



FOR IMMEDIATE RELEASE

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Prudential Rubloff Properties

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**RWF MORTGAGE EXPANDS TO SERVE HOME-FINANCING NEEDS
OF PRUDENTIAL RUBLOFF PROPERTIES CUSTOMERS**

RWF Mortgage, the joint venture launched in 2005 between Rubloff Residential Properties and Wells Fargo Ventures, LLC, a wholly-owned subsidiary of Wells Fargo Bank, the nation's leading mortgage lender, has expanded with the recent merger of Rubloff Residential Properties and Prudential Preferred Properties.

As it has for the past five years, RWF Mortgage continues to serve as the home-financing component within its core services, including real estate, title and mortgage. RWF loan officers work with Prudential Rubloff Properties' sales professionals – now nearly 900 strong – in the 17 offices across Cook, Lake and DuPage counties in Illinois and Michigan's Harbor Country.

Michael Pierson, president and chairman of Prudential Rubloff, said the expansion of RWF Mortgage is consistent with the vision and values of the real estate company.

“The RWF team understands how to make the complex process of financing your property easier and more positive, while achieving the best possible financial results,” he said. “Our focus has always been on providing the highest-quality service.”

Joe Jackson, head of Wells Fargo Ventures, said the company is excited that RWF Mortgage now serves the clients of two of Chicago's most respected real estate firms.

“Prudential Rubloff Properties has enjoyed tremendous growth in a challenging environment and has a high-talent team,” Jackson said. “We're glad to be able to expand on what we have built together since 2005.”

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About Prudential Rubloff Properties

Prudential Rubloff Properties has 17 sales offices with nearly 900 sales professionals and staff in Chicago's Gold Coast, Lincoln Park, Lakeview and South Loop, as well as Evanston, Highland Park, Lake Forest, Libertyville, Northbrook, Winnetka and Michigan's Harbor Country. Prudential Rubloff Properties is the exclusive provider of Premier Market Watch Reports, a consumer trend and analysis tool for neighborhoods and communities in Chicagoland's Cook, Lake, and DuPage counties. For additional information, please visit Rubloff.com/MarketWatch. Prudential Rubloff Properties is an independently owned and operated member of Prudential Real Estate Affiliates, a full-service residential and commercial real estate network with nearly 1,940 franchise offices and more than 62,000 sales professionals in the franchise network in the United States and Canada.

About Wells Fargo Ventures

Wells Fargo Ventures, a wholly-owned subsidiary of Wells Fargo Bank, N.A., is the nation's leading alliance lender, maintaining long-standing relationships with top real estate companies, builders and financial services institutions across the country.

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