



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Prudential Realty Companies Host Educational Seminars for International Buyers & Sellers

Sarasota, Florida – January 27, 2011 – Prudential Realty Companies' International Division is hosting a series of educational seminars in Sarasota and Lakewood Ranch during the months of February and March 2011. The seminars will offer international visitors and existing home owners from other countries information on how to make a successful and financially rewarding investment in Florida real estate.

Prudential Realty Companies includes sister realty agencies, Prudential Palms Realty and Prudential Lakewood Ranch Realty. Both companies, in partnership with local experts for real estate law and U.S. taxes, will host four seminars. Seminars for Sarasota are scheduled for February 16 and March 2, 2011 from 3:00 p.m. to 4:30 p.m., and for Lakewood Ranch on February 24 and March 24, 2011 from 5:00 p.m. to 6:30 p.m.

“Our experience of working with international clients is that they are hungry for information. Information on the market, the best way to hold title to a property, how to manage U.S. tax liabilities and how to buy smart, said Helen Sosso, CEO of both Prudential Realty Companies. “We believe the seminars will answer many of their questions and give them the confidence to make an investment in real estate here.”

Prudential Realty Companies began the International Division in 2008 and has been fostering relationships with international organizations, such as RBC Bank in Canada to make buying Florida real estate easier for international clients. Another initiative includes hosting seminars in the United Kingdom and twice a year, in the spring and fall, Prudential showcases Florida's Gulf Coast and listed homes at the United Kingdom's largest overseas property show, A Place in the Sun. Buyers from the U.K. make up the second largest group of overseas buyers in the Sarasota/Bradenton area with Canadians being the first. Prudential also provides assistance to U.S. homeowners looking to buy or sell property abroad, including comprehensive international marketing for their property.

“Our presence and participation in international real estate has allowed us to build a very strong buyers network and alliance with many European real estate companies,” added Patricia Tan, international sales director for Prudential. “No other realty company has the direct and trusted relationships with consumers as does Prudential Realty Companies.”

For more information and to register for an upcoming seminar, please contact Pat Benak at (941) 926-0791 or e-mail patriciabentak@prudentialpalmsrealty.com.



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About Prudential Lakewood Ranch Realty and Prudential Palms Realty

Prudential Lakewood Ranch Realty and Prudential Palms Realty are sister companies offering comprehensive real estate services in residential and commercial real estate, rentals and property management, short sale services and an international division. Prudential Palms and Prudential Lakewood Ranch serve Sarasota and Manatee Counties. For more information, visit www.prudentialpalmsrealty.com.

Grapevine Communications is a full-service, award-winning advertising, marketing and public relations firm based in Sarasota, Florida, and serving clients nationwide. The firm was awarded the 2010 Frank G. Berlin, Sr., Small Business Award by the Greater Sarasota Chamber of Commerce. For more information on Grapevine Communications, contact Jamie M. Smith at 941-351-0024 or email pr@grapeinc.com.

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