



2008 Business Technology Suite

Prudential Northwest Properties Real Estate Products		Estimated "Value"	3rd Party Comparison Products	Monthly "Cost"
► TransAction3™				
Real Estate contacts, appointments and tasks	Included	\$25.00	Top Producer 7i	\$34.95
► Custom MLS, CMA, Hometour and listing detail reports	Included	\$50.00	N/A	
Adobe Acrobat auto-fill forms	Included	\$20.00	Zip forms/MLS	
Wireless MLS search (PDA/Cell Phone)	Included	\$20.00	Pocket MLS	\$20.00
Mobile access online and offline	Included		N/A	
► TransAction3™ - Prospecting and Keep in Touch				
► Property Investment Profile™ (automated CMA - email report)	Included	\$79.00	Market Snapshot	\$79.00
► HomeFinder PRO™ (enhanced MLS listing - email report)	Included	\$39.00	Listing alert	\$39.00
► MarketTracker™ (MLS market stats - email report)	Included	\$50.00	N/A	
► TransAction3™ - Prudential Marketing Center				
► Over 1,000 flyers, brochures, e-cards, newsletters	Included			
► Unlimited multimedia slide shows and Virtual Tours	Included	unlimited	1 Virtual tour	\$80.00
► Web commercials	Included			
► 2008 AgentSuite Website				
► Premium real estate business website	Included	\$50.00	Top Producer Websites	\$34.95
► MLS search with Google and Microsoft Virtual Earth mapping	Included	\$35.00	Top Producer IDX	\$34.95
► Dataquick SOLD properties and area demographics	Included	\$35.00	N/A	
► New web 2.0 graphics packages (customizable)	Included		N/A	
► Integrated lead generation and management	Included		Top Producer Websites	
Website statistics, tracking and search engine optimization	Included		Top Producer Websites	
Homefinder and Seller Activity Reports	Included	\$20.00	Online seller advantage (OSA)	\$45.00
Email drip marketing (customizable)	Included	\$20.00	Benchmark	\$20.00
► eServices Mobility				
500mb Microsoft Outlook account with antivirus and antispam	Included	\$10.00	Standard business rate	\$10.00
Electronic FAX (unlimited faxing with personal fax#)	Included	\$30.00	My fax/eFax	\$30.00
Wireless email, contacts, calendar (Windows Mobile & Palm)	Included	\$14.95	Top producer mobile	\$14.95
30 msg. Voicemail account with Find me / Follow me	Included	\$20.00	Max Email/VM Solutions	\$20.00
Voicemail to Outlook email (.wav files)	Included	\$20.00	Max Email/VM Solutions	\$20.00
Prudential eCards	Included		N/A	
Discounted .20 Color Printing (33% savings)	Included		N/A	
High-speed copier/scanner/printers, Dell workstations	Included		N/A	
Data network and 3Com IP phone systems	Included		N/A	
► Microsoft Exchange 2007 with auto sync to TransAction3™	available 2008			
► WiFi Hotspots in ALL Branch Offices (coming 2008)	available 2008			
Monthly VALUE		\$572.90	Monthly VALUE	\$517.75
Actual Cost p/mo		\$75.00	Actual Cost p/mo	\$517.75
ANNUAL SAVINGS		\$5,974.80	ANNUAL COST	\$6,213.00
Additional Services				
Technology support & consulting (MIS ►)	Included	\$ -	1 hour PC consulting	\$100.00
Professional technology training	Included	\$ -	2 hours training	\$150.00

confidential - revised 8/27/07

■ Prudential Northwest Properties Products

■ 3rd Party Comparison Products

► New or Upgraded product or service

► Exclusive Prudential Northwest Properties product for service



Prudential
Northwest Properties



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Business Technology Membership Registration

For your convenience, Prudential Northwest Properties accepts payments by Visa, MasterCard, Discover or AMEX. Please complete the information below and fax or courier directly to:

MIS Department: Secure Fax: 503-520-2299

Agent Branch: _____

Network UserID: _____

Password: _____

Payment by Credit Card

Please charge my: Visa Mastercard Discover AMEX \$ _____

Card No: - - - Exp. Date: -

Exact Name as Printed on Card: _____

Cardholder Street Address: _____

City _____ State _____ Zip _____

Phone #: (_____) _____

Recurring Membership Authorization (Agent signature required)

Prudential Northwest Properties is authorized to charge the amount listed below:

- \$75.00 Monthly, Complete Business Technology Suite
- \$35.00 Monthly, Assistant E: Services Mobility Program

This authorization will remain in effect until written notice of termination is received. Notice must be received by Prudential Northwest Properties at least 30 days prior to payment due date.

Agent Signature: _____ Date: _____

Business Technology is an exclusive suite of products provided for participating sales associates and employees of Prudential Northwest Properties. The membership fee is billed by calendar month. This is an inclusive membership and the fee applies for all services regardless of use and may not be unbundled. Required computer / network hardware, Internet access and select software are the responsibility of the program subscriber. Provided software, services and pricing are subject to change at anytime.