

## NEWS RELEASE



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### **Prudential CA/NV/TX and Metrocities Mortgage Enter Marketing Services Agreement**

**Pleasanton, CA – June 25, 2008** – Prudential California/Nevada/Texas Realty has entered into a marketing services agreement with Metrocities Mortgage LLC, a leader in the residential mortgage lending market. The agreement will provide home buyers with the convenience of in-house loan services at Prudential offices, and access to an extensive product selection, including government and state bond loans. Prudential’s mortgage arm operates as The Home Loan Group.

“We are extremely excited about our affiliation with Metrocities and the synergy that it will bring us as a company,” said Ed Krafchow, president, Prudential CA/NV/TX. “With Metrocities as our strategic partner, we will have the opportunity for a long-term relationship built on a shared commitment to meeting the highest standards of customer service excellence.”

Metrocities is nationally known as a leader in joint ventures with real estate companies. As a mortgage banker and broker, they have an extensive product selection and are experts in increasingly important government programs including FHA, Freddie Mac, Fannie Mae and state bond loans. They also offer private mortgage banking services with loan amounts up to \$45 million.

“Metrocities is thrilled to partner with Prudential CA/NV/TX Realty, the 5<sup>th</sup> largest affiliate in the Prudential network nationwide,” said Anna Ruotolo, Metrocities’ Executive Vice President, Northwest Region. “We look forward to providing Prudential clients with a multitude of loan offerings that will cater to their unique needs and presenting a ‘one-stop shopping’ experience.”

Metrocities has an impressive track record in customer service, as shown by their "Heroic Customer Service<sup>SM</sup>" guarantee and three consecutive CustomerSAT ACE Awards for borrower satisfaction. A member of the Prospect Mortgage family of companies, Metrocities is backed by a multibillion dollar private equity fund.

**About Prudential California/Nevada/Texas Realty:**

*Founded in 1887 as Mason-McDuffie Real Estate and transitioning to the Prudential name in 1997, Prudential California Realty and its sister affiliations in Nevada and Texas are a leading innovator of real estate technology solutions to its agents and clients. Now the 8th largest national real estate brokerage, among those who offer settlement services, Prudential CA/NV/TX provides comprehensive real estate solutions when buying, selling and owning a home with more than 8,900 transactions and \$4.4 billion in annual sales for 2007. The company offers consumers full MLS access to home listings through its website [www.PruRealty.com](http://www.PruRealty.com). Part of the tri-state affiliation owned by David Cobo and Ed Krafchow that includes Prudential California Realty, Prudential Nevada Realty, Prudential Texas Properties and Prudential Texas Realty the organization cumulatively has more than 2,400 agents and in 57 offices. Prudential California Realty is an independently owned and operated member of the Prudential Real Estate Affiliates.*

**About Metrocities Mortgage**

*Established in 1989, Metrocities Mortgage has become a leading nationwide lender based on unique loan programs and successful joint ventures (affiliated business arrangements) with key real estate companies, credit unions, financial advisor/business management companies, builders and other affinity groups. Loan Officers have access to thousands of loan programs and proprietary search engine technology enabling them to find the best loan products for their clients. Known as America's Best Relationship Lender<sup>SM</sup>, Metrocities was named "Most Innovative Mortgage Company" by Inman News in 2005 and has received the CustomerSAT ACE Award for exemplary customer satisfaction three years running.*

*Some products may not be available in all states. This is not a commitment to lend. Restrictions apply. All rights reserved. Users of this information should not assume that it remains effective at a later date. Programs (including, without limits, fees, rates, and features) are subject to change without notice.*

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