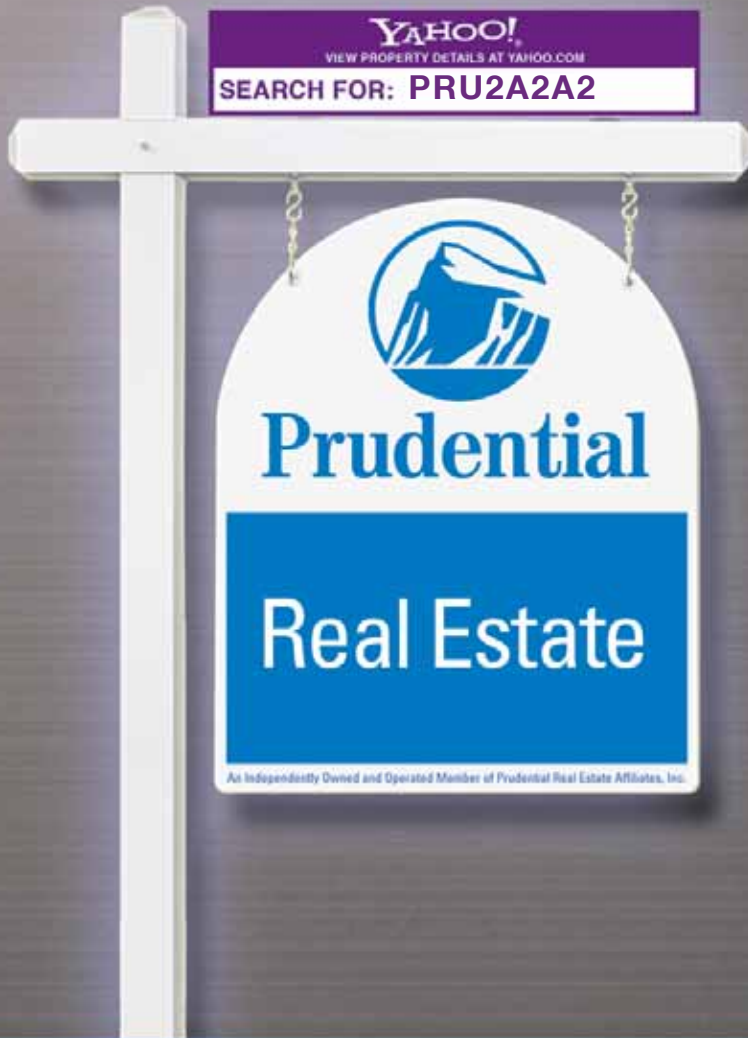


NOW THERE'S A BETTER WAY TO CONNECT YOUR LISTINGS WITH BUYERS



Online Seller Advantage is an exclusive Web-based program that brings together the collective brand strength, marketing clout and technological capabilities of Prudential Real Estate and Yahoo! Real Estate.

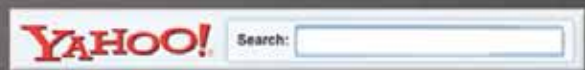


A real marketing edge for sellers.

Homes marketed through OSA are listed as Featured Properties on Yahoo! Real Estate. And, they're highlighted by distinctive Yahoo! riders on Prudential Real Estate yard signs.

OSA also helps buyers get connected

faster. Unique Web IDs on the Yahoo! sign rider connect potential buyers directly to online listing details. Just type the ID into your Yahoo! home page or Yahoo! Real Estate search. No hunting through numerous search results and competitive listings.



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