



# Prudential

## Florida Realty

FOR IMMEDIATE RELEASE

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### **PRUDENTIAL FLORIDA WCI REALTY CHANGES BECOMES PRUDENTIAL FLORIDA REALTY**

IRVINE, Calif. — Prudential Real Estate Affiliates, Inc., a Prudential Financial, Inc. [NYSE: PRU] company, announced that its Prudential Florida WCI Realty affiliate based in Sunrise and service 17 counties throughout Florida has changed its name to **Prudential Florida Realty**.

Rei Mesa, Prudential Florida Realty's president and chief operating officer, described the move as "strategic name changes to better leverage the Florida real estate market." "Together with other Prudential Real Estate affiliates here, we feel we're the 'superbrand' in the state of Florida. We renamed our company to more closely identify with our brand and the Florida market."

Prudential Florida Realty is a perennial Gibraltar Circle qualifier, designating a top ranking for the Prudential Real Estate network. The company ranked No. 32 among all U.S. real estate companies for sales volume in the 2008 Real Trends Survey, and it is No. 3 among all Florida real estate companies for sales volume. It is No. 6 in the Prudential Real Estate network for gross commissioned income.

Mesa reported that Prudential Florida Realty's sales professional ranks have grown by an additional 267 during the first half of the year. Moreover, Prudential Florida Realty has added six companies in recent months: Portfolio Homes and Investments, Orlando/Oviedo; BNB Banker & Business Realty, Pembroke Pines; All About Real Estate, Inc., Pembroke Pines; Realty Associates, Boynton Beach; Realty Platinum, Boynton Beach; and Spears Group real Estate, Palm City.

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“As always, we’re excited about the Florida real estate market and its resiliency and favorable growth prospects,” Mesa said. “By 2010 Florida will likely be the third most populated state, and that population grows by about 900 every day. Florida has low unemployment and a solid economy. Florida is a great place to own a home, and there are many great home values to be found.”

Name changes were also announced for the Prudential Florida Realty’s other business lines. Florida Real Estate Services is comprised of Prudential Florida Realty, Florida Home Finance Group, an affiliate of Wells Fargo Home Mortgage, Florida Title and Guarantee, and Florida Home and General Lines Insurance. The company has also introduced a new website at [www.PrudentialFloridaRealty.com](http://www.PrudentialFloridaRealty.com).

Prudential Florida Realty celebrated its nine-year anniversary in July. To date, it has raised more than \$1.3 million for The Sunshine Kids, a nationwide organization supporting children with cancer.

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**Prudential Florida Realty** has over 40 locations and more than 2,000 real estate sales associates serving 17 counties throughout Florida. The Company is a full-service residential and commercial real estate company that offers consumers professional assistance with purchases, sales, seasonal rentals and property management, corporate relocations, referral services, mortgage, title and insurance services. Based on sales volume, the company was ranked as the 32nd largest real estate company in the nation in the July 2008 issue of Realtor Magazine and is ranked as the sixth largest company in the Prudential Real Estate Affiliates network. Prudential Real estate boasts the highest average sales price of any nationwide real estate firm. Visit [www.prudentialfloridarealty.com](http://www.prudentialfloridarealty.com) to view thousands of Florida property photos and virtual tours or to connect with one of our sales professionals.

Prudential Real Estate and Relocation Services, Inc. is Prudential’s integrated real estate brokerage franchise and relocation services business. Prudential Real Estate franchises are independently owned and operated. Companies are selected based upon outstanding performance records, high levels of customer service and shared business values with those of Prudential. Prudential Real Estate provides franchises with business strategies using Operation Reviews as well as numerous benefits, including access to Prudential Real Estate’s Online Seller Advantage<sup>SM</sup> program designed to provide real-time information to sellers with the touch of a keystroke. Prudential Real Estate is one of the largest real estate brokerage franchise networks in North America, with nearly 2,100 franchise offices and approximately 64,000 sales professionals in the franchise Network as of June 30, 2008.