

## THE PRUDENTIAL ADVANTAGE

- Strong team affiliation
- One distinctive location
- Real Estate mall kiosks
- Four broker-owners and management team
- Support staff
- Leaders in our market place

**SAN FRANCISCO TIMES**  
2007 Book of lists

When viewed as an  
independent office,  
Prudential California Realty  
San Bruno  
is the  
# 1 Single Office  
Real Estate Company  
in the  
Bay Area

For a confidential interview call:  
Terry Birt (650) 871-3676  
Eugenia Borges (650) 255-8116

[www.ThePruTeam.com](http://www.ThePruTeam.com)

## OUR MISSION STATEMENT

We are Prudential California Realty, headquartered in San Bruno, California, with kiosks located at The Shops at Tanforan and Serramonte Malls. As a company, we are committed to providing the highest quality products and services to our clients and the professionals with whom we work. We conduct ourselves at all times in the highest ethical, professional and competent manner when dealing with our customers (tenants, home sellers, home buyers, investors), our associates and employees, and other Realtors. We have assembled a management and support team to operate Prudential California Realty as a business entity, rather than just a real estate company.



**A great life decision,  
begins here...**



180 El Camino Real  
San Bruno, Ca 94066

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## TRAINING AND MENTORING

*The Difference in Success is  
the Company you Choose!*



Complete training and mentoring programs for the new and experienced licensees, with ongoing training designed to create growth and achieve the highest level of success.

We provide the tools  
to simplify the process.

*“ We are here to tell you what you do not want to hear, to have you see what you do not want to see, so you can be the person you have always known you can be.”*

Hall of fame football coach  
-Tom Landry

## TECHNOLOGY DRIVEN

### THE SAN BRUNO E-ADVANTAGE

- In house tech support and training
- I-Pru—Exclusive lead management
- Leads directed through text message and e-mail within seconds
- Custom agent websites
- Online access to marketing tools and other materials
- Innovative career through technology



## OUR OPERATING VALUES

- **Integrity:**  
To adhere to strict personal honesty and independence for one's self.
- **Fairness:**  
To be treated fairly and to treat others fairly, one and all.
- **Caring Family Atmosphere:**  
Having compassion, never taking ourselves too seriously, and working together as a family through all situations
- **Industry Leaders:**  
Being proactive and ahead of the competition, leading while others watch.
- **Profitability:**  
Simply a by-product of planning and doing all of the above successfully.

