



Our Marketing Strengths

Marketing real estate takes a lot more than a yard sign and classified advertising. It takes networking and maximum exposure to the real estate community.

The key to marketing a property is a thorough introduction to the real estate community.

Prudential Value Range MarketingSM

Prudential Real Estate is the only provider of Prudential Value Range MarketingSM (PVRMSM) in North America. Prudential Value Range MarketingSM attracts more potential buyers to look at your home. That can mean a quicker sale at a fair price. *(PVRM may not be offered by all franchisees.)*

International Broker Network

The Prudential Real Estate Network has nearly 2,100 member offices and approximately 68,000 sales professionals throughout the United States, Canada and Mexico.¹ Prudential Real Estate affiliates network with other brokers to exchange information. This cooperation provides a marketing opportunity that generates buyers and leads for your company regionally, nationally and internationally.

National Relocation

Prudential Referral Services[®] provides the network with potential buyers who must relocate within a limited time period because of corporate transfers.

Local REALTORS[®] Network

Cooperation and exchange of information between brokers is an additional marketing opportunity used to generate qualified buyers and leads for your property.

Multiple Listing Service

Important information about your property will be submitted to the Multiple Listing Service. This is a valuable resource widely used by the real estate community and is highly effective in increasing awareness of your property.



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Prudential Highland Properties: Our Marketing Strengths

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