



# HAPPY MONDAY!

**It is the 4th Quarter - Time to Finish Strong!**

- Check out the **October video market report** rankings!
- **Success stories** are emerging across the company!
- Register for **upcoming PGR Training classes**.

**DAN FORSMAN**  
PRESIDENT & CEO

[CLICK HERE FOR MORE DETAILS AND UPCOMING EVENTS](#)

**There Are 3 Months Left In The Year!**

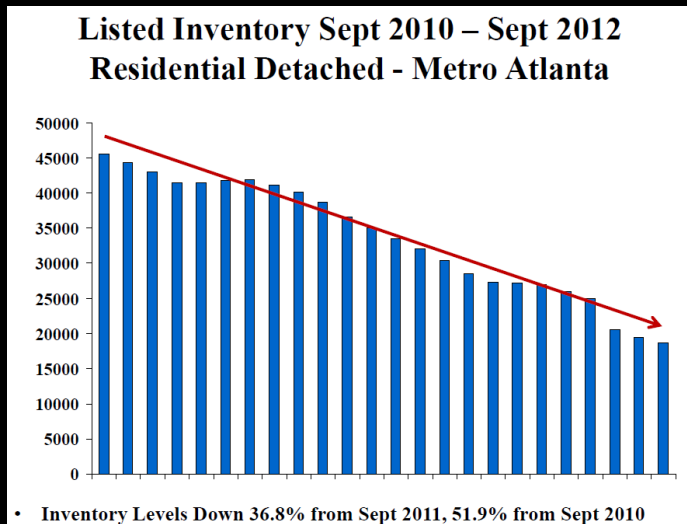
**Are You Ready To Finish Strong!**

# Local Market Stats For October!



- Latest Market Stats

- Mortgage Trends



- Home Values

- PGR Market Share

# Keep Sharing 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

We Are Pleased To Provide Our Updated Video Market Report

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** **79 DAYS**

**14%**

AUG 2011 AUG 2012 RESIDENTIAL LISTINGS

00:40 01:24 Prudential Georgia Realty

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

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

Share This!

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**Julie Smith (demo site)**  
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- **Market Videos Updated For September Results**
- **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

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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	1128	301%	150%
North Fulton	1186	245%	122%
85 North	338	205%	102%
Suwanee/ Duluth	459	173%	87%
NE Metro	312	145%	73%
Newnan/ Coweta	233	129%	65%
Northwest	189	90%	45%
Perimeter North	173	87%	43%
East Cobb	213	76%	38%
Peachtree City	174	50%	25%
Cobb Roswell	76	41%	21%
Gainesville	140	39%	19%
Cherokee	77	37%	18%
Buckhead	45	21%	11%
Douglasville	32	18%	9%
Towne Lake	47	16%	8%
Fayetteville	37	13%	6%
Midtown	26	9%	4%
Corporate	125		
Total/ Average	5010	94%	47%

Stats As of 9pm on Sunday 10/14/12

# **The Branch Challenge!**

- **Six Branches Have Achieved Their Target Of 5 Views Per Agent!**
- **400 North, North Fulton and 85 North Have Achieved 10 Views Per Agent!**
- **The Company Has Doubled Views From Last Month After The First Week!**
- **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



# **Get Your Databases Ready For:**

- **PGR Real Estate Advisor - 10/26**
- **Case-Shiller Index – 10/30**
- **November Video Market Reports**
- **Holiday Version of New Movers  
Smart Magazine – Late November**

# 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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