

A ROCK SOLID GUARANTEE: PEOPLE FIRST

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*Prudential Preferred Properties wishes to thank talented students,
Brett Kahren and Kellar Williams, of New Trier High School
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BUSINESS DEVELOPMENT PLAN

SIMPLY DEFINED RARELY ACHIEVED

Prudential Preferred Properties

(pru-den´-chul pre´-ferd prop´-er-tees.), noun.

It's a new idea in real estate.

People First.

It's a fresh approach to real estate competence.

Zero tolerance for mediocrity.

It's a focus on relationships.

Our culture is committed to total honesty and integrity.

It is not for everyone.

We are highly selective — interested in quality, never quantity.

It's a commitment to ongoing excellence.

That is our promise to you.

Prudential Preferred Properties' Agents

(pru-den´-chul pre´-ferd prop´-er-tees a´-gents), noun.

Respected.

Remarkably competent.

Empowered.

You have been singled out for your professional integrity, your caring personality and your obvious ability to build lasting relationships. We invite you to join us.

ONE ON ONE COACHING AND CAREER PLANNING

Prudential Preferred Properties is recognized in the Chicagoland real estate market as an innovator—providing a fresh approach to doing business with our agents and clients alike.

The President of Prudential Preferred Properties, Douglas M. Yeaman, leads our team. Doug is a nationally renowned management consultant and an inspirational and charismatic leader. He is known for his remarkable ability to motivate and train people within an organization; enabling them to achieve peak performance. He is the founder of Quantum Management and was approached by Prudential Realty to introduce to the Chicagoland area a radically different real estate culture. It was and is a culture that inspires people to grow and lead balanced lives. It is a culture that puts the people associated and affiliated with this company first - above all other considerations. It is a simple and straightforward approach, yet is unprecedented among the giant real estate companies in Chicagoland. It is an empowering concept for our members and is the secret to our overwhelming success.

Your manager and private coach has been highly trained to prepare you for incomparable success—leading you to the next level in your career with fresh, finely tuned skills and leadership advantages including:

- Constant communication
- A clear understanding of your business
- Personal attention to your specific needs and requirements for success
- Career planning and personal coaching
- Masters, Transaction and Action group programs
- The Journey to Mastery™ experience
- Cutting edge marketing programs
- Providing an environment where you are only doing the most productive activities - someone else is responsible for the details and the paper work

Our focus is always on you.

Our culture is all about you—as a whole person, not just as a real estate agent. We are interested in assisting you in achieving your business goals faster, with less effort and greater efficiency so that you have plenty of energy left for the rest of your life.

ONE ON ONE COACHING AND CAREER PLANNING

Agent Services—“Your Personal Assistant”

Our goal is to provide an environment in which our agents are busy working with clients, not busy doing administrative tasks.

You will enjoy the timesaving convenience of our Agent Services Center, a central point of contact where any agent, regardless of company can make an appointment to show any of your listings. We're making it easy to show your properties and therefore, your properties get shown more often.

The center manages all the details of making listing appointments including contacting you, the listing agent and the seller to arrange and confirm showings. This service is open 9 hours a day, 364 days a year—a service that no other real estate company in Chicagoland provides.

The Agent Services Center also tracks your showings and provides you a detailed report so that you can review your showing activity, adjust your marketing strategies with confidence and keep your seller constantly informed.

Agent services will also input your listing for you into all of the Prudential systems and into the MLS.

The Client Call Center—A Mature Approach to Generating Showings

Buyer inquiries about your listings that are prompted by our ads and signs are always handled by a professional specifically trained to answer inquiries and convert those calls to appointments for your properties. We believe that floor time is a waste of your time and those valuable buyer calls that everyone has worked so hard to generate should always be given exceptional attention.

Based on a national survey, in a typical real estate environment, less than 2% of all calls into an office result in an appointment. We are excited and pleased to report that the team responsible for generating showings on your listings capture more than 80%! These numbers are unheard of in the industry. This means more showings of your listings, more exposure for your properties and more activity to report to your Sellers.

The Call Center is staffed 9 hours a day, 7 days a week, 364 days a year by a real person, not voice mail. We constantly monitor the effectiveness of the Call Center and know that you and your Sellers will be pleased with the remarkable results.

ONE ON ONE COACHING AND CAREER PLANNING

Quantum and Prestige Home Tours™ — (It's anything but your average open house.)

What if you simply secure the listing and another fussy professional arranges all of the details of one of the most exciting marketing strategies to ever hit the Chicagoland market?

What if you got on with other business and a highly skilled and experienced manager coordinated mailing an invitation to the event to 1,000 targeted qualified, prospective home buyers?

Then, what if this same skilled professional supervised a team of telemarketers to call everyone on the invitation list?

On the day of the event, what if a team of certified specialists took care of all the signage, set-up an elegant refreshment table for the guests, checked invitations or ID's at the door and accompanied each guest through the home personally —while you enjoyed a leisurely weekend at the beach?

And if that team of specialists placed a follow up call within 48 hours to all of the guests to gauge their interest and reported all of this back to you, wouldn't that be incredible?

This is not a dream. This is a Prestige Home Tour™, a patented system available only to Prudential Preferred Properties' clients. In the Chicagoland markets, Quantum and Prestige Home Tours™ have averaged between 60 and 200 visitors over the span of one weekend.

This single event is designed to maximize the exposure and impact of the property on the greatest pool of potential buyers. Like all aspects of our company, the Quantum and Prestige Home Tours™ are cutting edge thinking. Most importantly, these deliver results.

ONE ON ONE COACHING AND CAREER PLANNING

Scientific, Target Marketing

With the aid of sophisticated data mining tools, buyers for Prudential Preferred Properties' listings are pinpointed. Then we conduct an out-reach campaign of mailing and calling to see if a match can be made between the buyer and the property.

Your buyer clients will enjoy the benefits of **Prospector**, the latest technological innovation that delivers daily service from you. Once your buyer is entered into the Prospector system, everyday your cyber agent searches the entire MLS for properties that meet your client's criteria and delivers that pertinent information in the form of an email to your client. Using technology to maximize your time is an advantage you will enjoy as a Prudential Preferred Properties agent. Prospector does the leg work for you and your clients 24/7, every day of the year.

Velocity Marketing allows you to provide the most accurate pricing data to your Seller and gives you the ability to predict the market direction. You will be invited to spend an afternoon learning all of the secrets of Velocity Marketing. This system is governed by a formula that predicts the velocity at which property is appreciating and empowers you to provide your client with a "snapshot" of current market values and validate upcoming fast or slow markets. This system is trademarked and only available through a Prudential Preferred Properties agent.

Another preferred advantage and a first in the marketplace is the latest in property marketing—the **Property CD-ROM and web address**. Every property you represent has its own advantages and distinctive character. We think every property that we represent deserves a broad marketing strategy - marketing can no longer be limited to placing ads in newspapers. The Property CD-ROM and web address will showcase your listing and be direct mailed to targeted brokers in the marketplace who deal in the price range and location of your listing. These tools are a part of our advanced multi-tiered marketing approach that ensures that your listing is noticed and remembered by the real estate community—an important segment in any marketing plan. Other Property CD-ROMs may be targeted to potential buyers who are delighted with the interactive format, fresh approach and innovation. Your Sellers will enjoy results that maximize the exposure and impact of their properties in the marketplace.

ADVANCED TECHNOLOGY MAXIMIZES YOUR VALUABLE TIME

A Hand-Picked, Experienced Team

You will be part of a team of seasoned professionals who, like you, are dedicated to the highest standards, quality service and personal success. New associates are trained in a separate work environment and will enter the office only after completing rigorous instruction and a pre-determined number of transactions.

Handsome, Superbly-Equipped Offices

The location and condition of the office in your market area is outstanding. Professionally planned and decorated for maximum impact and ease of use, your office is complete with multiple conference rooms, an overabundance of computers, a multi-functional copier that is also a printer, access to industrial color printers, handsome desks and every amenity an agent could desire.

Two Points of Contact Plus

Communication is easy at Prudential Preferred Properties. Your manager is your first point of contact and you also have a secondary point of contact. However, if in any situation those two points of contact are not providing you with satisfaction or resolution, then you simply call the President of the company—Doug Yeaman. Doug says,

“The purpose of this system is to make communication in our company very simple. We are a bottom-up driven company and we are here to serve people. I don’t want bureaucracy. I need to know when things aren’t working.”

State of the Art Communications Systems

Your personal voice mail, private fax number and email are all integrated into one system. Therefore, you can hear your email messages over the telephone or listen to your voice mail messages over the speakers in your computer. We are all about making your life simpler and better through technology.

www.prupref.com

Our web site holds all of the company’s contracts, calendars, forms, training schedules, the company roster and your email. All of this is available to you at any hour, anywhere in the world.

CMA Technology

A Prudential Preferred Properties Listing Presentation, Marketing Plan and CMA are splendidly designed, cutting-edge and completely prepared for you.

Your Empowering Advantages

ADVANCED TECHNOLOGY MAXIMIZES YOUR VALUABLE TIME

www.Your Personal Web Page.com

A personal web page is essential in today's business. Technologically savvy Sellers and Buyers alike expect your arsenal of marketing tools to include web-based services and promotion. We will assist you in the set-up and management of your web page.

Networking

Every desk is a virtual office with a docking station that allows your personal computer to network with all of the company systems. This gives you lightning fast access to the Internet, the MLS and printers.

Digital Cameras

Digital cameras for agent use are available in every office.

Experienced Support Staff

We take very seriously the important job of successfully supporting you and the functions of the office. Our administrative managers are not your average real estate office workers. They are technologically savvy, networked throughout the company and are interchangeable from office to office. Our systems are outstanding and our administrative staff will allow you to stay focused on your career path instead of your paperwork.

The Accounting and Closing Departments ensure your transactions proceed smoothly and commission checks are delivered within three days.

The Technology Department

The Technology Department provides support for computers, our Internet presence and the integrated phone system. Their innovation and forward-thinking ideas maintain our lead in the industry.

The Marketing Department

The Marketing Department is continually monitoring the effectiveness of our marketing strategies, communicating with our agents, clients and service providers and keeping our company in the forefront of leading-edge marketing —pioneering short and long-term tools for your ultimate success.

The Prestige Properties and Fine Homes Division corroborates with you to use our specialized marketing strategies to list, position and sell upper-tier and luxury properties.

Your Empowering Advantages

YOUR SMOOTH TRANSITIONAL STRATEGY

Maintaining Your Client Base

Our experience has shown that agents in transition to Prudential Preferred Properties often increase their business. Why?

- **Your Agent Services representative** will telephone your entire client list within 24-hours, informing them of your new affiliation and asking them about their present real estate needs or that of others who might benefit from your expertise.
- **Your Transition Coordinator** will oversee all of the details to ensure a seamless transition including:
 - Business Cards
 - Name Riders
 - Enrollment in 401K
 - Process all state and board license forms
 - Create a personal profile for you
 - Handle press releases about your affiliation
 - Ensure your client database is set-up
 - Enroll you in PruDirect if you desire
 - Set-up your personal web page
- **Your North Shore or City Marketing Specialist** will supervise the production of:
 - Brochures for your listings
 - Templates for personalization of your CMAs
 - Final CMAs for presentations
- **Prudential Preferred Properties** distinguishes itself from all other real estate companies with our steadfast commitment to “People First.” You are the most important part of our cutting edge approach to this business. Because we are a privately owned company, we can provide **Company Support** in a personal way. We recommend the following extraordinary coaching sessions. You will be amazed by their application in your already successful business.

S.E.L.L.™ is a focus on time management and business development unlike any other. **Probing** is a focus on communication skills and creating key relationships for the success of your business. **The Quantum Home Tour**™ is a proprietary licensed marketing event. Your certification in this program is a valuable tool in your personal success and development. **The Mastery Program** takes your career to the highest level. The focus is on leading a balanced life while maintaining optimum production.

BUSINESS DEVELOPMENT PLAN FOR SHARON KESSEL

Commission Agreement: We recognize your contribution to the success of our business. Therefore, your commission rate will start at 75% of gross commission. In the event your 12-month averaged earnings increase in accordance with our published commission schedule, then your split will be increased accordingly. Your commission earnings from your former company will be applied to the PPP schedule for eligibility purposes. This guarantee will continue through 12-31-2003.

Compensation for loss: In the unfortunate event that CBRB penalizes any of your commissions by lowering your commission split or imposing any other financial penalty because of your transition, then Prudential Preferred Properties will compensate you dollar for dollar.

Personal Marketing: We believe in your success and would like to provide to you the following:

- To assist in creating, defining and managing a partnership arrangement with a qualified agent that would at your discretion allow you to redistribute your bottom 1/3 transactions.
- Include you in our exclusive North Shore upper-tier marketing and networking team which will increase your exposure to obtaining and marketing Prestige Properties.
- Marketing of your listings to North Shore and Chicago agents and clients via CD-ROM technology on all of your listings.
- Redesign and hosting of your personal Web site at our expense for a period of one year.
- To facilitate your National Prudential Network opportunities, we would like to provide a package to the 2001 Business Convention in New Orleans.
- A personal photo shoot with color and black and white prints if needed.
- Five open house signs and 10 name riders.
- Software for management of your "Jelly Bean Jar" contacts.
- Post Cards provided you participate in the Jelly Bean Jar Workshop and develop a group of 200 people who agree to be part of his group. We will provide to you at our expense, 200 post cards for 12 months. The establishment of this group must be complete within 2 months of your association to qualify.

Miscellaneous:

- We will pay for all State & Board transfer fees.
- We will provide E&O insurance for you until renewal date of 4/1/2003.
- We will pay for your office voice mail, integrated fax and Internet systems.

This offer is predicated on the presumption that your affiliation with Prudential Preferred Properties will be no later than November 19th, when this offer will expire.

BUSINESS DEVELOPMENT PLAN FOR SHARON KESSEL

You agree to drive your business to the highest level by committing to the following:

- Complete S.E.L.L., Quantum Home Tour, Probing and Lead Management within your first year of affiliation with us.
- Provide your expertise and assistance as we continue to build our team.

It is in the best interest of all parties that the terms of this agreement be deemed confidential between you and the company. Therefore, your signature below indicates your promise to keep this offer completely confidential.

Your Signature:

Sharon Kessel

Dawn McAnaney, Broker-Manager