

PGR eCampaigns For Video Market Reports

Get More Leads By Sharing!

- **eCampaign Using PGR Video Market Reports**
- **Share in Email and Social Media**
- **Each Branch Will Receive Your AMN With A Local Video Embedded In The Page + Links To Other Relevant Market Videos**
- **Each Branch Will Receive Tracking Report**
- **Every Agent Can Email & Post To Facebook Or Other Social Media**

Send In Email

NEW VIDEO REAL ESTATE UPDATE



Market Update

- Local Market Reports
- Updated Monthly
- Data Directly From MLS
- Additional Details Available

Better Information Leads to Better Decisions!

Click picture to view full size image

We Are Pleased To Provide Our Updated Video Market Report

Just click the video below for the latest real estate market update for Braselton and Hoschton. You may also view additional video reports for Jackson County, Hall County and many other markets in the metro area. Please contact us with any questions regarding your real estate needs. We have access to proprietary information resources that are not available to the public and can help you understand the real facts in your area. *Better information leads to better decisions!*

Hoschton/ Braselton Georgia Market Update



Please contact me for more information or questions on your local market conditions.

[Click Here To View Additional Video Market Updates](#)

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Prudential Georgia Realty serves the metro [Atlanta real estate market](#).

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Prudential Georgia Realty
863 Holcomb Bridge Road
Roswell, GA 30076

Phone 770-992-4100

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Hoschton/ Braselton Georgia Market Update



00:07 01:29 Prudential Georgia Realty

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Upcoming Coaching & Training Opportunities



PGR PERFORMERS | COACHING



POWER SESSION 2012 6-Week Program

Top Agents have a Coach... so Don't Wait,
Get Coached in 2012

**NEXT 2012 POWER SESSION STARTS
MONDAY, OCTOBER 1, 2012**

Why Coaching Makes You More Money!

- You'll take your **prospecting performance** to an all-time high to generate more qualified leads and convert these leads into successful closings and \$\$\$!
- PGR Performers Coaching generated an average increase of \$857,000 in agent volume
- All PGR Performers agents combined generated \$193 million more in sales volume year over year which is a 89% increase over their prior performance!
- Gain renewed **enthusiasm, confidence and energy!**
- **Overcome objections** in today's market with finesse!
- Maximize use of latest **PGR prospecting and marketing solutions!**
- Develop a winning strategy and plan for the **spring market!**
- See page 2 of application for details on your investment



"I analyzed the production results inside and out. There is tremendous power behind our PGR Performers Coaching program and it translates into significant increases in financial results for our agents, despite a market that was still down 40% from the peak. I strongly encourage our agents to take advantage of this coaching opportunity in 2012!" ~ Dan Forsman, President & CEO

Let's Get Rocking!

See your broker to apply. Must have closed 5 or more transactions in 2011. Power Sessions are limited to 25 agents who are serious about their business.

DEADLINE: THURSDAY SEPTEMBER 20TH



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Georgia Realty

PrudentialGA.com



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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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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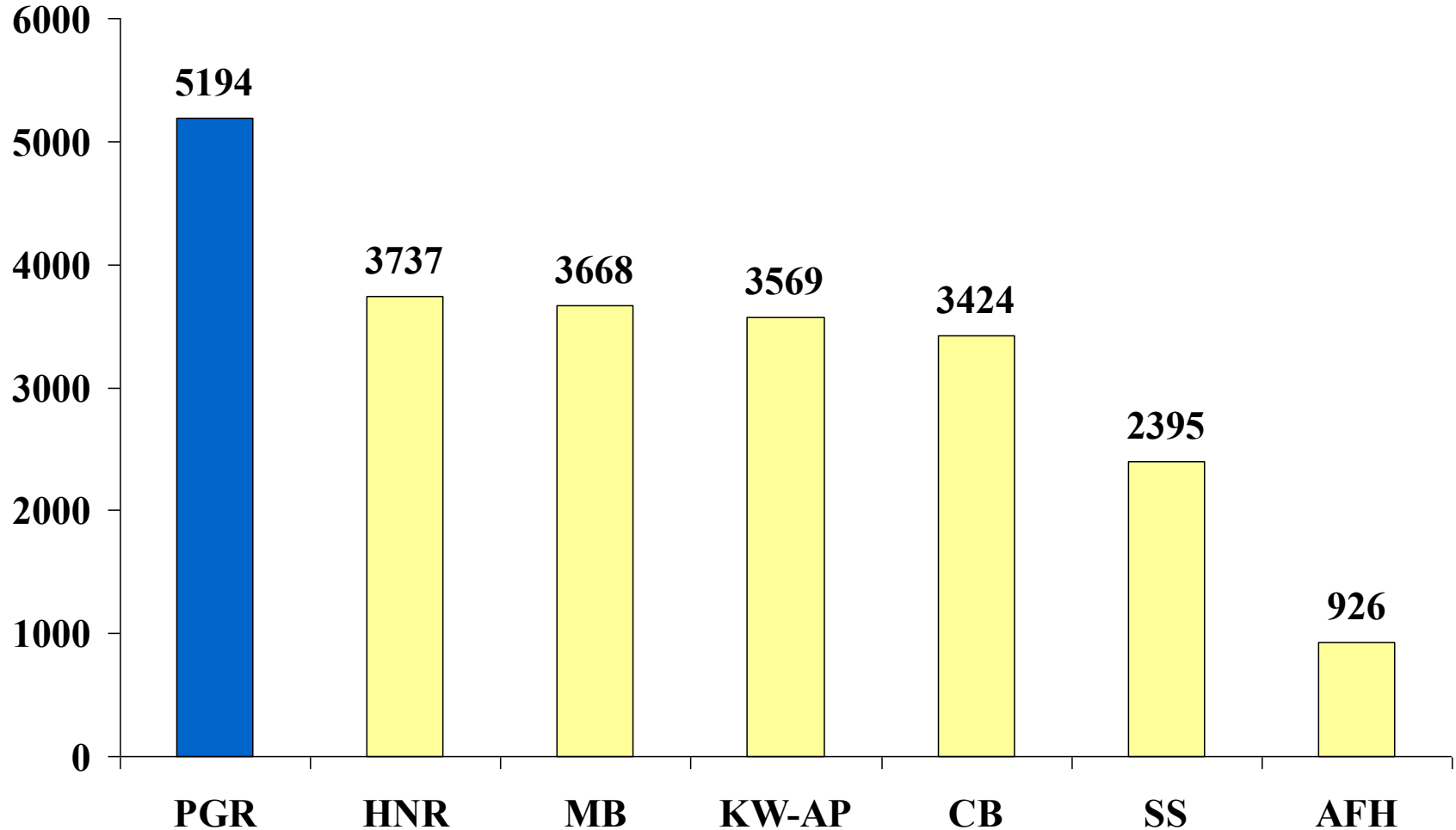
PGR Market Share

August 2012

**Congratulations On Your
Outstanding Performance!**

YTD Transactions – August 2012

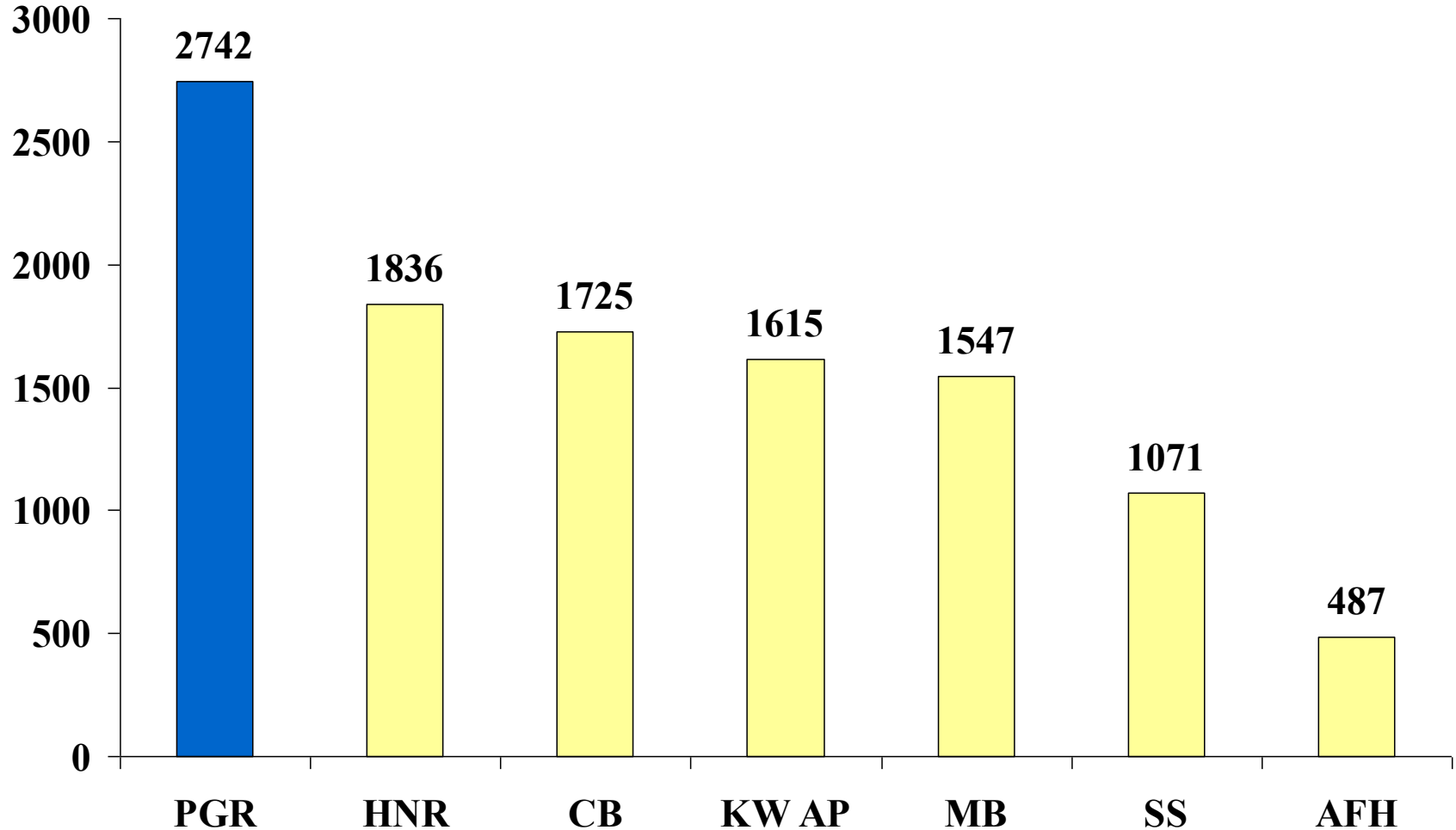
FMLS Counties + Southside



Information Provided By Trendgraphix.

YTD Listing Sales – August 2012

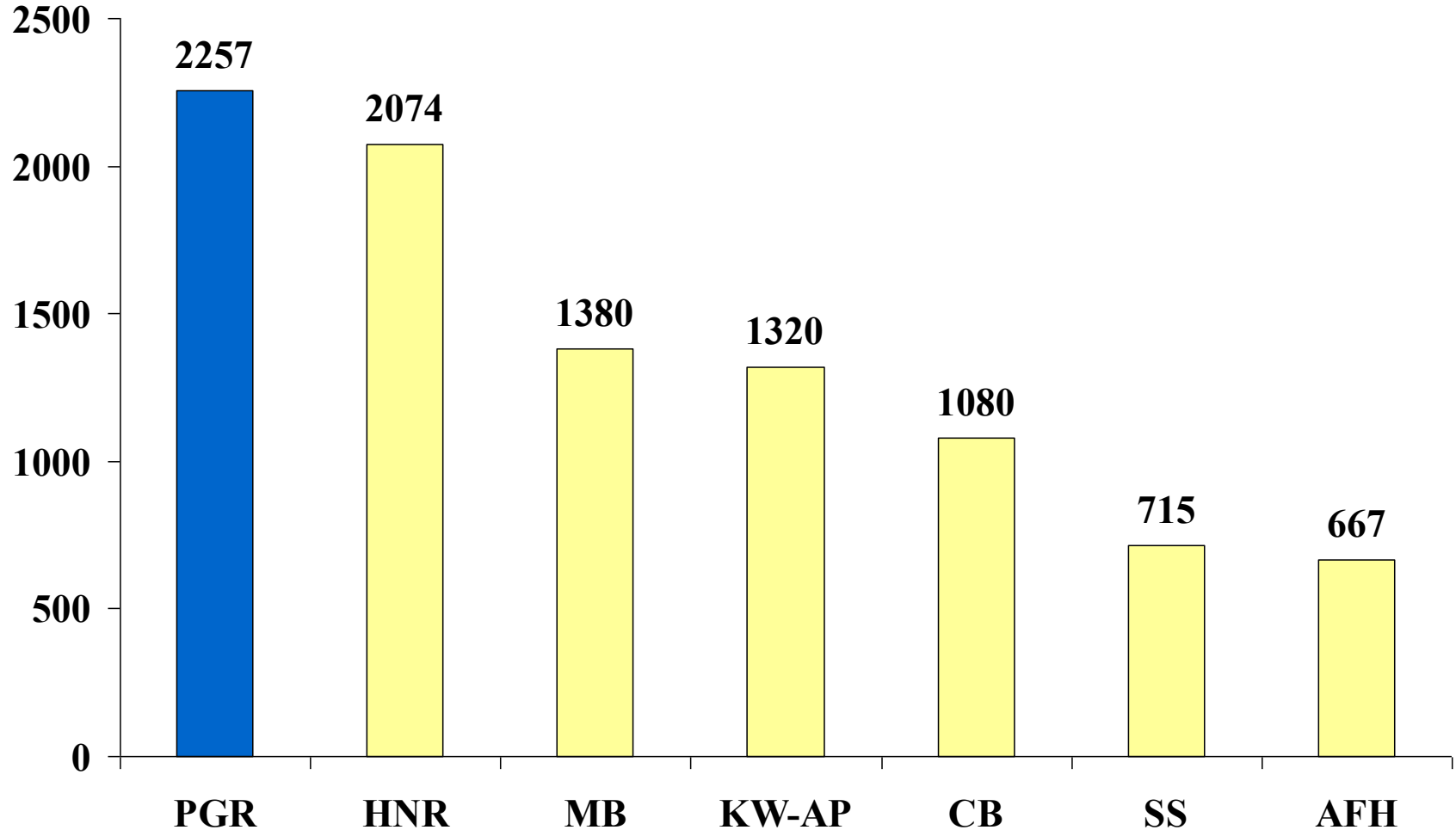
FMLS Counties + Southside



Information Provided By Trendgraphix.

Current Listing Inventory – August 2012

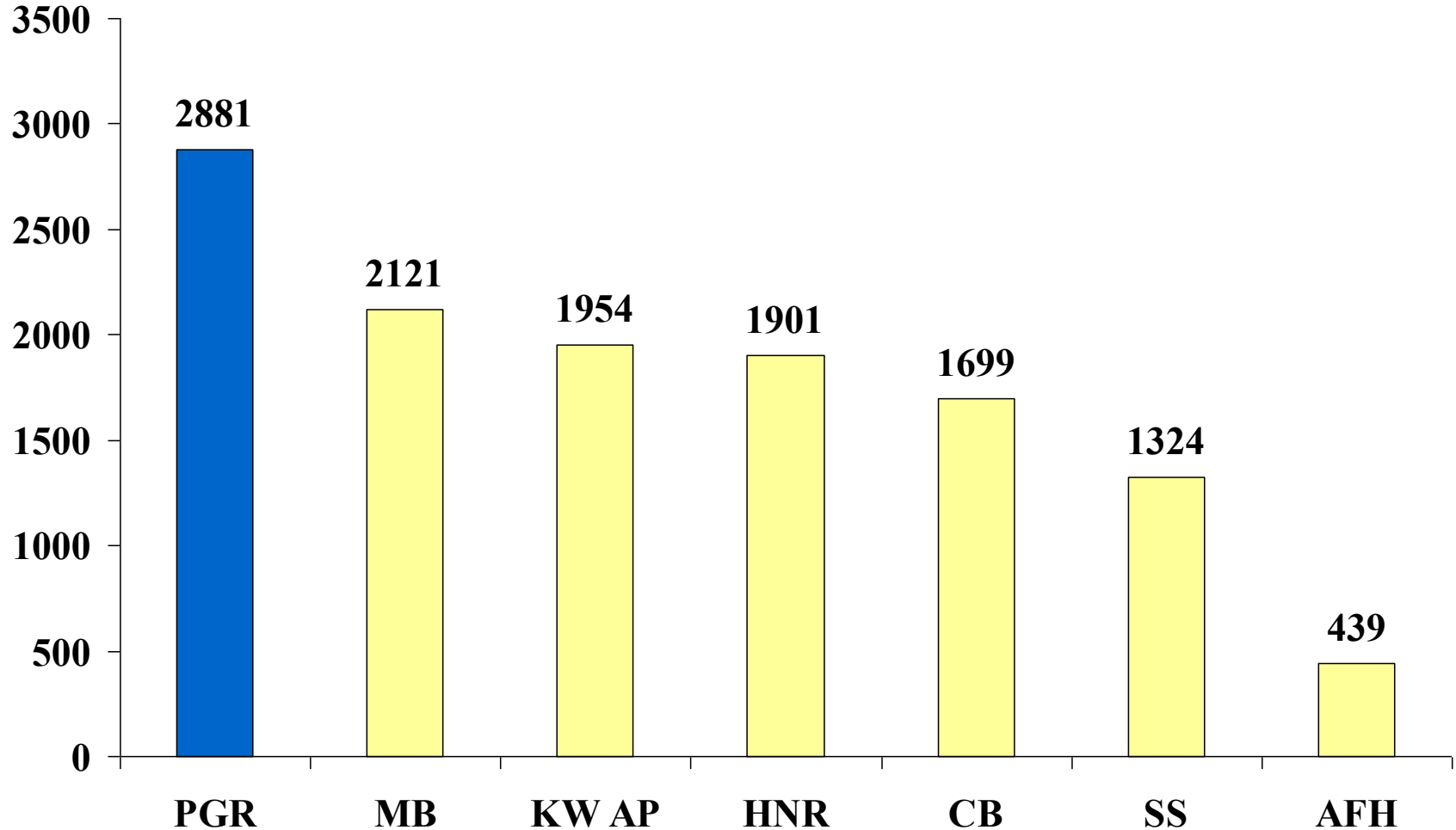
FMLS Counties + Southside



Information Provided By Trendgraphix.

Buyer Sales – August 2012

FMLS Counties + Southside



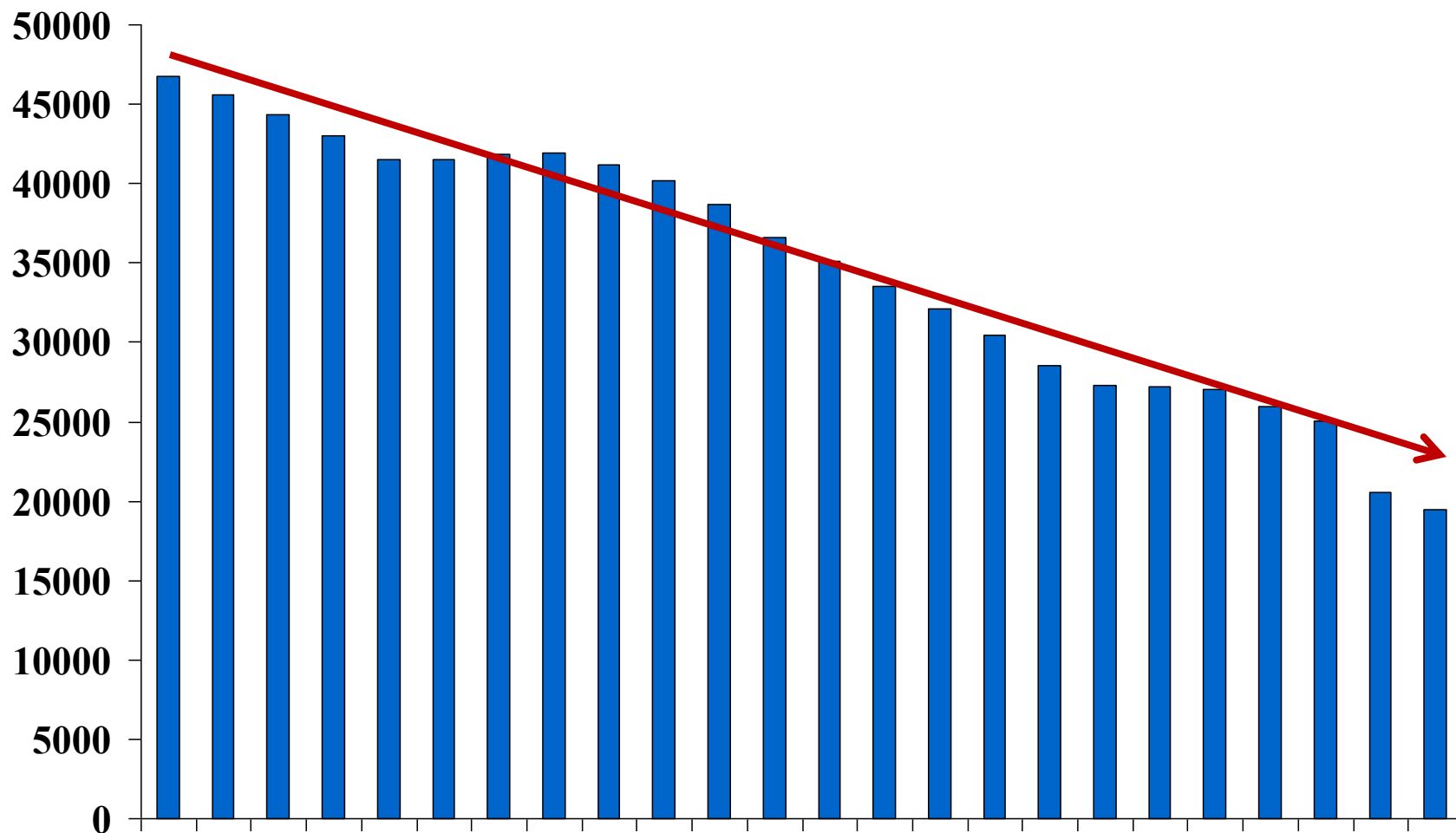
Information Provided By Trendgraphix.

Market Update

August 2012

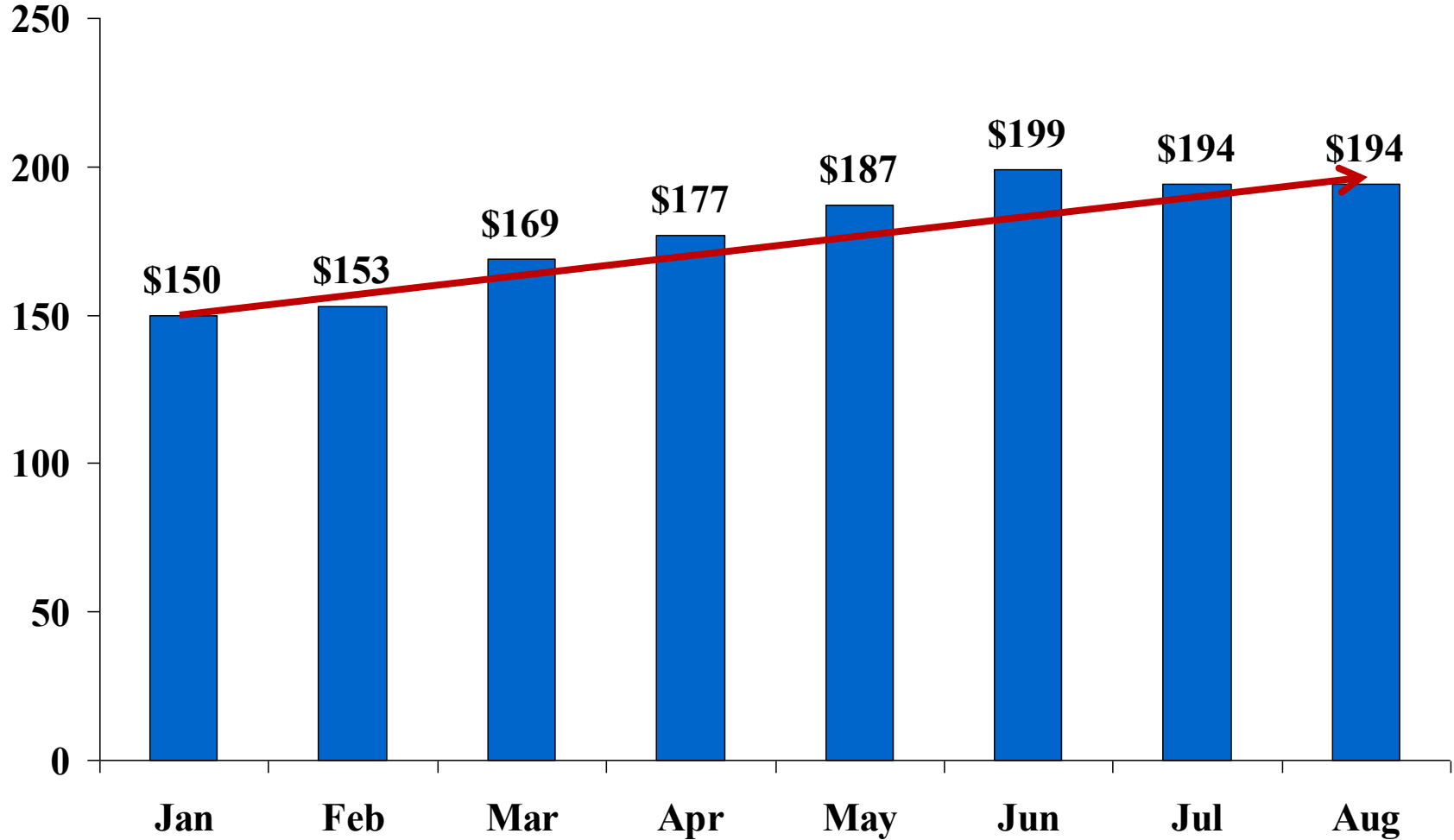
Listed Inventory August 2010 – August 2012

Residential Detached - Metro Atlanta



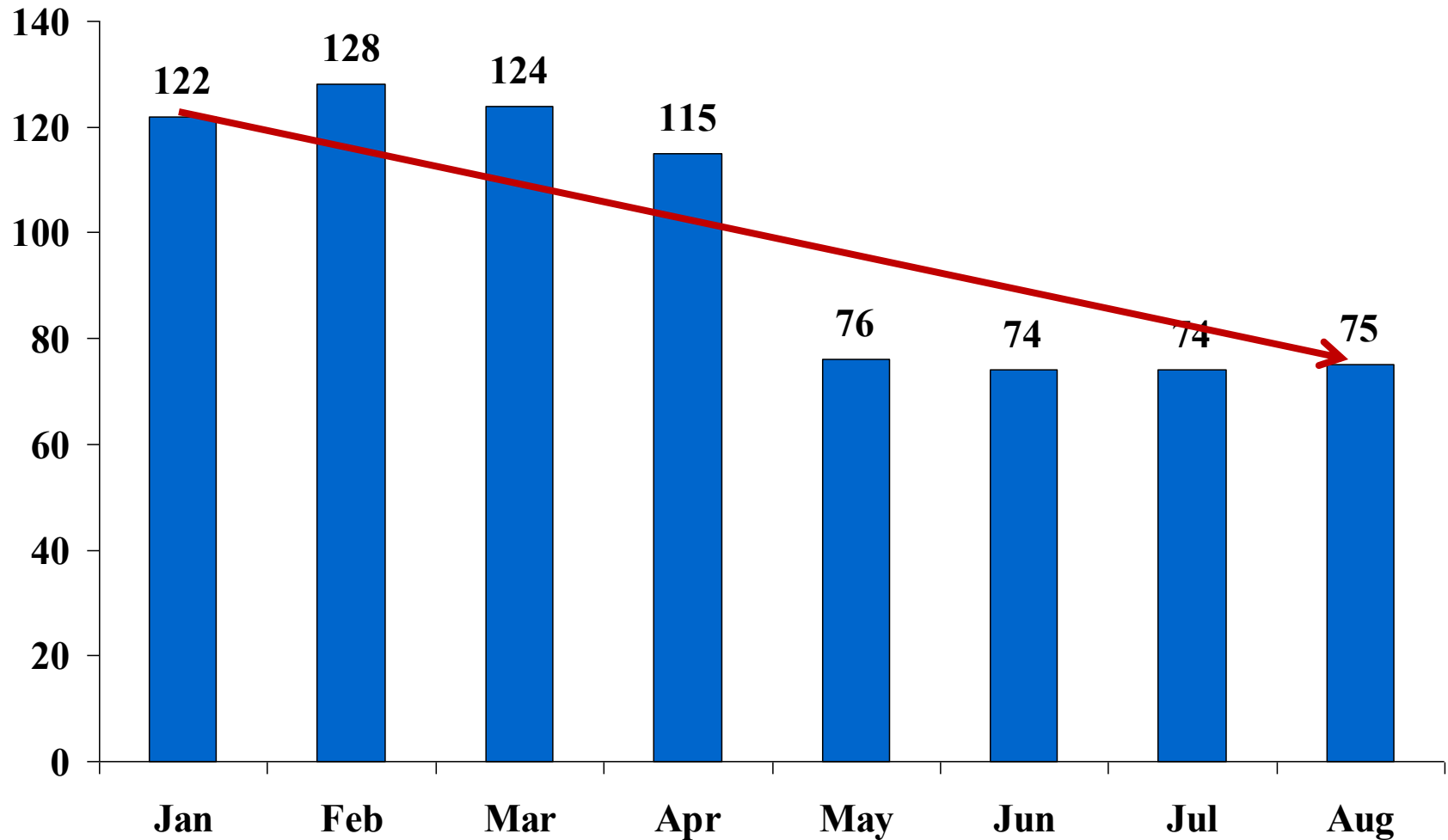
- Inventory Levels Down 34.6% from August 2011, 49.4% from August 2010

Metro Atlanta - Average Sale Price Trend



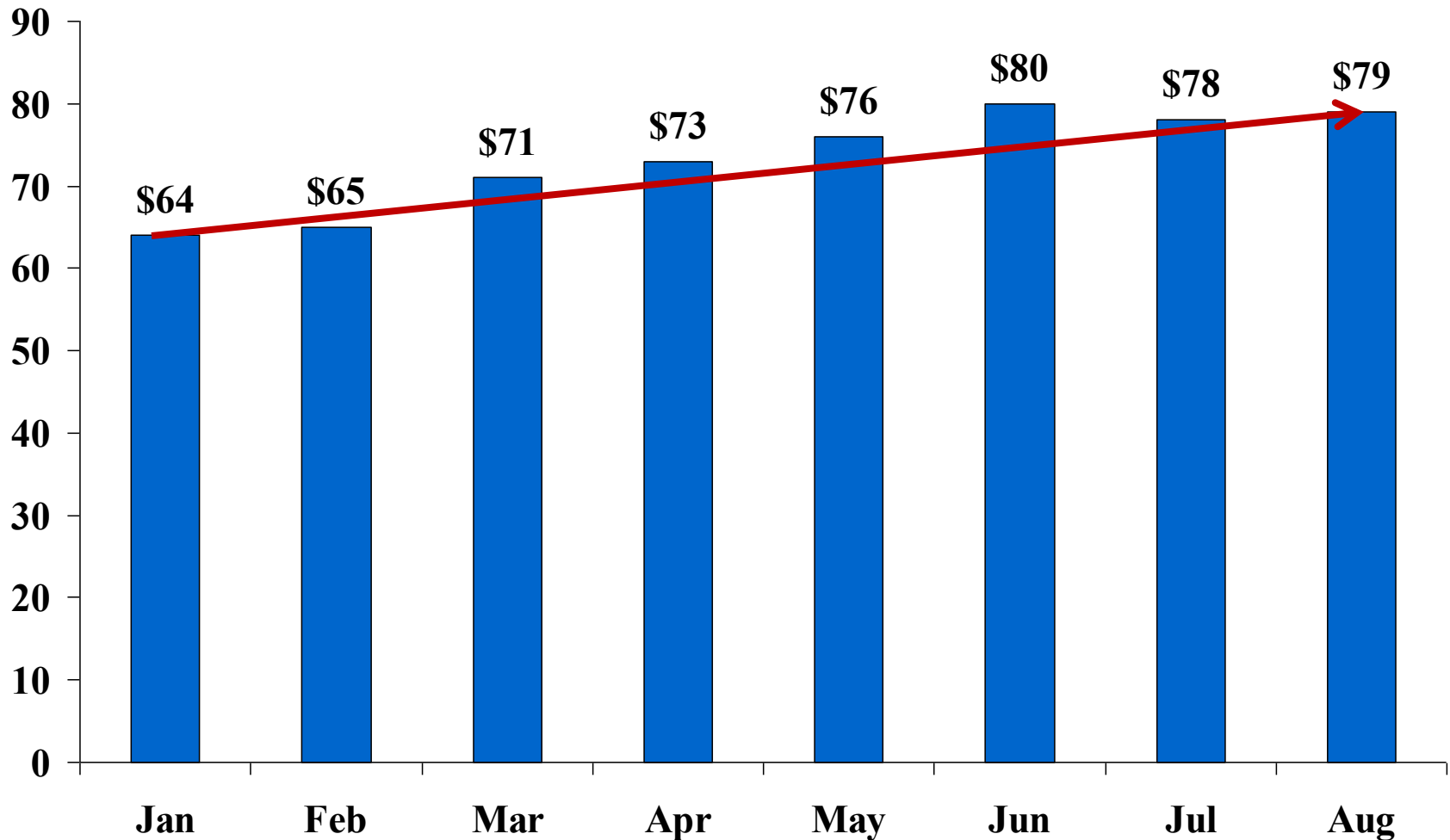
- Average Sales Price Trending Higher In 2012

Metro Atlanta - Continuous Days On Market



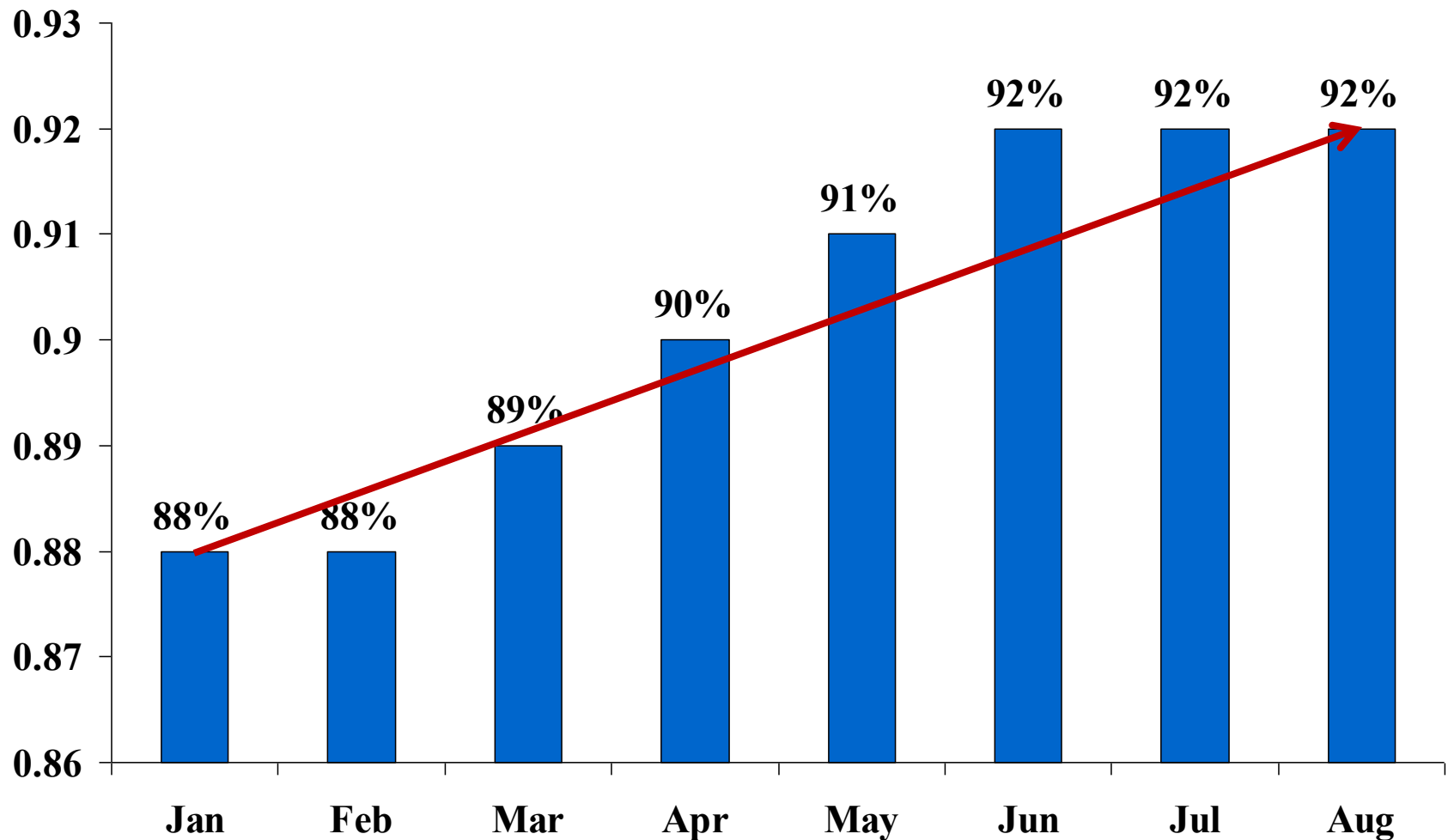
• Moving To A Seller's Market In 2012

Metro Atlanta - \$ Per Square Feet



- **“\$ Per Square Feet” Up 23%. Prices Stabilizing And Mix Of Properties Moving Back To Normal.**

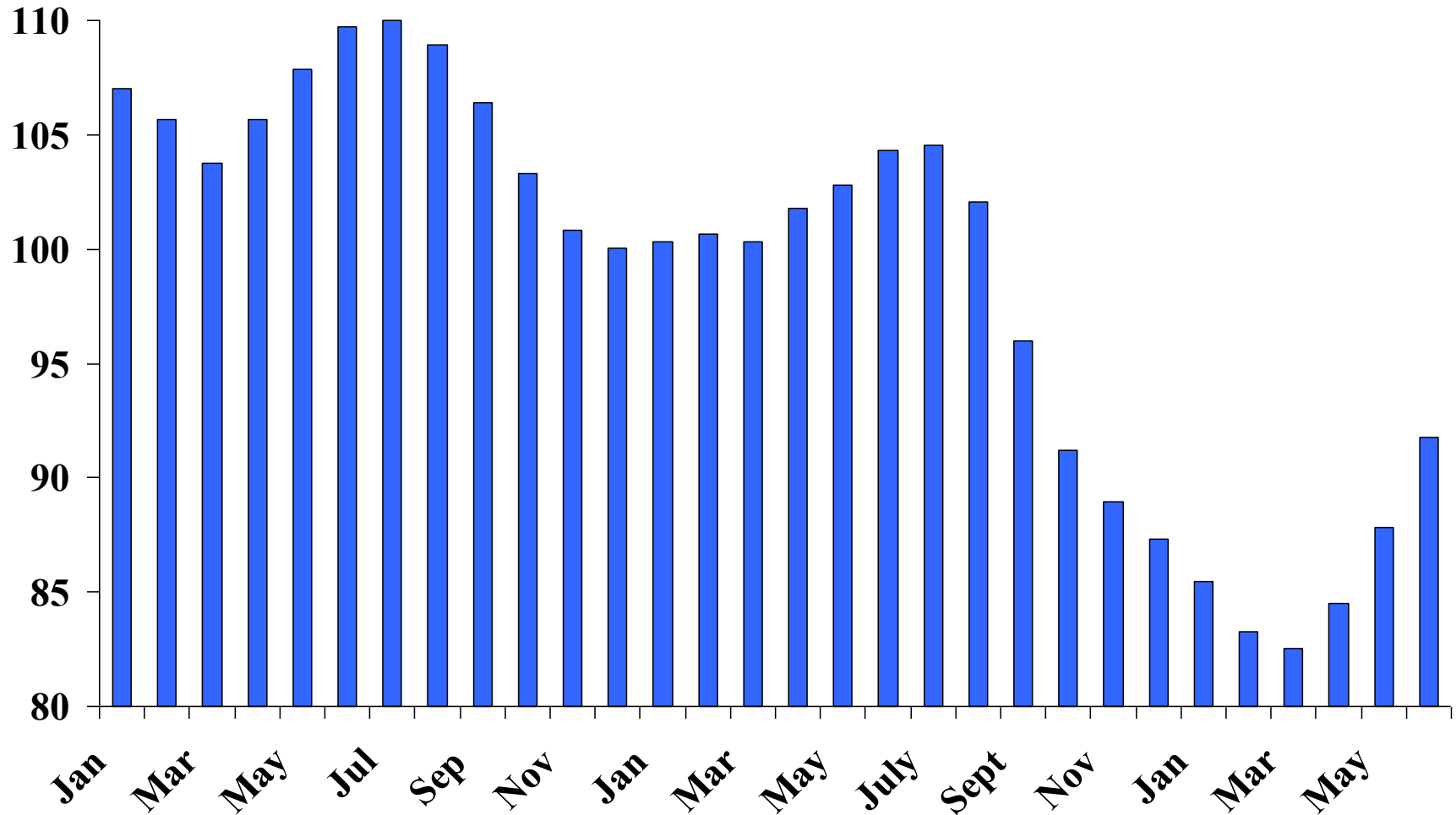
Metro Atlanta - Original List To Sale Price



- **“Original List To Sale Price” Up 4.5%. Prices Stabilizing And Mix Of Properties Moving Back To Normal.**

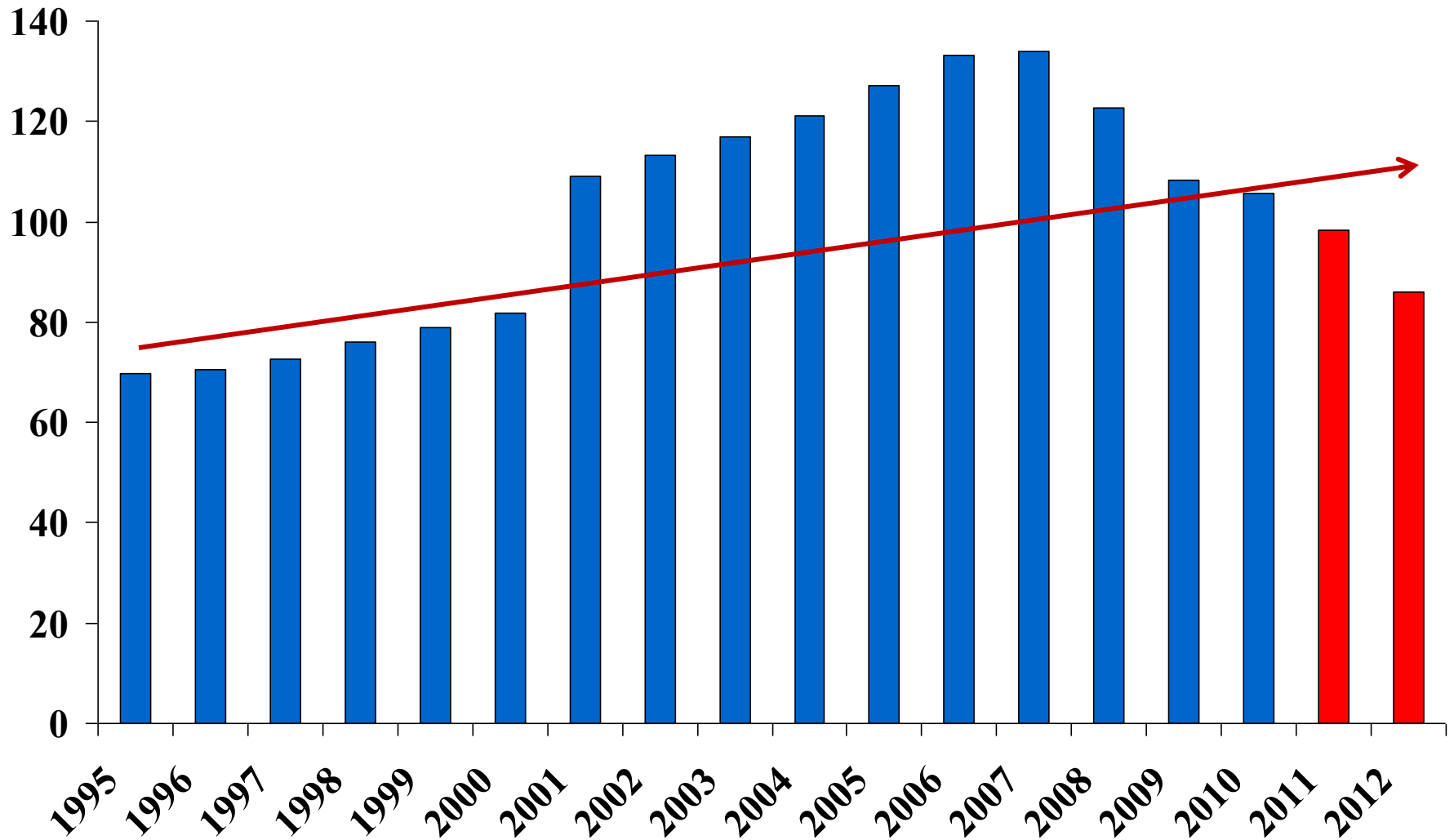
Case-Shiller Index For Metro Atlanta

(Reported in August 2012)



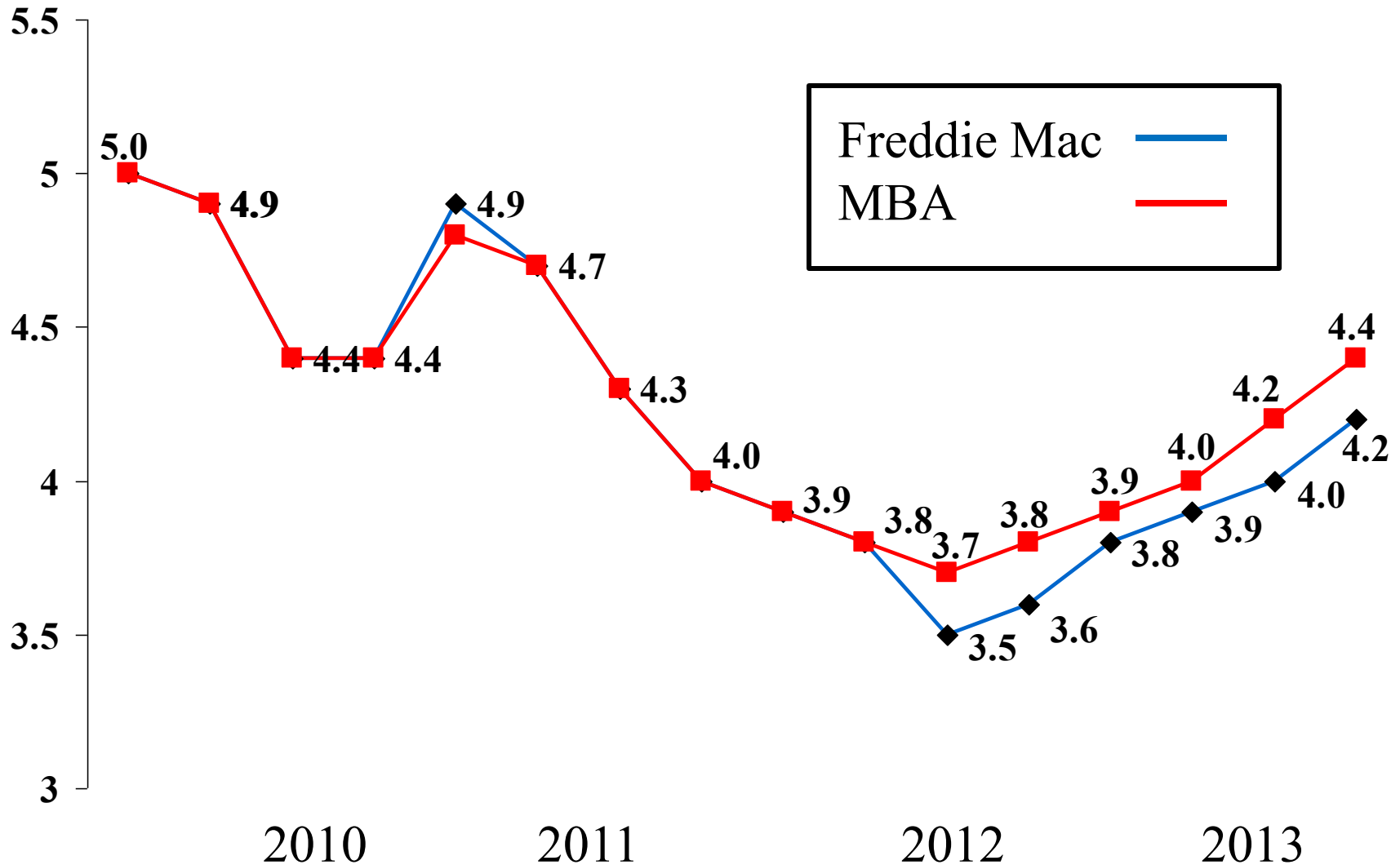
- **Chart Shows Index Results January 2010 Through June 2012**
- **Home Values Down 32% From Peak (July 2007)**

Case-Shiller Home Values For Metro Atlanta



- Peak was July 2007.
- Current Home Values Remain Below The Normal Trend Line

2012 Freddie Mac & Mortgage Bankers Association 30-Year Fixed Rate Forecast – August 2012 2010 – 2013 Quarterly Averages



PGR Website Statistics

Summary

- Real estate search traffic down from previous years (Google Trends)
- Listing Inventory Down 24% From Last Year
- PGR Agent Count Down 13% From 2011
- **What Should Our Traffic & Listing Views Be Compared To Last Year?**

Results Through August 2012

- PGR Real estate search traffic up 7%
- PGR Leads Up 62% From Last year!
- **Hot Leads** Up 202% From Last Year!
- 96% Of All Leads Directly To Agents.
- Mobile traffic now 25% of all views.
- **What Is Causing This?**



3145 Manor Bridge Drive, Alpharetta, GA 30004



Search

About 1,460 results (0.12 seconds)

Web

Images

Maps

Videos

News

Shopping

More

Roswell, GA

Change location

Show search tools



**3145 Manor Bridge Dr
Alpharetta, GA 30004**

maps.google.com

[Get directions](#)

3145 Manor Bridge Dr, Alpharetta, GA 30004 [MLS# 5040269 - Zillow](#)

www.zillow.com > [Georgia](#) > [Milton real estate](#)

View 24 photos, tax records, sales history, and home values for **3145 Manor Bridge Dr**. This home is listed for sale at \$2500000. Magnificent Brick Estate On A ...

3145 Manor Bridge Drive, Alpharetta, GA 30004 - Atlanta Real Estate

www.prudentialgeorgia.com/.../3145-Manor-Bridge-Drive-Alpharett...

Perfect for the Car Enthusiast! Magnificent four sided brick home, this estate was built to last! This property enjoys professional landscaping surr.

3145 Manor Bridge Drive, Alpharetta GA - Trulia

www.trulia.com/.../3089606643-3145-Manor-Bridge-Dr-Alpharetta-...

3145 Manor Bridge Drive, Alpharetta GA 30004. Perfect for the Car Rate and Review the area around 3145 Manor Bridge Dr. Rate this area: Rate it ...

3145 Manor Bridge Drive, Alpharetta GA 30004 [FMLS® # 5040269](#)

www.tinafountain.com/.../5040269-3145-manor-bridge-dri...

 by Tina Fountain - More by Tina Fountain

Detail

Maps

Market Statistics

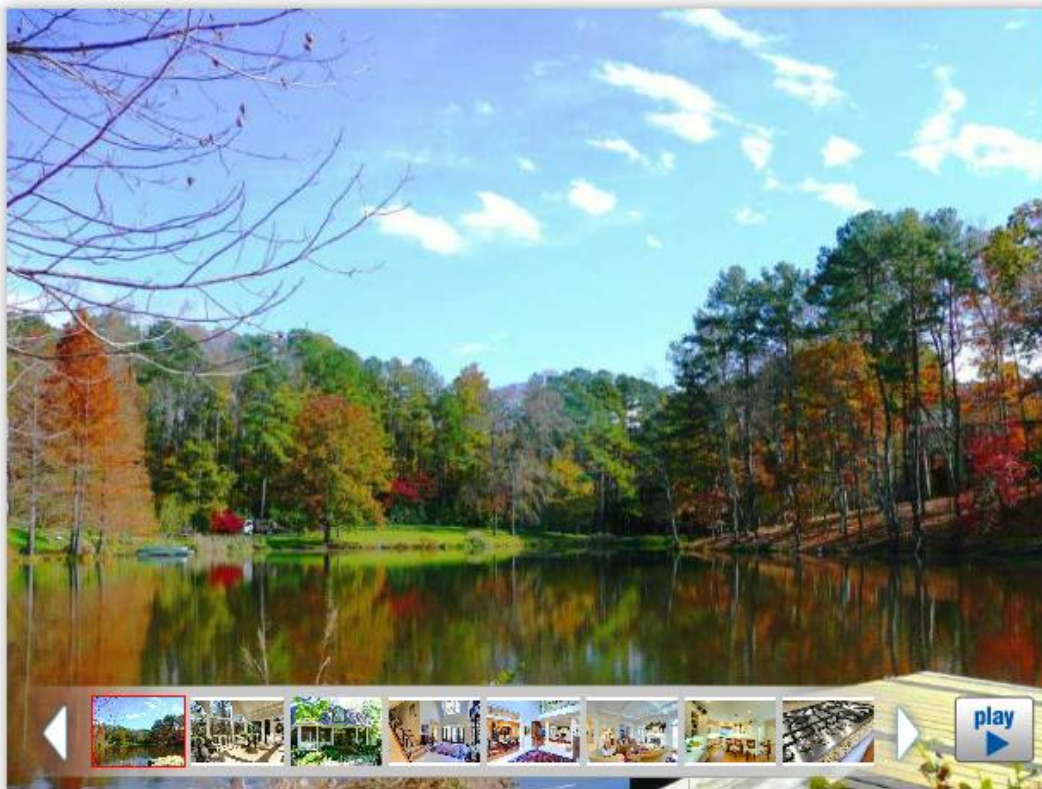
Demographics

Schools

1298 Swims Valley Drive NW, Atlanta, GA 30327

\$1,767,000

On a Lake in Buckhead!



MLS Number: 4322341

Full Bathrooms: 5

[Price History](#)

Property Type: Single-Family

Half Bathrooms: 1

Bedrooms: 6

Status: Active

'On Golden Pond' Gracious, comfortable home; an oasis in the city overlooking a private lake. All brick custom 6-bedrm home w/ rocking chair front porch, elegant foyer w/ barrel ceilings, popular open floor plan with hardwoods, coffered ceilings + deep moldings. Entertaining is a joy! From the large open kitchen, large dining room to vaulted ceiling screened porch you will love! Full finished terrace with 2nd fireplace + double doors to covered back porch. You can't find a home with more amenities in this area. Private

[close window X](#)
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Diana Sauvigne

404-879-7046

[View Website](#)

Ask The Local Expert!

First Name *

Last Name *

Email Address *

Phone Number

Message

Please send me more information on MLS# 4322341, 1298 Swims Valley Drive NW, Atlanta, GA 30327

* Required

Send Message

Schedule a Showing

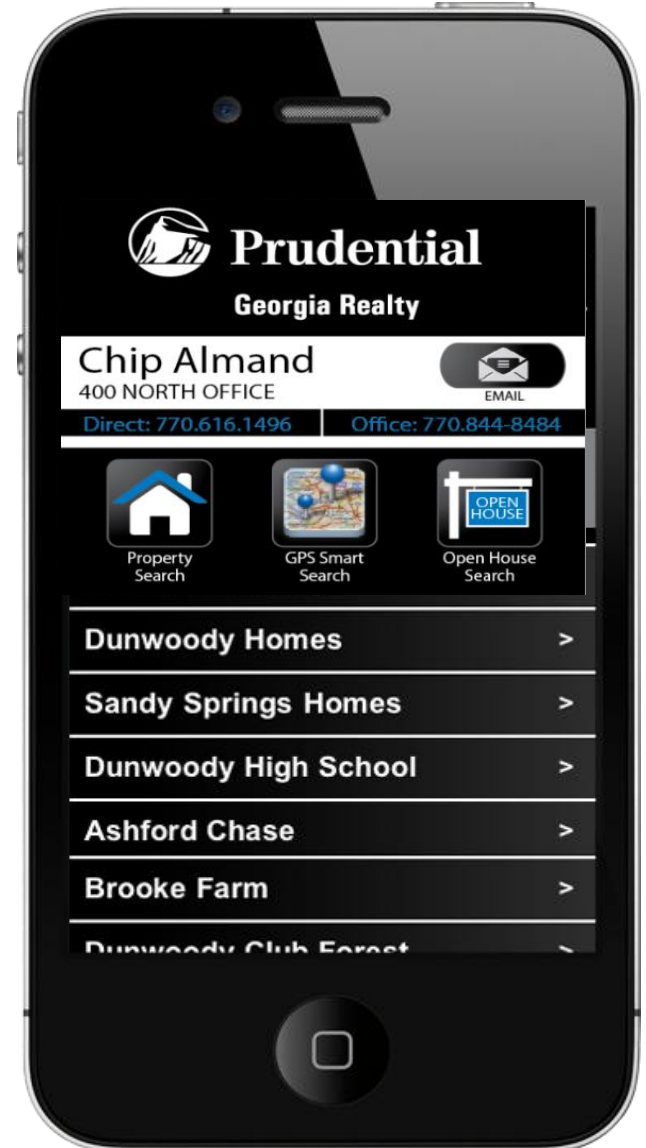
Request Information

Virtual Tour

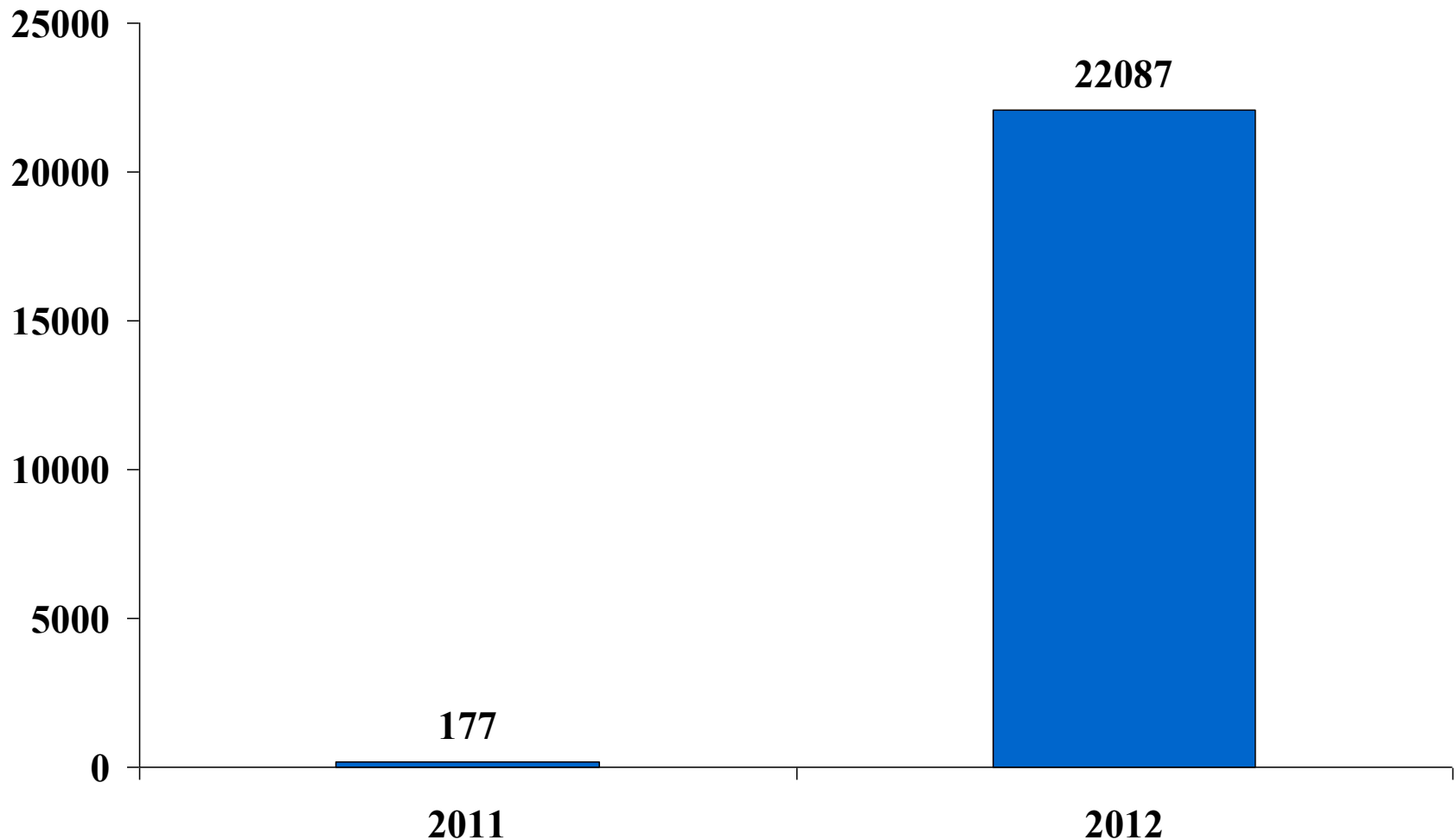
Save This Property

[Save as Favorite](#)

Mobile Is The Next Wave – We Are Already There!



Craigslist Program (Under \$150k + Rentals)



- **Craigslist Generating Significant Website Visits.**
- **Currently The #2 Source Of Referral Traffic.**

Trulia Premium Listing Program

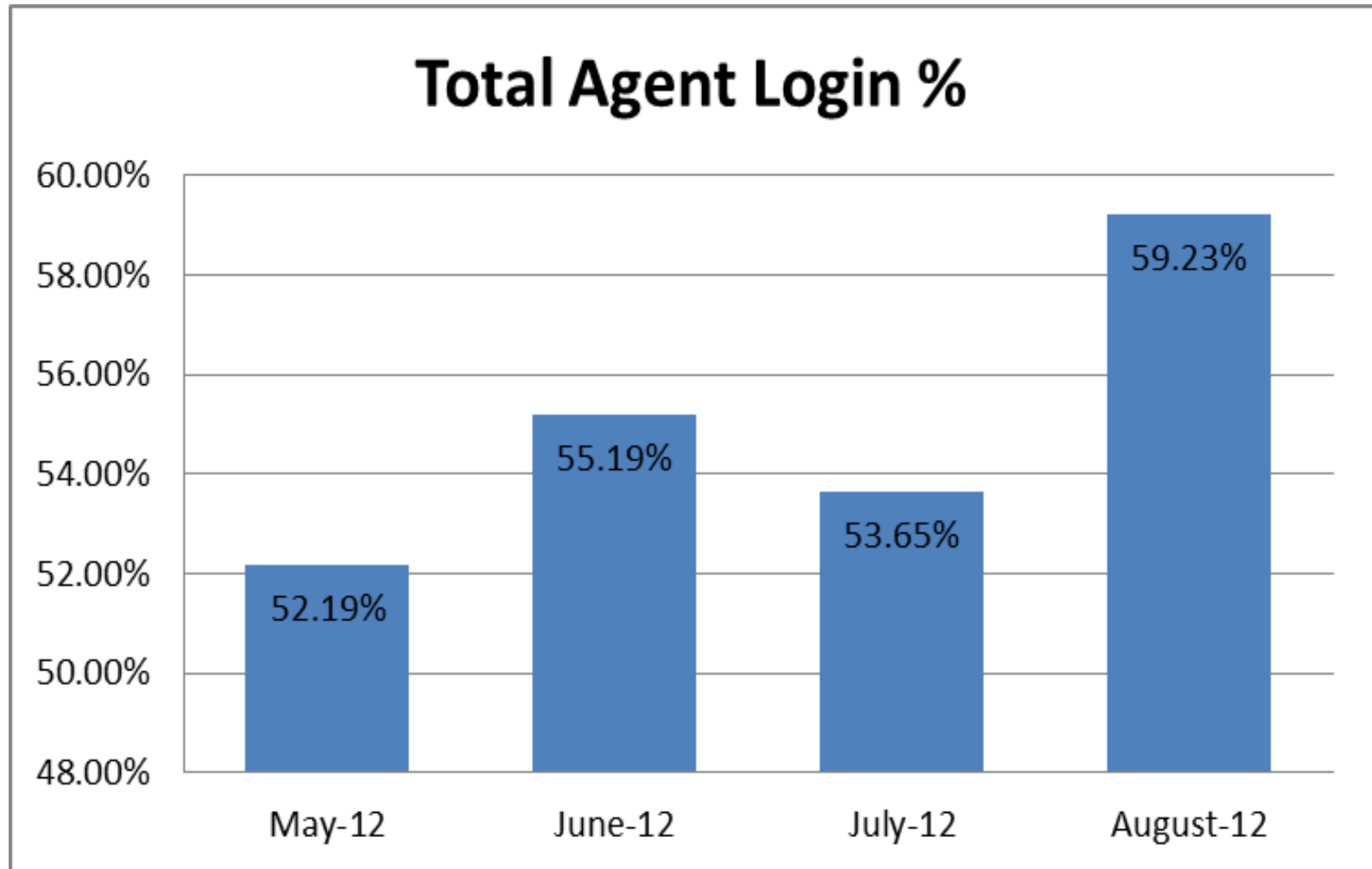
Month	Search Results	Property Views	Site Visits	Email Leads	Listings
Feb-11	769645	49349	1218	126	4645
Mar-11	985047	65928	1427	145	4769
Apr-11	779160	81206	1433	149	5003
May-11	530011	50379	856	128	5167
June-11	1373206	175577	1759	304	5272
July-11	1402422	185784	1932	266	5188
August-11	1270089	175766	1928	355	5021
September-11	1336986	169346	1639	231	4800
October-11	1543359	178002	1358	228	4464
November-11	1127065	143158	1058	193	4356
December-11	885447	108306	929	181	4155
January-12	1622069	191529	1503	277	3749
February-12	1630160	165452	2103	355	3810
March-12	1683015	161015	2065	359	3924
April-12	1821696	161432	1825	301	3886
May-12	2065019	173022	1961	354	3914
June-12	4103339	239426	4071	430	3903
July-12	3431257	227730	3124	469	3795
August-12	3276692	232399	3039	460	3626

Avg Jun/ Aug 2011	1348572	179042	1873	308	5160
Avg Jun/ Aug 2012	3603763	233185	3411	453	3775
Variance	267%	130%	182%	147%	73%

How Do We Compare To Our Competition?

Brokerage	SEO	Mobile SEO	Listing Syndication & Enhancement	Online Marketing Campaigns	Lead Generation For Agents	Agent Marketing Services
Prudential Georgia Realty	Leader	Leader	Leader	Leader	Leader	Leader
Coldwell Banker	Good	Good	Good	Good	Good	?
Harry Norman	?	Company Version Only	Average	Good	Average	Good
Keller Williams	?	?	Average	?	?	?
Metro Brokers	Fair	?	Average	Good	Average	?
Atlanta Fine Homes	?	?	Average	Average	Average	Good

PGR Intranet Usage



Things We Can ALL Do Better

- **We Have 4782 Leads Pending!**
- **Focus On Prospect Databases**
- **Lead Generation Campaigns**
- **Leverage Our Powerful Capabilities To Make Agents More Successful**
- **Share Successes & Leverage For Recruiting!**