

# ATLANTA REAL ESTATE UPDATE



We Are Pleased To Provide Our Updated Video Market Report

**Better Information Leads to Better Decisions!**

Click picture to view full size image

Just click the video below for the latest real estate market update for the Atlanta Metro. You may also view additional video reports for many of our local 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!***

## Atlanta Metro Video Market Update



[For iPhone/iPad, Click Here For Atlanta Metro Georgia Market Update](#)

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

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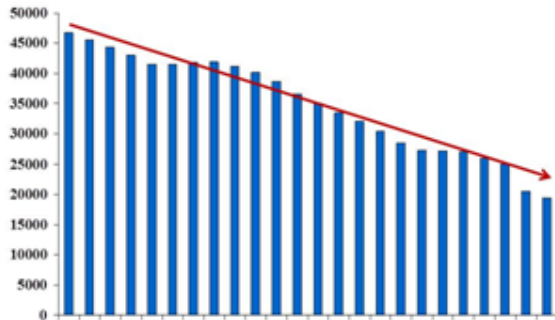


- Over 2500 PGR Market Videos Viewed By Prospects Last Week
- Time To Follow Up!
- Start Fine-Tuning Your Database To Send New Reports In October

**Prudential Georgia Realty Real Estate Advisor  
October 2012**

We are providing this monthly real estate advisor report to keep you informed about the latest trends and issues in the real estate market. If you know someone else who might be interested in receiving this report or who may benefit from our expertise, please let us know. Better information helps our clients make better real estate decisions!

**Listed Inventory August 2010 – August 2012  
Residential Detached - Metro Atlanta**



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

The real estate market for Metro Atlanta has changed dramatically in 2012. We predicted a few years ago that the pace of foreclosures would slow and new homes would not be able to restart fast enough. The result would be an undersupply of desirable properties for sale – and we were right! The chart above shows the change in “for sale” inventory for the main counties of Metro Atlanta. Real estate markets are driven by supply and demand plus a few outside factors like mortgage rates and the mix of unusual properties like short sales & foreclosures. It is clear that supply is considerably low relative to previous periods. Right now there is a 4.4 month supply of inventory at the current rate of closed sales – which is below the 6 months that would be considered normal.

But what about the trends for demand? Trendgraphix reports that year-to-date closings for Metro Atlanta are up 12% from the same period last year. If you annualize those numbers, we expect to see around 70,000 to 75,000 homes purchased this year. At the peak of 2006, there were 125,000 homes sold in Metro Atlanta. At the bottom, we saw only 60,000 homes sold. The 125,000 number was artificially fueled by easy mortgages and the new homes bubble that burst. We believe that a normal market for our area should see around 80,000 to 85,000 homes sold. We are slowly but surely working our way back to normal levels.

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- **Real Estate Advisor  
Monthly Newsletter**
  - ✓ **Local**
  - ✓ **Relevant**
  - ✓ **Designed For Leads**
- **eNewsletter Launches  
Wednesday 9/26.**
- **Print version Available  
To Customize And Use  
In Your Marketing.**

**Know The Material – So You Are Ready  
When Your Clients Ask Questions!**

# Setting Up Your eNewsletter

- 1. Logon to your PGR Agent Intranet**
- 2. Select the “Client” tab at the top**
- 3. Select “Campaigns” tab**
- 4. Scroll down to the “Monthly Newsletter” area and click the button for “settings”**
- 5. Make sure “Campaign Status” is set to “on” and click “update” if you are changing the setting.**
- 6. You Are Good To Go! This must be done prior to 9/26 to be in effect.**

**\* If you need help in loading clients to your intranet contact list, see the “Prospect & Marketing” section. Click and then select “Develop and Manage Your Database”. You will see a short video tutorial for loading your list.**

# **September Case-Shiller Index**

- **The Case-Shiller Index for Metro Atlanta was released at 9am Tuesday morning. This will be in the papers, radio and television.**
- **PGR agents have the following resources:**
  - ✓ **See the detailed article on [ATLscoop.com](http://ATLscoop.com)**
  - ✓ **See the print version located under the quick links for “Market Reports” on left side of your PGR Agent Intranet.**
  - ✓ **Case-Shiller results are included in your Real Estate Advisor eNewsletter and print version.**
  - ✓ **The print versions are word documents that are fully editable so you can change or add your branding.**

# September Case-Shiller Index

- **How Can I Use This Information?**

- ✓ **Potential Sellers** – Position the improving conditions and “window of opportunity”. Mortgage rates are incredibly low with artificial stimulus. That means that more buyers are active for now. These conditions are likely to change in the future. Now may be the time to act!
- ✓ **Potential Buyers** – Same story as above. Their buying power will be substantially diminished if rates rise in the future. Remember the math for rising mortgage rates?
- ✓ **Current Sellers** – Improving conditions but dose of reality as we are still down 31% from the peak. We are heading into the fall and winter which are the slower months. If their value proposition is competitive with the current market, their property will sell!

# **Real Trends Report – September 2012**

- 89% Of Consumers Say Response Time Is Very Important When Choosing Their Agent.**
- 56% Of Consumers Expect A Response Within 30 Minutes!**
- 45% Of Consumers Expect A Response Within 15 Minutes!**
- The Average Response Time For Real Estate Agents is 72 Hours!**

# No Missed Opportunities!

- **PGR Websites Had 270 New Leads Last Week!**
- **Trulia Sent 158 Email Leads To PGR Agents Last Week!**
- **Zillow Sent 141 Email Leads To PGR Agents Last Week!**
- **But We Still Have 3600 Pending Leads In Our System. Have You Checked Your Leads Today?**

*Note: We recognize that some of these are old leads and may be less qualified. But some are also juicy “hot leads” that need attention!*

# TeamBuilder®



Contest Runs From August 16th - September 30

## New Registration

Help your Broker secure an interview with a prospect by September 30th and receive:

**1 entry into a drawing for a 2013 PREA Convention bulk registration...**

**Or \$400 Cash**

## Hired Prospect

If prospect is hired before November 30th, sponsoring agent receives

**\$500 Bonus  
Upon Prospect's  
First Closing**

One entry per prospect registration. Entry is not valid until an interview has taken place between the prospect and Broker. Prospect's closing must occur within 6 months of hire date in order for the \$500 bonus to be valid. Other restrictions may apply.

## Register Your Prospects Today!



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# New PGR Coaching & Training Opportunities

# PGR Coaching

## “Connect With Your Database”

### Session Begins October 10!

*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 database, imported into your agent client contact system!

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



## Prudential

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# Two More 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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# 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.

**Register For Classes at PGRU.com**

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



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