

PRUDENTIAL GEORGIA REALTY  
**PRESENTS**  
OUR  
**SUPER SUNDAY  
OPEN HOUSE EVENT**  
SUNDAY, SEPTEMBER 16th (2-5PM)



**FIND THE HOME  
OF YOUR DREAMS**  
Visit [PrudentialGA.com](http://PrudentialGA.com)  
To View Open House Locations

# Super Sunday Was September 16<sup>th</sup>

- Over 125 Open Houses Were Hosted By PGR Agents
- And One Agent Wins The New iPad...

# Congratulations To Martha Massey (Buckhead Office)

**You Are The Winner Of A New iPad!**

Martha Says:

*“I had 5 buyers visit the property and we are working on an offer right now. Yes - open houses do work!”*



[MarthMassey.PrudentialGA.com](http://MarthMassey.PrudentialGA.com)

INTRODUCING...  
**THURSDAY TRIVIA**



**WIN A  
\$100  
GAS CARD!**

# The Question:

## What Is A Hot Lead?

A **Hot Lead** is a prospect who completes a form or otherwise registers on the company or agent website and specifically asks to see a property or to get information about a property. A hot lead wants something now!

This is different from an “activity lead” which is a prospect who registers and does not make a specific request.

# Congratulations Jonathon & Natalie Lee (Northwest Office)

## You Are The Winner Of A \$100 Gas Card!

Jonathon Says:

*“My hot leads are also up over 200% in 2012! Our website is making us money and I love the new listing detail page designs!”*



TeamLeeHomes.com

Date	Listing Views
Wednesday, 9/19/12	10,157
Tuesday, 9/18/12	10,139
Monday, 9/17/12	10,173
Sunday, 9/16/12	10,651
Saturday, 9/15/12	8,472
Friday, 9/14/12	8,913
Thursday, 9/13/12	8,867



- **PGR Listing Traffic Is Up 17% In Last Few Days. Google Analytics Show This Is Directly Related To Increased Activity From Searches Using The New Movers Smart Magazine!**
- *Real Trends Studies Indicate That Increased Search Activity Results In More Sales!*

# **New PGR Coaching & Training Opportunities**

**Coaching Makes You Money!**

**It Is Time To Works Smarter  
and Finish Strong in 2012!**

# Three New Advanced Property Marketing Classes!

*Register On  
PGRU.com  
Today!*



## UPCOMING PGR TRAINING OPPORTUNITIES

### Advanced Property Marketing System Training Classes



**APMS 1: Sept. 24th WNCW Buckhead Office 12:30pm - 3:45pm Instructor: Todd Tucker**

Want more listings? Get APMS! PGR is #1 in listings taken & sold three years running...come find out why! Learn the secrets of PGR's exclusive closed loop marketing system and win more saleable listings in today's market. Plus you will see how to dazzle your clients with PGR's new digital listing presentation! Let us walk you through the 5 phases of the system- Assess, Design, Implement, Measure and Optimize.

**APMS 2: Oct. 22nd WNCW Buckhead Office 12:30pm - 3:45pm Instructor: Todd Tucker**

Do you procrastinate when it comes to improving your listing presentation? Well, just come to this class and we will help you get it together! You will go through the steps of preparing, presenting, pricing, marketing and servicing a listing with traditional and online solutions. Learn how to assimilate the key components of the presentation including supporting documentation and leave behind documents.

**APMS 3: Dec. 10th WNCW Buckhead Office 12:30pm - 3:45pm Instructor: Todd Tucker**

Ever think of something you coulda, shoulda, woulda said or done for a seller if you could "do-over"? This class will equip you with what you could, should and will say in the future to communicate better with your clients, keeping them informed about the changes in the local real estate market. Knowledge is power and you will practice handling objections and overcoming competitive challenges like a pro! Plus this class is a lot of fun with its game-style format.

**Register For Classes at PGRU.com**

*\*Each Class is 3 Hours of FREE C.E. Credit*



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Georgia Realty

# Digital Listing Presentations

+

## New Movers

## Smart Magazine Classes!

*Register On  
PGRU.com  
Today!*



UPCOMING PGR  
**TRAINING OPPORTUNITIES**

### Mastering The Digital Listing Presentation & New Movers Network Training Classes



Sept. 19th Perimeter North Office 9:30 am to 12:45 pm Instructor: Todd Tucker  
Nov. 2nd Perimeter North Office 9:30 am to 12:45 pm Instructor: Todd Tucker



Students will learn how to deliver the Digital Listing Presentation for the listing of property and will further understand the analysis of establishing a price and using the technology sources available to compile the information needed to determine value. Students will also understand which documents to present and review with the client and what information to leave behind.

Class participants will also discover the New Movers Network magazine and how to effectively become the community resource and ways to use the magazine as a lead generation tool.

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