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Prudential and Online Insight Redefine the Home Buying Experience

Allowing Customers Real-Time, First-Hand Preferences to Drive the Sales Process

ATLANTA – July 15, 2003 – Today Online Insight announces its partnership with Prudential Georgia Realty New Homes Division and brings the solution that won Housing Zone’s “2002 Best Home Search” award to Prudential’s agents and builder clients. Online Insight’s mission is to bring customers and enterprises together in more profitable and mutually satisfying interactions. Prudential Georgia New Homes Division identifies the right home for their clients each and every time, and both Prudential and Online Insight have taken a giant step forward.

Prudential Georgia’s New Homes Division will leverage the Online Insight solution to assist consumers in finding their dream homes through a dynamic online dialog on their website. At the same time, Prudential will better understand what specific home features are important to each homebuyer. This will give each on-site agent the ability to narrow down the home search, by reducing the amount of time it takes to find the optimal home for the homebuyer. Buyer’s remorse will be greatly reduced.

Robert Henry, EVP of Sales for Online Insight, said of this relationship, “We are pleased to help homebuyers achieve confidence that all features of their new home constitute the best possible match to their complete set of needs and preferences.” Cathy Wozniak, Director of Prudential Georgia’s New Homes Division added that, “Prudential will now be able to better serve buyers in the Atlanta market, as well as be able to share consumer preference data with its homebuilder clients, so they can identify precisely what prospects are looking for from existing inventory and future communities on a real-time basis.”

About Prudential Georgia Realty

Prudential Georgia Realty’s New Homes Division currently handles the sales and marketing of new home communities priced from \$90,000 to more than \$1 million in Cobb, Cherokee, Henry, and North Fulton counties. For more information, call 770-992-4100 or visit www.prudentialganewhomes.com.

About Online Insight

Online Insight, Inc., is the only provider of solutions designed to help companies consistently sell complex products and services more quickly, predictably and profitably by providing real-time insights into the personal preferences of customers and aligning products that match stated preferences. Online Insight helps companies improve their sales and marketing effectiveness, enabling them to close more business, in less time, at a lower cost. As most relationship management solutions make assumptions based on dated demographic and historical transactional information, only Online Insight answers the crucial “WHY” question behind purchase motivations. Customer and partner alliances include Accenture, Wells Fargo, Wachovia, BB&T, Etrade, Millennium Chemicals, WestWayne, Net Bank and ProAct Technologies. For more information, visit www.onlineinsight.com.

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