

INTRODUCING...  
**THURSDAY TRIVIA**



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

# **The Question:**

**What Are The Special  
PGR Programs For Trulia,  
Zillow and Craigslist?**

# The Answer:

- **Zillow** - PGR was one of the 10 original partners for the **Zillow zPro program**. Your listings are automatically fed to Zillow multiple times per day so we have the most current information. **Every PGR agent has your photo and contact information in the top right corner of the listing page.** Zillow now produces over 600 email leads every month plus phone calls and additional traffic.
- **Trulia** - PGR has established a **Premium Listing program** for our listings that are \$150,000 or higher in price. **These listings are prioritized first in their search results and get more views.** Trulia delivers over 700 email leads every month to our agents plus links back to our listing pages that end up with more leads.
- **Craigslist** - **New residential listings under \$150,000 plus all rentals** are automatically posted to Craigslist for 45 days. Technically, this is a manual process since Craigslist does not allow automated feeds. There are numerous vendors and brokerages who advertise this in a very misleading manner. For PGR agents, there is no action required on your part. We do it for you. This program is driving a significant amount of traffic to our websites which deliver more leads to your inbox!

# **Congratulations Maria Ashby (Cherokee Office)**

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

## **Maria Says:**

*“Thursday Trivia is a great way to get us reading and learning all the benefits of our intranet and tools. It got me reading and I learned several things that will help me with my clients.”*



**Maria Ashby**

**Starting On Monday, October 1<sup>st</sup>  
There Are 3 Months Left In The Year!**

**PGR Coaching & Training  
Can Help You Work Smarter**

**Finish Strong in 2012!**

# PGR Coaching “Connect With Your Database” Begins October 10<sup>th</sup>!

*Sign Up On  
PGRU.com  
Today!*



## CONNECT WITH PGR COACHING

*PGR Coaching will CONNECT you with success in the 4th Quarter of 2012 and start 2013 strong!*





*Have you had good intentions of organizing your database and just haven't?* ✓

*Do you get sidetracked from lead generation and building future business opportunities because of distractions?* ✓

*Want to be systematically in control of your day and who you contact, when, why and with a relevant message?* ✓

*Want to be excited about reaching out to people you know to uncover opportunities to help people buy, sell, or invest?* ✓

### Then Sign Up Today!

**NEW! PGR PERFORMERS SESSION  
CONNECTING TO YOUR DATABASE**

**NEW Launch Dates of  
OCT 10th & OCT 11th**

PGR Performers Fall Launch is being infused with a tremendous Database focus to help our agents grow their database, cultivate leads and even have the opportunity to have special assistance with creating an electronic data base, imported into your agent client contact system!

*Note: Even if you have completed PGR Performers in the past, this session will be rewarding and focused on growing your network and contacts!*



## Prudential

Georgia Realty



# 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

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## 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.

**Register For Classes at PGRU.com**

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



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Georgia Realty



**2013 Business Strategy & Planning  
Plus Leveraging Your Database!  
(Details Coming Next Week)**

*October 10<sup>th</sup> and 11<sup>th</sup>*

*Register On [PGRU.com](http://PGRU.com) Today!*

# **Local Social Media Workshops**

*(Sponsored by HSA)*

**Instructor- National Trainer & Coach  
Burke Smith**

***Coming The Week Of October 22<sup>nd</sup>***

***Register On [PGRU.com](http://PGRU.com) Today!***