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SEAN EDELSTEIN WINS CHAIRMAN'S CIRCLE GOLD AWARD *Top-Producing Business Broker in Top 3% of National Real-Estate Sales*

ORANGE, Calif. (July XX, 2006): Prudential California Realty is proud to congratulate business broker Sean Edelstein on his recent win of the company's Chairman's Circle Gold award, an honor given only to those agents in the top 3% of sales in Prudential affiliates nationwide.

"During my decade selling Businesses I've been named Top Lister, Top Producer and Top Salesperson a number of times, and I've also been inducted into Prudential's President's Circle," says Edelstein. "But being recognized as one of the top 3% of real-estate agents nationwide is a tremendous honor, one I could never have realized if it hadn't been for the outstanding support I receive from Prudential."

One of the few business brokers at Prudential, Edelstein sells small to mid-sized businesses primarily with leasehold interests in locations at malls, strip malls, grocery-store anchored shopping centers and industrial and commercial centers, working primarily with the owner to sell his or her business, which have included Hallmark Stores, Fast Food Franchises, Service Companies and Small Manufacturing Companies.

"I try very hard to give each of my clients the very best service possible," says Edelstein. "Many years ago, I wanted to buy a small business, and I was appalled at the service I received. I knew I could do a lot better! So when the opportunity arose to pursue a career in real estate, I decided to specialize in brokering small businesses to people like me, folks who wanted to make an honest living by working hard at something that made them proud."

Edelstein has been at the Orange office for almost 4 years. Prior to that, he was at VR Business Brokers in Newport Beach, receiving a number of sales-related awards. Previous careers have included running an RV-industry manufacturing facility in Anaheim, owning a multi-location RV company and owning a restaurant. He has closed over 200 transactions.

"My 'secret to success' is aggressive, professional marketing that relies heavily on technology," says Edelstein. "When you're dealing with the purchase and sale of a business, you need to tell a story. The way you tell the story determines the outcome of the transaction, and I'm always determined to close. I put together a professional marketing package that includes aerial photos and electronic documents, and I was one of the first agents in Southern California to use the Internet as a marketing tool."

Married for 15 years, Edelstein has two children. He has just begun lecturing at the Orange County Institute of the Arts, in their Culinary Management Program, talking to students about buying and selling restaurants. Edelstein is a member of the International Business Broker's Association and the Society of Certified Business Opportunity Appraisers, with who he holds the designation of Business Evaluator.

Sean Edelstein brokers businesses throughout Southern California. For more information, please contact him at (949) 551-2060 or mybusinessbroker@cox.net, or visit 4salebusinesses.com.

About Prudential California Realty

Prudential California Realty leads the market in real estate, setting the standards for leadership and customer service in Orange and Riverside counties. With more than 800 active, highly trained agents in 12 offices, PCR provides clients with unparalleled service in all phases of the transaction. Because of its generous incentive programs, premium tools and superior sales and marketing systems, PCR is able to attract and retain the most experienced, effective sales associates in the industry, ensuring their customers have an outstanding experience while purchasing or selling a home. To learn more about PCR's agent and customer offerings, please visit their website at www.prudentialcaliforniarealty.com