



## For Immediate Release

January 3, 2008

### **PRUDENTIAL PREFERRED PROPERTIES HOSTS GRAND OPENING FOR NEW OFFICE AT 737 N MICHIGAN IN CHICAGO, ILLINOIS**

CHICAGO – January 3, 2008 – Prudential Preferred Properties recently hosted a “Rock the Avenue” event to celebrate the grand opening of the company’s newest location at 737 N Michigan Avenue. Nearly 200 guests enjoyed gourmet hors d’oeuvres, signature “Rocktinis”, and a jazz trio as they toured the new office.

“We are extremely proud of our beautiful new space, and wanted to share our excitement with our colleagues, clients, and friends,” said Pat Mazzone, Senior Vice President and Managing Broker. “In addition to offering fantastic city views from the 19th floor of the Neiman Marcus building, our Michigan Avenue office boasts a wonderful contemporary design, calming color palette and Zen garden complete with fountain.”

“One of the best things about our new Michigan Avenue office is that it is truly a state-of-the-art facility geared to meet the needs of our sales professionals,” added Michael Pierson, President and Chairman of the Board. “The office has two computer rooms with flat screen monitors and a dedicated resource room where sales professionals can access all of the PPP branded marketing materials they need to grow their business. Through our Agent Advantage program, we offer 24-hour print marketing, vertical e-Marketing, Fine Homes International luxury marketing, and Preferred Development marketing – all of these services will be available in each of our 10 locations.”

Prudential Preferred Properties’ new location is home to more than 85 sales professionals and staff, as well as the company’s corporate headquarters.

#### **About Prudential Preferred Properties**

Prudential Preferred Properties has 10 sales offices with nearly 500 sales associates and staff in Chicago’s Gold Coast, Lincoln Park, Lakeview and Lincoln Square neighborhoods, as well as Evanston, Highland Park, Lake Forest, Libertyville, Northbrook and Winnetka. Eight offices were acquired by principals Chris Eigel and Michael Pierson in February 2007. Almost immediately, new ownership opened two offices, in Lake Forest and at 737 N Michigan Avenue in Chicago, and added more than 150 sales professionals and staff.



# Prudential Preferred Properties

EXQUISITE HOMES ■ [PRUPREF.COM](http://PRUPREF.COM) ■ EXQUISITE MARKETING

The company also relocated its Northbrook sales office to a new, state-of-the-art facility, and will be opening a new sales office in Chicago's Lincoln Park neighborhood in early 2008. More information is available at [PruPref.com](http://PruPref.com).

Prudential Preferred Properties is an independently owned and operated member of Prudential Real Estate Affiliates, a full-service residential and commercial real estate network with nearly 2,000 franchise offices and more than 60,000 sales professionals in the franchise network in the United States and Canada. Prudential Real Estate Affiliates Inc. consists of companies selected for their outstanding performance records, high levels of customer service and shared business values.

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