



WELCOME TO THURSDAY TRIVIA

All PGR agents who answer the trivia question correctly will be entered into a drawing for a **\$100 gas card**. Answers must be provided prior to 5pm today. The answer and the winner will be announced tomorrow. Check back next Thursday for more "Thursday Trivia".

DAN FORSMAN
PRESIDENT & CEO

[CLICK HERE FOR TODAY'S TRIVIA QUESTION](#)

The 2-Part Question:

1. **What Are The Two Versions of The PGR Real Estate Advisor?**
2. **How Much More Will A Consumer Spend On A \$200,000 Loan (30-year Mortgage) If Rates Rise To 5%?**

The Answer:

- 1. The PGR Real Estate Advisor Is Available In eNewsletter Format And Print Format.**
- 2. The Difference Is \$202 Per Month Or \$72,720 Over The 30-Year Loan Period.** This Does Not Include The Higher Future Prices As Homes Appreciate Or The Higher Carrying Costs For Energy, Maintenance & Repairs.

Many Potential Sellers Are Going To Be Shocked At The Money They May Have Wasted By Waiting To Act. But You Can Help Them By Educating Them!

Congratulations To Jay & Kathryn Schneider (Northwest Office)

You Are The Winner Of A \$100 Gift Card!

“Many homeowners are going to be shocked when they see future home prices and future mortgage rates. We have a great opportunity to educate our potential clients about the real math of selling now versus waiting. They will thank us when they realize they avoided a very significant potential loss. That builds clients for life!”



**Jay & Kathryn
Schneider**

Five For Friday!

(5 Tips For Leveraging Your Real Estate Advisor)

1. **Next week, call 5 recipients to follow up.** Ask them if they received the eNewsletter and what they thought about the articles. Ask them if they know anyone you could help avoid waiting too long to move.
2. **Drop off the print version to 5 friends and ask them to give you their feedback about the articles.** They may know a prospect.
3. **Send or drop off the print version to 5 CPAs or Financial Services professionals and ask them what they think about the first article.** They may know prospects.
4. **Drop off the print version to 5 potential contacts that were not in your contact list to receive your eNewsletter.** Ask them if they would like to receive your next eNewsletter. Get their contact info and add to your intranet contacts.
5. **Send print version in the mail to 5 prospects with a personal note.**

Get Your Databases Ready For:

- **Metro Atlanta Case-Shiller Index – 10/30**
- **AMN Message For Halloween – 10/31**
- **AMN Message For Time Change – 11/2**
- **November Video Market Reports - 11/13 & 14**
- **Holiday Version of New Movers Smart Magazine – Late November**

Continue To Send Your October Video Market Reports!

ATLANTA REAL ESTATE UPDATE



Market Update

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

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

Days On Market 2011-2012

93 DAYS

AUG 2011

79 DAYS

AUG 2012

14%

↓

RESIDENTIAL LISTINGS

00:40 01:24 Prudential Georgia Realty

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Georgia Realty

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**Many Agents
Are Opening
New Doors
To Sellers
and Buyers!**

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

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

4th Quarter Listing Contest

- Win Breakfast With Dan
- Cash Prizes
- Prizes For Office Staff!



4TH QTR FINISH STRONG

LISTING CONTEST - OCTOBER 1ST - NOVEMBER 30TH

Build your LISTING INVENTORY now to finish strong in 2012 and get a fast start in 2013!

Win a Breakfast with Dan!

One branch winner per office will be invited to a *Breakfast with Dan Forsman* (date to be determined)

Each branch office winner will be entered into a **GRAND PRIZE DRAWING** to be held at the breakfast

YOU COULD WIN \$1,000!

The drawing will be held at the breakfast, the agent does not have to be present to win.

In addition, the winning agent's office staff will each be given a **\$100 Gift Card and a Half-Day Shopping Spree!**

Broker to coordinate half-day shopping spree with office staff

Rules of the Game:


1. The time period for the contest is October 1 through November 30, 2012. All listings must be received no later than the close of business **Friday, November 30th.**
2. All new residential listings (90 days or greater) processed during the contest period will count. Also, all extensions or re-lists of existing residential listings (that expire during the period of the listing contest) will also count. Rental listings, commercial, or vacant lot listings will not count.
3. At the end of the contest period, agents who have obtained qualified listings will place a card in the hat for each listing taken over the listing contest period, and then a single card will be drawn to determine the branch office winner.

**Good Luck In The Contest...
Finish Strong In 2012!**



TeamBuilder Contest

- \$50 For Each Broker Interview
- Plus TeamBuilder Rewards For Registrations From The Previous Contest!




TeamBuilder

FINISH STRONG

4th Quarter TeamBuilder Contest (October 1 - November 30)

Any agent who sponsors a TeamBuilder candidate AND helps secure an interview with the managing broker will receive:


\$50 CASH



5 Cash Prizes Available In Each Branch!

Build The Team and Finish Strong in 2012!

\$50 cash prize only valid after the interview occurs. All other TeamBuilder rules apply. Contest ends November 30th at 11:59pm. See your Broker for all rules and stipulations.

 **Prudential**
Georgia Realty