

For Immediate Release

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**RUTH SCOTT & ASSOCIATES, REALTORS® JOINS PRUDENTIAL PREFERRED,
REALTORS®**

Merger Creates New Opportunities for Three Rivers Area Home Buyers and Sellers

On November 1st, Prudential Preferred, REALTORS® completes its merger with Ruth Scott & Associates, Realtors (1721 North Main Street, Three Rivers) to become one of the top real estate firms in the Three Rivers area. Ruth Scott, a long-time area resident and a REALTOR® since 1973, will be joining Prudential Preferred at its 265 US 131 location. According to Ms. Scott, "I'm really excited about this move. I think this merger with a strong organization brings more resources to my buyers and sellers. I look forward to spending more time serving my clients and expanding the marketing I'm able to do partnered with Prudential Preferred."

For years, Three Rivers area residents have been taking advantage of Prudential Preferred's numerous services that help connect buyers and sellers and better manage real estate transactions. Now these services will be extended to Ruth Scott's existing and future clients. Some of these include Internet services through partners such as Yahoo.com, Mlive.com, Woodtv.com and Prudential Preferred's own website, PPRMI.com. In addition, when listing a home with Prudential, sellers have the option of utilizing a professionally photographed virtual tour of their home, which are now used by 79% of all home buyers. Prudential Preferred also has in-house mortgage and title services for convenience and client responsiveness. According to Garrett Hall, Prudential Preferred's Three Rivers manager, "This is exciting for our current and new clients. By joining forces with Ruth Scott's office, we expand our services reaching more home buyers and sellers and gain a trusted community name who really highlights the quality services we provide. We offer a locally managed company that offers great home sale resources and a supportive community ally."

Prudential Preferred, REALTORS® has for many years been in direct competition with Ruth Scott. Some of the reasons for the merger include Ruth Scott's desire to offer even more resources to her clients, making a strong statement of Prudential Preferred REALTORS investment in St. Joseph County and to reach a more market savvy and value oriented market. Mr. Hall adds, "Our brand strength, local knowledge and local management creates a real win/win for the community. We are excited to welcome Ruth and her team of qualified agents."

Prudential Preferred, REALTORS® is an independently owned and area-operated member of the Prudential Real Estate network. It is Southwest Michigan's largest real estate firm and has over 350 licensed real estate professionals. The company operates 13 locally managed offices, its service area includes all 18 West Michigan counties, and it specializes in nearly every aspect of real estate. Learn more at www.pprmi.com.

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