

Prudential Rubloff eNews 3/10/10**A Note from Chris and Michael**

Dear Agents,

The Michigan Avenue office move to 980 N Michigan is now complete! All agents and corporate staff are in one, beautiful location. As you can imagine, a move of this size and complexity involves countless details and coordination. We owe all of the agents involved in the move a big thank you for their patience and understanding as we worked to combine locations and services. Thank you to Karoline Eigel for all of her planning and implementation skills. Thank you to Chris Bolling and his staff for their tireless efforts keeping us up and running throughout the transition. You are invited to visit our newest office, attend training, or use our terrific virtual space when you are downtown and need office space or services. With the move behind us and spring market underway, there's no stopping Prudential Rubloff now!

Sincerely,

Chris and Michael

Please Note the Following 980 N Michigan Avenue Office Details!

Complete contact information:

Prudential Rubloff Properties

980 N Michigan Avenue

Suite 900

Chicago, IL 60611

Office 312.368.5300

Fax 312.368.5346

- We welcome anyone in the company to stop by to see the newly remodeled offices or use our virtual agent space.
- BluePrint Training will now be held in the Mag Mile offices.
- If you are attending training, or know in advance that you are coming to 980 for any other reason, please call reception at 312.368.5300 and they will complete the building access form for you so you can easily access the building.
- All employee phone and fax numbers remain the same.
- If you arrive at 980 N Michigan before 9:30 am and leave by 7:00 pm, the building offers a daily rate of \$12.

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Prudential Rubloff Receives Gibraltar Circle Award at PREA Conference

Michael Pierson and Chris Eigel just returned from the Prudential Real Estate Affiliates Conference in Austin, Texas, where they were presented with the Gibraltar Circle Award. The Gibraltar Circle Award is given to the top 50 firms in the entire PREA Network. Prudential Rubloff moved up seven spots and was ranked 21 nationally! As always, the credit goes to you, the agents! Thank you!

Recent Media Mention

Mario Greco quoted in the Chicago Tribune

Mario Greco was quoted in the Chicago Tribune on Sunday, February 28, in a story about the growing number of home purchasers who are single, especially women. Click [here](#) to read the story.

Prudential Rubloff Welcomes Newly Affiliated Associates!

Laura Austwick, Lake Forest; Marlene Bass, Northbrook; Tricia Braun, 1701 E Lake Avenue; Tom Brennan, 1620 W Belmont; Lisa Fischer, 2663 N Halsted; Kristin Giamo, 2301 N Clark; Michelle Gomez, 737 N Michigan; Chuk Okwuje, Gabriela Olague, 80 W Harrison; Jean Olson, 2301 N Clark; Molly O'Neil, Lake Forest; Patrick Owca, 2301 N Clark and Jody Wise, 2663 N Halsted.

March eNews



Prudential Rubloff offers free monthly eNewsletters that you can send to your SOI as an additional form of communication. The March eNews has already been placed in your PREA account and is ready for your immediate use. There are two header options available, and newsletter topics run the gamut, but always include timely news links, industry lingo explanations and a fun tip. Each month there will be a notification on Band Notes when the eNews for that month is ready for your use. If you have questions regarding sending eNewsletters, please simply review the Sending PREA eCards and Newsletters Guide on PruAndYou, Online Forms, or contact your office administrator for assistance.

Coming Soon - Baseball Schedule Postcards!



Whether you root for that north side baseball team or prefer the one on the south side, small and large 2010 baseball schedule postcards will soon be available to send to your SOI. Watch Band Notes for the announcement.

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Coming Soon - Agent Website Solutions!

We are proud to offer two great agent website solutions tailored to meet your unique online marketing needs. Select from the Gold or Platinum agent website options below.

GOLD - The gold agent website option utilizes Prudential's powerful Online Buyer Advantage (OBA) software which provides unmatched lead tracking and customer interaction.

Gold Agent Website features include:

- A sophisticated search portal, allowing your visitors to search the entire MLS
- Daily email alerts on any customer activity
- Access to your customer's online activity including search information including price range, location, and property type.
- The ability to keep detailed records of every client, every action they take and every encounter you have with them.

PLATINUM - The platinum agent website option offers a higher level of customization, transforming Rubloff.com into your own custom website and featuring you as the centerpiece and real estate expert!

Just a few of the most compelling and unique features of the Platinum Agent websites include:

- Utilization of the Rubloff.com advanced property search form and map search feature giving consumers total access to the listing inventory with all contact on all listings coming directly to you!
- Prudential Rubloff's powerful Premier Market Watch program integrated into your site.
- The ability to control theme color, top navigation link sequence and even page names
- The ability to customize your "About Me" bio and post testimonials utilizing the incredibly easy-to-use interface
- The ability to control home page "feature properties" to spotlight your current listings
- An integrated dashboard control from your **PruAndYou** login which allows you to make website changes in real time!

DID YOU KNOW?

New PREA LearnCenter Course: Properties Online – Virtual Staging Essentials

Nearly every property available for sale across North America can be found on the Internet. With more than 90% of consumers looking for homes online, what they see and experience is extremely important. Consumers can easily reject the possibility of seeing your listing by how the property is presented to them.

In this course, you will examine a variety of virtual staging techniques and strategies involving the proper use of photography, video and text; how to prepare a virtual staging plan for your listings to enhance the presentation of your listings online; and generating more interest and more sales.

To launch this course, login to **PREA Center**, click on the Access LearnCenter link in the Quick Links section, click on the Course Catalog, scroll and click on the course link for Presenting Properties Online – Virtual Staging Essentials.

As always, thank you for all you do on behalf of Prudential Rubloff!