



For Immediate Release

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Prudential Rubloff

**PRUDENTIAL RUBLOFF ANNOUNCES
THE FORMATION OF RUBLOFF INSURANCE**
Industry veteran George H. Moloney III tapped to lead new division

CHICAGO, IL – February 1, 2012 - Chris Eigel and Michael Pierson, principals of the prestigious Chicago real estate firm Prudential Rubloff Properties, are pleased to announce the formation of Rubloff Insurance, a full-service insurance arm to be lead by industry veteran George H. Moloney III. Rubloff Insurance will be located at 980 N. Michigan Avenue and serve insurance needs throughout Chicagoland.

"I couldn't be happier to announce that George has joined the Prudential Rubloff family as President of Rubloff Insurance," said Pierson. "Adding an insurance component to Prudential Rubloff's offerings completes our collection of home services. George's knowledge, experience and talent make him the perfect person to lead our new division."

"Rubloff Insurance offers the full array of insurance products and services and will be an asset, not only to Prudential Rubloff agents and their clients, but to individual insurance consumers as well," added Moloney.

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Chris Eigel | Chief Executive Officer



Michael Pierson | President & Chairman





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George H. Moloney's insurance career spans close to 40 years, first working for a large insurance company and then working his way up in the firm his father started in 1946, George H. Moloney & Co. He became its President in 1989. He went on to be Vice President and General Manager of Koenig & Strey Insurance, LLC, and was then promoted to President, a position he held for 10 years.

For additional information about Rubloff Insurance, please contact George H. Moloney III at 312-268-2734 or send him an email at gmoloney@rubloffinsurance.com.

About Prudential Rubloff Properties

Prudential Rubloff Properties has 15 sales offices with over 900 sales professionals and staff in Chicago's Gold Coast, Lincoln Park, Lakeview and South Loop neighborhoods, as well as suburban Evanston, Hinsdale, Lake Forest, Libertyville, Northbrook, Wheaton, Winnetka and Michigan's Harbor Country. Prudential Rubloff Properties is the exclusive provider of Prudential Rubloff Mobile, a free mobile application that allows users to explore all homes for sale, for rent or that have recently sold in the Chicagoland and Southwest Michigan areas from their mobile device. Prudential Rubloff Properties is also the exclusive provider of Premier Market Watch, a consumer trend and analysis tool for neighborhoods and communities in Chicagoland's Cook, Lake and DuPage counties. To receive Premier Market Watch reports, or to download the Prudential Rubloff Mobile application, please visit Rubloff.com.

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Prudential Rubloff Properties is an independently owned and operated member of Prudential Real Estate Affiliates, a full-service residential and commercial real estate network with nearly 1,600 franchise offices and approximately 54,100 sales professionals in the franchise network in the United States and Canada. Prudential Rubloff ranked first in the Midwest and sixth in the nation in the Prudential Real Estate Network in 2010. For additional information and the finest online residential real estate experience in Chicago, please visit Rubloff.com.



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