

INTRODUCING...  
**THURSDAY TRIVIA**



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

# **The Question:**

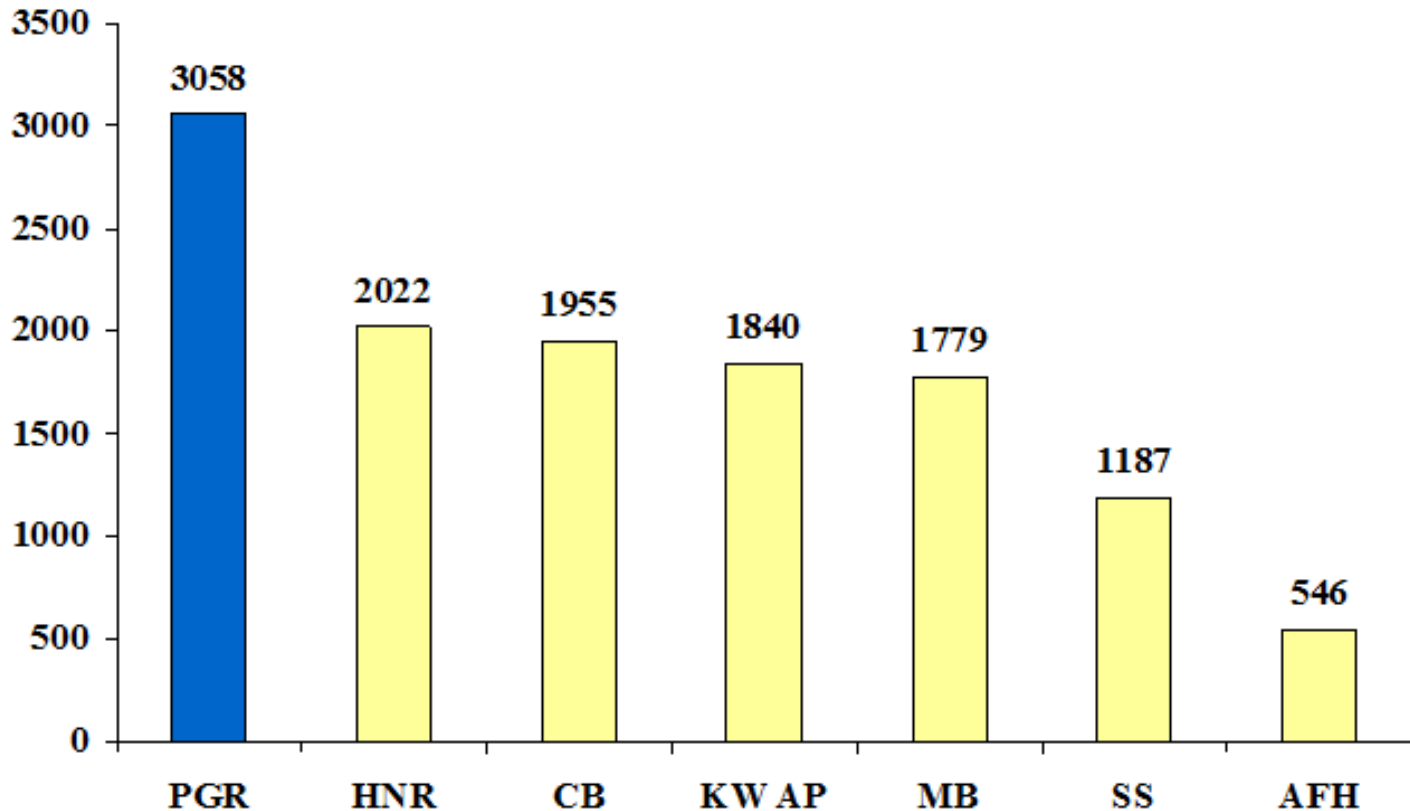
**How Many More Listings Has  
PGR Sold In 2012 Than  
Our Nearest Competitor?**

**Email Your Answer to  
Intranet@PrudentialGA.com**

**\* Must be received before 5pm.**

# The Answer is 1036!

## YTD Listing Sales – September 2012 FMLS Counties + Southside



Information Provided By Trendgraphix.

# **Congratulations Cathy Burkle (Cobb Roswell)**

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

**Cathy Says:**

*“This is great information  
and market insight. I cannot  
wait to use these slides on my  
next listing appointment.”*



**Cathy Burkle**

# October Market Stats Posted!

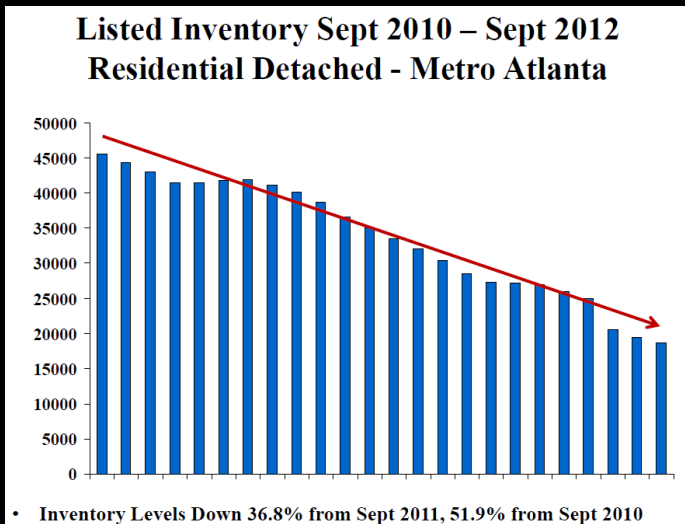


- Latest Market Stats

- Mortgage Trends

- Market Trends

- PGR Market Share



# Keep Sending Your October Video Market Reports!

## ATLANTA 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

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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- **Videos Update On 10/8**
- **AMN Sent To Northside Branches On Tuesday, 10/9**
- **AMN Sent To The Southern Crescent On Wednesday, 10/10**

# The Branch Challenge!

## Who Is Ready To Finish Strong?

ATLANTA REAL ESTATE UPDATE

Share This!

We Are Pleased To Provide Our Updated Video Market Report

**Market Update**

- Local Market Reports
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Atlanta Metro Video Market Update

Days On Market 2011-2012

93 DAYS 79 DAYS 14%

AUG 2011 AUG 2012

RESIDENTIAL LISTINGS

00:40 01:24

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RESIDENTIAL LISTINGS

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- Each Branch Assigned Targets:
  - ✓ 5 Views Per Agent
  - ✓ 10 Views Per Agent
- How Are We Doing?

Branch	Current Views	% Target 5X Agent Count	% Target 10X Agent Count
400 North	865	225%	112%
North Fulton	934	187%	93%
85 North	277	168%	84%
Suwanee/ Duluth	241	91%	45%
Newnan/ Coweta	142	79%	39%
Perimeter North	134	67%	34%
East Cobb	111	40%	20%
Peachtree City	128	37%	19%
Gainesville	131	35%	18%
NE Metro	68	34%	17%
Cobb Roswell	61	34%	17%
Northwest	42	20%	10%
Towne Lake	43	16%	8%
Douglasville	27	15%	7%
Buckhead	30	14%	7%
Fayetteville	37	13%	6%
Cherokee	25	12%	6%
Midtown	22	7%	4%
Corporate	87		
Total/ Average	3405	61%	30%

# **The Branch Challenge!**

- **400 North Has Achieved Both Their Targets!**
- **North Fulton Has Achieved 5X Views Per Agent  
– And Will Get 10X By Tomorrow.**
- **85 North Achieved 5X and Is Moving Fast!**
- **The Company Beat Total Views From Last Month After Only 3 Days!**
- **Keep The Momentum And FINISH STRONG!**

# 4<sup>th</sup> Quarter Listing Contest

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



## 4<sup>TH</sup> 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

- Build The Team  
& Finish Strong!
- \$50 For Each  
Broker Interview
- Plus TeamBuilder  
Passive Income!




**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

# New PGR Training Opportunities

# **Social Media Workshops**

***(Sponsored by HSA)***

**National Trainer - Burke Smith**

Oct. 23 - Peachtree City Office

Oct. 24 - Perimeter North Office

Oct. 25 - Suwanee/ Duluth Office

Oct. 26 - Northwest Office

***Register On PGRU.com Today!***

# Code of Ethics Training

- Free Class
- Wednesday,  
October 17<sup>th</sup>  
9:30 – 12:30



Atlanta's 50+ Community of the Year



**Soleil**  
LAUREL CANYON

Invites you to...  
**CODE OF ETHICS TRAINING**

Wednesday, October 17  
9:30 a.m. to 12:30 p.m.  
Soleil's Clubhouse Ballroom  
547 Laurel Canyon Parkway  
Canton, GA 30114



And afterwards, join us for a complimentary lunch at Soleil's new Sales Gallery.  
Tour our 8 new designer models and be entered in a drawing to win door prizes!

Please RSVP by Oct. 15 to [Soleil@prudentialga.com](mailto:Soleil@prudentialga.com)

  
**Active Lifestyle**  
COMMUNITIES

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