



# REAL ESTATE AFFINITY PROGRAM

## VALUE OF USING PRUDENTIAL UTAH REAL ESTATE

- 98% Brand Recognition "The Rock"
- Prudential Rated Worlds Most Admired Company - 2011
- Leader In The Salt Lake Real Estate Market
- Concierge Service
- J.D. Power Rated #1 In Customer Service Homebuyer/Seller Satisfaction Survey
- Nationwide Relocation Service
- We Sell Utah One Yard At A Time



Referral Fee Example:

SALES PRICE	\$500,000
COMMISSION	\$15,000

Referral Fee* (Based on a 3% commission to Prudential) Reduction on 1% Loan Origination fee to 1/2%	\$2500*
* There are 2 EPIC Approved Lenders * (Estimated amount based on \$450,000 Mtg Loan) for using approved Mortgage Lender	\$2250*
FREE Appraisal Credit Up to * Credited to the transferee at closing. This can be applied towards buyers closing costs	\$475*

## OTHER BENEFITS FOR USING PRUDENTIAL UTAH REAL ESTATE

- Assistance to the transferee with the sale of their departure home, suggest two qualified agents that will provide market analysis reports.
- Free Short Term Rental Assistance and temporary housing.
- Long Term Rental Assistance is available at the cost of \$275.00 for 1/2 day and \$500.00 for a full day with certified rental assistants.
- Spouse Employment Assistance
- Information regarding the local real estate market
- Single point of contact to assist with relocation decisions.
- Free evaluation, comprehensive marketing plan and proposal of your property.

TOTAL VALUE TO CLIENT	\$4975.00*
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\*Based on a \$500,000 purchase price.

To qualify for this program you **MUST** Contact: **KATHY ROTHE**, RELOCATION DIRECTOR 800-882-9880  
 KROTHER@PRU-UTAH.COM 801-990-1481