - \$748,876	73	\$5,795,000 - \$6,594,876
21	\$119,900 - \$139,876	48	\$699,000 - \$798,876	74	\$6,295,000 - \$7,194,876
22	\$129,900 - \$149,876	49	\$739,000 - \$848,876	75	\$6,795,000 - \$7,794,876
23	\$139,900 - \$159,876	50	\$789,000 - \$898,876	76	\$7,395,000 - \$8,494,876
24	\$149,900 - \$169,876	51	\$869,000 - \$998,876	77	\$7,995,000 - \$9,194,876
25	\$159,900 - \$179,876	52	\$949,000 - \$1,094,876	78	\$8,695,000 - \$9,994,876
26	\$169,900 - \$194,876	53	\$999,000 - \$1,194,876	79	\$9,395,000 - \$10,994,876
27	\$179,900 - \$209,876			80	\$9,995,000 - \$11,994,876

Prudential Value Range MarketingSM Requirements

1. PVRMSM does not require the Seller to accept any offer within the range, but the Seller does agree to counter any offer within the range with price and terms acceptable to the Seller.
2. The Seller may only use the Published Ranges.
3. All marketing and advertising materials for the property will read "Seller will entertain offers between (Low Range) and (High Range)."

