

TEN WAYS TO HARNESS THE POWER  
OF PRUDENTIAL DOUGLAS ELLIMAN  
WHEN YOU SELL YOUR HOME.

W H Y   Y O U   N E E D  
T H E   B E S T   H E L P  
Y O U   C A N   G E T  
T O   S E L L   Y O U R  
H O M E   I N   T O D A Y ' S  
M A R K E T .

This is a critical time in the New York and Long Island real estate market. The press, the pundits, the buyers are all wondering what is going to happen next. If you are selling your home, the only thing that is certain is that you want to get the best possible price, as quickly as possible, with the least inconvenience to you and your family. That's why this is the time to put the full power of Prudential

Douglas Elliman to work for you. No one knows this market better than we do - and no one is selling more homes in this market than we are. With over 3,000 sales professionals, in 70 offices from Manhattan to Montauk, our reach and resources are unmatched. Here, on the next few pages, are 10 ways you can put the power of Prudential Douglas Elliman to work for you.

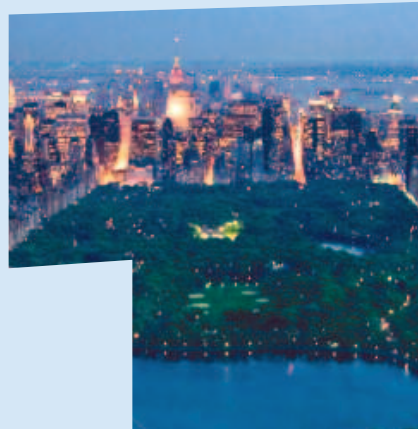


**Prudential Douglas Elliman** Real Estate

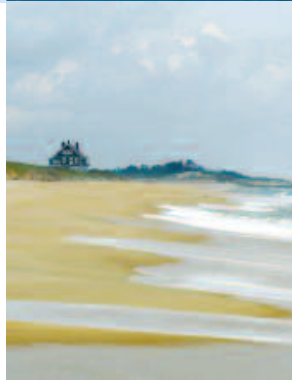
B E A U T I F U L   I N V E S T M E N T S

[prudenciaelliman.com](http://prudenciaelliman.com)

PROFIT FROM OUR MORE EXTENSIVE  
REACH FROM MANHATTAN TO MONTAUK.



The stronger the real estate firm representing you, the stronger the market for your home can be. Prudential Douglas Elliman has been Manhattan's preeminent



the North Shore, the Hamptons and the North Fork. And we are a leading force in home and apartment sales in Brooklyn and Queens. Little wonder that we sold

real estate firm since 1911. We're also Long Island's largest real estate firm, with coverage that includes

00,000 homes in 2005 - over \$000,000,000 of transactions!

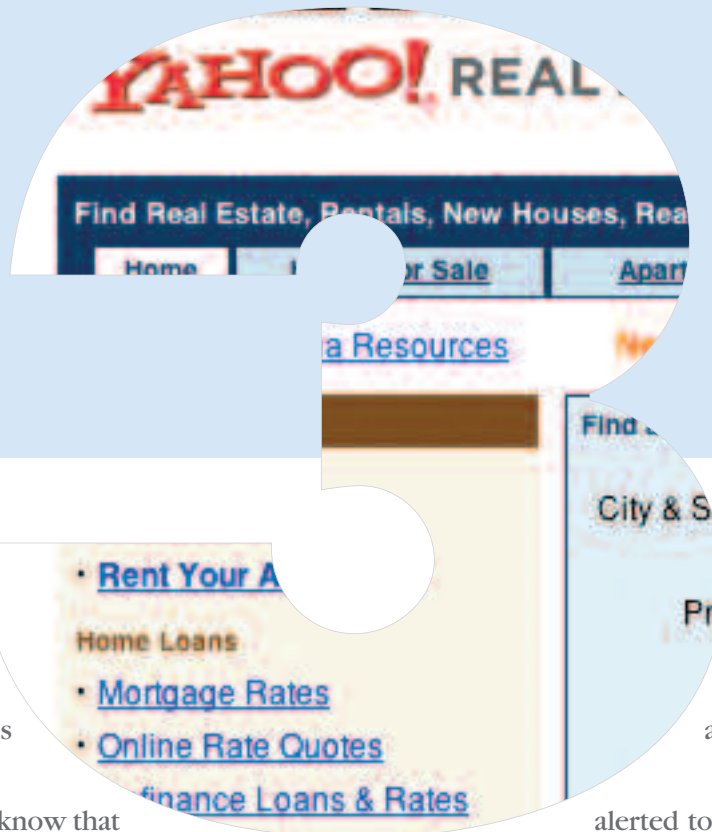
MAXIMIZE YOUR MARKET WITH  
THE GLOBAL STRENGTH OF PRUDENTIAL.



As part of the Prudential financial network, Prudential Douglas Elliman can take advantage of Prudential's global presence and 97 percent name recognition. We have 10,000 offices throughout the United States and in 100 countries. We can attract foreign buyers to the New York Market from London to Tokyo to Hong

Kong. Wherever in the world a qualified buyer is searching for a home or condo just like yours, we'll be aware of that and instantly get the lead to your local Prudential Douglas Elliman realtor. Local realtors simply can't offer you that advantage. It helps to have the strength of the Rock on your side.

OWN THE INTERNET WITH  
prudential.com AND YAHOO.



Over 75 percent of homebuyers nationally now begin their searches on the web. So it's good to know that when you list your house with Prudential Douglas Elliman you are not only listed on Prudential.com, one of the hottest sites in real estate, but also on Yahoo where you are exposed to the 2,000,000 homebuyers a month who begin their search there. No other real estate firm can offer this extra Internet power. Using

the superior technology of Prudential Real Estate and Yahoo, you are instantly alerted to buyers who are looking for a home like yours. You receive daily e-mail alerts about changing market conditions in your neighborhood, and how many buyers are in your price range. This helps our sales professionals instantly identify buyers who are both interested in and qualified to buy a home like yours.

ADVERTISE TO THE BEST PROSPECTS  
IN THE BEST PUBLICATIONS.



In addition to all the usual classified listings, Prudential Douglas Elliman frequently takes large space advertising in The New York Times, Newsday, The Wall Street Journal, The New York Post, Quest, Avenue, New York Magazine, Architectural Digest and over 100 local

periodicals on Long Island and the Hamptons. Our blockbuster ads are designed to dominate the publications in which they appear and draw the attention of buyers. No one can offer a more professional or more extensive marketing program.

FEATURE YOUR HOME IN PROFILE,  
OUR EXCLUSIVE MAGAZINE.



Prudential Douglas Elliman Real Estate  
**PROFILE**  
THE Source for New York City, Long Island and The Hamptons Real Estate

Prudential Douglas Elliman  
will also publish and fea-  
ture your home in  
*Profile* Magazine, a unique

bi-monthly journal for home buyers, distributed to  
upper income households in New York City,

suburban Long Island,  
the Hamptons and in  
highly targeted mailings. This  
glossy color magazine has a select

annual circulation of over one million potential  
customers for your home.

CORRECTLY PRICE YOUR HOME WITH OUR  
DEFINITIVE MARKET INTELLIGENCE.



Some homeowners are overly pessimistic about the value of their homes. Others are too optimistic.

Prudential Douglas Elliman's expertise can help you price your home right — thanks to our extensive private database of building and property details, historical prices and closing prices. We base our analyses on appropriate closed transactions, not opinions or

“estimates.” Little wonder that government agencies and financial institutions around the world use our

Manhattan Market Overviews and our Quarterly Reports. We're also a definitive source of knowledge about product segments, most especially townhouses. All this expertise helps you get full market value for your home in any kind of market.



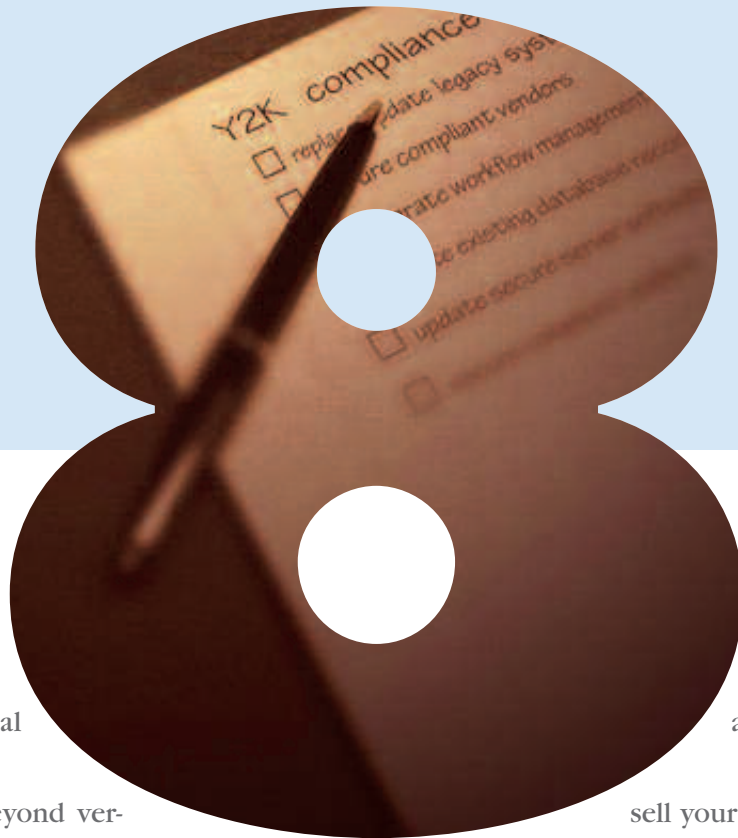
ATTRACT BUYERS RELOCATING TO  
NEW YORK THE MOMENT THEY START LOOKING.



Thousands of people get relocated to New York by their employers every year. We can help make sure that qualified transferees get to see your home, thanks to the national Prudential Real estate firm, with a referral network directly tied to over 150 national and international corporations, local businesses and nonprofit organi-

zation. Among the 150 companies and organizations that use us to find homes for their employees in New York City and Long Island are: Amerada Hess Corporation, American Express, Brookhaven National Labs, Citi Capital, Coca-Cola, JP Morgan/Chase Manhattan Bank, Merck & Company, Salomon Smith Barney, Shell Oil, Viacom Cablevision, Wyndham International and Yahoo.com.

MAKE YOUR HOME SALES PERFECT WITH  
OUT 50-POINT COSMETIC CHECK LIST.



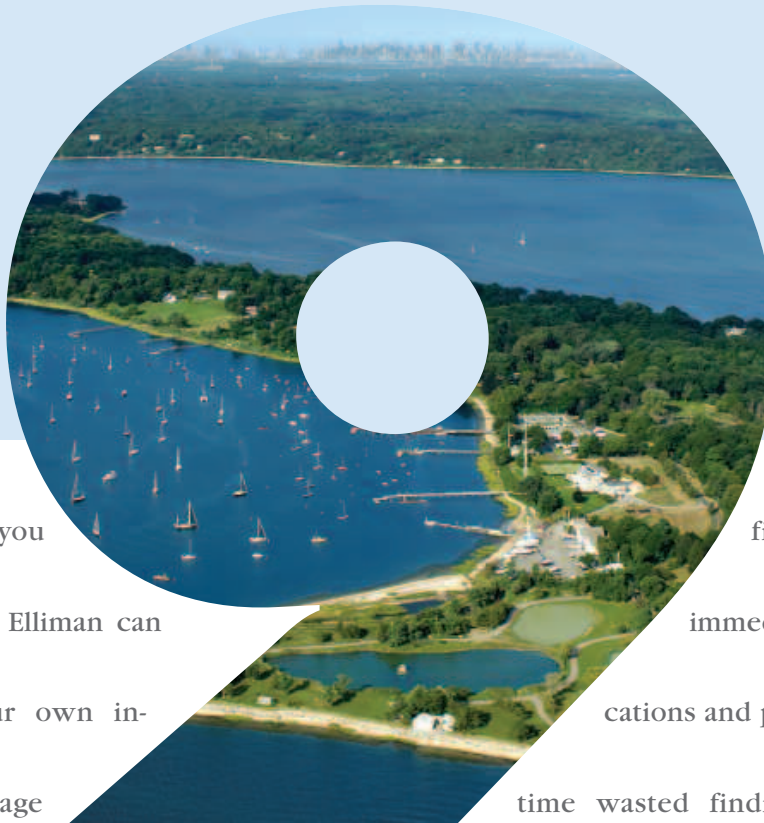
Homes that look attractive and welcoming sell better. So Prudential

Douglas Elliman goes beyond verbal advise from your sales specialist. We will arm you with a 50-point checklist that covers the things you need to do all around your home - from lawn, pool

and patio to bathrooms, closets and even your TV and stereo. By helping you

sell your home faster, we can often prevent your listing from growing "stale" — on the market too long and therefore perceived as worth less than you're asking.

MAKE SELLING EASIER WITH DIRECT  
ACCESS TO OUR MORTGAGE FINANCING.



Buyers who come to you via Prudential Douglas Elliman can take advantage of our own in-house mortgage brokerage services at our subsidiary, Preferred Empire Mortgage. It's among the top 10 mortgage brokers in New York and offers direct access to a nationwide network of lenders. Preferred Empire Mortgage's highly competitive rates, innovative

financing options and immediate on-site pre-qualifications and pre-approvals means less time wasted finding out whether your buyer has the financial qualifications to obtain a mortgage on the home you're selling. Incidentally, if you are buying a new home as well as selling one, you can take advantage of Preferred Empire Mortgaging for your own financing.



GET A SMOOTH, FAST CLOSING WITH  
OUR TITLE INSURANCE SPECIALISTS.



If you're selling one home and buying another, delays in obtaining title insurance can mean annoyance and extra bridge financing costs for you. Prudential Douglas Elliman can help speed things along with our own in-house title insurance company, PDE Title. Their attorneys and title professionals have over a century of combined experience and a



track record proved with over 100,000 transactions. They are practiced experts at clearing intricate title matters. And their established relationships with numerous title underwriters also can help streamline title insurance matters. Every title search receives a personalized review by an attorney.



**Prudential Douglas Elliman** Real Estate

BEAUTIFUL INVESTMENTS

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