

Prudential Network Realty Press Release

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PRUDENTIAL NETWORK REALTY STANDS FOR COMMUNITY INVOLVEMENT, LEADERSHIP

JACKSONVILLE, Florida– The seasoned real estate professionals at Prudential Network Realty are undeniably committed to community service. As real estate specialists, marketers and sources of local knowledge, these First Coast ambassadors are also the heart behind some of the area’s most successful community campaigns, organizations and events – with Prudential Network Realty in full support.

“Public involvement and leadership is critical to the health and vitality of a community, and we are privileged to be a company that attracts associates so tuned in to this belief,” said Christy Budnick, Executive Vice President of Prudential Network Realty. “At Prudential Network Realty, many of our associates are hardworking volunteers who not only participate in local charitable efforts, but are also leading them.”



Prudential Network Realty managers pose with some of the backpacks and supplies raised during a recent drive for local school children.

Ann King, a Prudential Network Realty professional in St. Augustine, is one of the firm's many associates who has initiated and led important area charitable events this year. An avid St. Augustine volunteer, King was already familiar with orchestrating efforts when she discovered two of her close friends were battling breast cancer. To support and honor these women – and the thousands of others like them across the country – King put her community activism to work and, along with friend Shelly Trella, established St. Augustine's first Art Walk for Breast Cancer. The event made its debut this fall and raised thousands of dollars for breast cancer awareness and research. Proceeds from the event were donated to four breast cancer organizations in Northeast Florida including The Donna Hicken Foundation, Keep a Breast, the Bosom Buddies program at the Women's Center of Jacksonville, and St. Augustine-based foundation, Art Breakers.

“This is something that could affect our daughters, sons, family and friends,” King said. “We have since met and embraced many survivors and current breast cancer patients, which confirms this is the right thing to do for our community.”



Prudential Network Realty's St. Augustine office supported a recent Breast Cancer Art Walk, organized by Realtor Ann King

Prudential Network Realty stood behind King and her resolve to fight breast cancer. The company's new St. Augustine office assisted behind the scenes and helped sponsor and staff the evening event.

Many other real estate professionals at Prudential Network Realty have chosen breast cancer awareness as an area of volunteer leadership in recent years. Last year, Fleming Island agent Cliff Broughton initiated, planned and completed a 29-day, 3,300-mile cross-country bicycling adventure to raise awareness of the disease. His travels were

inspired by the breast cancer battle waged by a co-worker's wife and was supported wholeheartedly by the entire Prudential Network Realty team with daily updates on the company's website. Called the Journey for Hope, Broughton's ride raised more than \$13,000 for The Donna Hicken Foundation.



It is not uncommon to find real estate professionals at Prudential Network Realty who lead some of the area's most well known and effective charitable events. Cliff Broughton, for example, made a cross-country bike ride last year to raise dollars and awareness of breast cancer.

The Ponte Vedra Beach office of Prudential Network Realty supported the community service initiatives of another cycling agent, Michele Daly. Daly recently led a team of cyclists on a 100-mile ride to raise funds and awareness for organ and tissue donation. The one-day ride helped raise \$105,000 for the Katie Caples Foundation, an organization founded in 1998 in honor of a Jacksonville high school student who became an organ and tissue donor.

Each Prudential Network Realty office actively pursues ways it can support the community. Debbie Da Silva and the real estate professionals at Prudential Network Realty's San Marco office, for example, are making community service a top priority this fall. The team has put together a way to treat their clients, while at the same time supporting an important organization in Jacksonville – the Children's Home Society. This month, Prudential Network Realty will provide an upscale shopping experience through

chic San Marco stores – complete with refreshments, gift-wrap and delivery service and lunch at Matthew’s Restaurant. Each store the group visits will donate 20 percent of the proceeds from guests’ purchases to the Children’s Home Society.

In December, Prudential Network Realty staged a two-weekend, Greater Arlington Open House Extravaganza to showcase the community and to raise blankets for the I.M. Sulzbacher Center for the Homeless, Hubbard House and the City Rescue Mission. Drop off locations were held at each of Prudential Network Realty’s open houses in Arlington. Real estate professionals also accepted blanket donations at the Prudential Network Realty booth at Jacksonville Jaguars home games. Donors received two entries into the company’s exciting Take-it-to-the-House competition for each blanket they contribute. The contest enters participants in the chance to win \$50,000 toward the purchase of a home.

The St. Augustine office recently donated Jaguars “autograph book marks” to Hartley Elementary School students as a way to support the community with a small gesture that will encourage big results. The St. Augustine team also helped sponsor the opening of the new Anastasia Branch Library in St. Johns County.

Many others at Prudential Network Realty have also exemplified the same level of commitment to the local community. Read biographies of the real estate professionals at Prudential Network Realty and community service is a stand-out component. Watch for the Prudential Network Realty team to host many more community service events and gatherings through the holidays and expect the momentum to continue into 2008.

Prudential Network Realty is an independently owned and operated franchise of the Prudential Real Estate Affiliates, Inc., one of the largest real estate brokerage franchise networks in North America. There are approximately 2,100 franchise offices and over 68,000 sales professionals in the franchise network in the United States and Canada. Prudential Network Realty currently ranks in the top 1 percent of all Prudential Real Estate Affiliate offices nationwide.

Since 1988, Founder, President and CEO Linda H. Sherrer has led a team of over 325 real estate professionals in eight branch offices and in the buying and selling of residential property throughout Northeast Florida. The company had sales of nearly \$1 billion in 2006.