

# REALESTATE

The Leader in Real Estate Information Systems



CHRISTY BUDNICK  
EXECUTIVE VICE PRESIDENT  
PRUDENTIAL NETWORK REALTY

JOHN HEMMESCH  
ALLIANCE RELATIONSHIP MANAGER  
WELLS FARGO VENTURES  
(GIBRALTAR MORTGAGE GROUP)

LINDA SHERRER  
PRESIDENT & CEO  
PRUDENTIAL NETWORK REALTY

## PARTNER POWER

*Strong Relationships Create Success in  
Today's Real Estate Market*

# WE'RE CONNECTED

## Prudential Network Realty Team 'delivers' for agents and their clients

Linda Sherrer and Christy Budnick say that connections between Prudential Network Realty agents and the Gibraltar Mortgage Group are strong – and growing stronger. And it's not happening by accident!

Gibraltar Mortgage, the strategic alliance between Prudential Network Realty and Wells Fargo Ventures, is the home-financing member of the Prudential Network team of real estate services – and a most-valuable player in advancing the “We’re Connected” philosophy of doing business.

This philosophy is reflected in a culture that emphasizes the interconnectedness of all parts of the real estate transaction. Sherrer, president and CEO of Prudential Network Realty, says, “In everything we do and in every resource we use, we’re connected. And the Gibraltar team, backed by Wells Fargo, shows this by instilling confidence in agents and their clients.”

Evidence of this confidence, says Executive Vice President Christy Budnick, shows in Gibraltar Mortgage Group achieving 32% mortgage capture rate in 2009, their first year as a partner. She considers this a positive sign of being matched with the right partner. “We have a proven track record with our partnerships – title and relocation – and knew that we could hit a home run with mortgage,” Budnick says. “We asked 300 agents to have trust in – and trust their paychecks to – the joint venture and I am proud to report that our people gave us that chance.”

Gibraltar launched during a time of great instability in the mortgage markets – after Prudential Network’s former mortgage partner went out of



business. “Wells Fargo stepped up and helped us transition,” Sherrer says. “We were looking for a partner with stability and strength of the brand, and that is what we found.”

Sherrer says she and Budnick emphasize to agents the benefits of working with a strong partner. “We often say that if you go to another bank or institution, you can’t call late Sunday or Saturday and say, ‘My deal is going south, and I need some help!’” she says. “But we know where to find our Gibraltar Mortgage team, and we have a joint venture manager who will go to the mat. Each transaction is important to ALL sides.”

She continues, “We have had some tough situations with short sales and people qualifying, and I can tell you that our mortgage team handles people with kid gloves and shows real respect for the buyer.”

Respect for buyers goes hand-in-hand with respect for agents, says John Hemmesch, Wells Fargo Ventures

### Prudential Network Realty’s Family of Real Estate Services

- Mortgage Services
- Title Services
- Corporate Relocation
- Resort/Fine Homes
- Historic Homes
- Builder Sales & Marketing

alliance relationship manager. “We’re committed to education and training and having all the parts in place to serve agents well,” he says. “The bottom line is that we’re responsive.”

Hemmesch says because the Gibraltar team is part of the real estate team, rather than a separate mortgage culture, relationships are deeper. “Our joint venture manager has been meeting one-on-one with our agents for the past 4 to 6 months,” he says. “She is asking things like, ‘What can we do better to assist you?’ When you sit one-on-one with your agents, you’re saying, ‘I care about your book of business.’”