



**DAN FORSMAN**  
PRESIDENT & CEO

## FOR YOUR SALES MEETINGS

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

- **Top 10 Reasons** To List Your Property Now!
- Keep Sharing Your **October Video Market Reports**
- **New Contests For Listings & TeamBuilder**
- Register For Upcoming **PGR Training Classes!**

[CLICK HERE FOR SLIDES & ADDITIONAL INFORMATION](#)

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

**Are You Ready To Finish Strong!**

# **Top 10 Reasons To List Your Property During The Fall/ Winter Season**

- 10. Buyers Looking Later In The Year Tend To Be More Serious Buyers.**
- 9. There Is Less Competition Than The Spring.**
- 8. Homes Show Well When Decorated For The Holidays.**
- 7. Buyers Tend To Make More Emotional Decisions During The Holiday Season.**
- 6. Some Buyers Will Be Motivated To Make Decisions For End Of The Year Tax Reasons.**

# **Top 10 Reasons To List Your Property During The Fall/ Winter Season**

- 5. Some Buyers Will Be Starting A New Job In January And Need To Get Settled Quickly.**
- 4. COD (Cancellation of Debt) Income Exclusions May Expire In 2012 – So Potential Short Sellers Need To Act Fast!**
- 3. Mortgage Rates Historically Reach Their Lowest Levels In Fall/ Winter So Affordability Is The Highest. That Means More Potential Buyers Could Afford Your Property!**
- 2. Pending Changes Like Basil III, QRM Will Make Mortgage Rates Higher In 2013. That Makes Your Next Home More Costly If You Wait!**

# **And The #1 Reason...**

- 1. Because You Are The Best In The Business And Can Sell Their Property For The Highest Value In The Shortest Period Of Time!**

- **Big Changes Coming For Mortgage System – Higher Rates, Fees & Tighter Credit**
- **Read The Article On ATLscoop.com**
- **Use To Motivate Your Buyers & Sellers**
- **Be The Informed Resource For Real Estate In Your Market!**



## Big Changes Pending For Mortgage Rates And Credit Availability

Oct 05, 2012 by admin Atlanta real estate, atlanta real estate market report, Prudential Georgia Realty 0 Comment

Most consumers believe that mortgage rates will stay very low for a long period of time. The main reason is that the fed announced that "interest rates" will stay at near zero through 2014. But it is important to understand that mortgage rates and these interest rates are two different things. **Potential buyers should be aware that mortgage rates could change drastically and quickly.** Remember, the average mortgage rates for the past 50 years was 8% and expect to see those rates again in the next 3-5 years.

The interest rate highlighted by the Fed is the Federal Funds rate that banks use to borrow money from the Federal Reserve. Mortgage rates are impacted by different factors and change frequently. In fact, they change many times each day. One of the main factors that impact mortgage rates are bonds and mortgage securities. Typically, mortgages are pooled together and sold to investors as mortgage securities. Most banks do not hold these loans. The consumer-facing mortgage rates are determined in large part by the rate that investors will pay to purchase these securities. Today, the largest "investor" is the fed. They have a current program to purchase \$40 billion in mortgage-backed securities each month. But this artificial stimulant cannot last forever as our country has to deal with a \$16 Trillion deficit. That means that regular investors will need to come back into the market and buy mortgage securities. How will this happen? Investors are predictable. They buy things based upon the combination of returns and risk. So we need to make the mortgage securities very low risk and provide a better return relative to other investment choices around the globe. So how do we do this?

That debate has been going on for a while in Congress. There are several significant areas of pending legislation that could have a major impact on the outcome. They include Basel III, Qualified Mortgages and Qualified Residential Mortgages. These initiatives are intended to put more safeguards into the mortgage system but the results will likely be higher rates, higher additional costs and tighter credit standards. Here is a brief explanation of each topic:

**Basel III** - Basel III imposes greater capital requirements on the banking industry over the next several years. The main issue with Basel III and mortgages is the change to risk weighting for various mortgage products depending on the issuer. FHA loans are the most favored because of their clear and direct government backing. GSE loans (Freddie Mac, Fannie Mae) do not receive the same treatment even though the GSEs are currently being backed by the government. Essentially, what Basel III does is require greater risk weighting depending on loan-to-value (LTV) ratios. [This will likely translate into less higher loan-to-value lending or even greater costs to consumers who borrow with smaller down payments.](#)

**Qualified Mortgages** - The proposed QM rule is due to be finalized by the end of the year. The two main issues are whether the QM will be sufficiently broad enough to capture the vast majority of an already tight mortgage market and whether QM will be a safe harbor for lenders or give them the more limited protection. Lenders big and small are likely to tighten lending well within the QM standard to ensure their ability to repay a violation that rarely or never occurs. Furthermore, smaller lenders fear the costs of potential litigation. There is concern that litigation costs will be so great that many will not take the risk at all and push lending to the larger banks. The fear is that while lending may be pushed to the larger banks, the banks will either be unable or unwilling to absorb that lending because of its effects on their capital requirements. Even if they do absorb it, it will likely be much more costly to consumers.

**Qualified Residential Mortgages** - The QRM, which requires 5-percent risk retention for securitized loans that do not meet the QRM standard, cannot be broader than the QM. It seems the regulators have backed away from requiring a 20 percent down payment. However, it is unclear where they have "ended up." Ideally, the QRM would track evenly with a broad QM with a safe harbor, but there is no guarantee that will be the case.

### Conclusion

Yes, there could be significant changes ahead for [Atlanta real estate](#). Basel III, QM and QRM are expected to have a major impact on the cost and availability of mortgage credit. These are all efforts to return to a sustainable mortgage system that is not reliant on government support. The current system is being artificially supported by the Fed but that cannot last as we face looming debt and deficit challenges. A true market-based mortgage market will likely see higher rates, higher fees and tight credit availability. **If you are considering a purchase, you may want to act quickly before the rules change.** Stay tuned for more updates...

### Social Share



### CATEGORIES

- > Atlanta Foreclosures
- > Case-Shiller Index
- > Consumer Articles and News
- > Job Loss Protection
- > Local Market Reports
- > National Real Estate News
- > Prudential Georgia News
- > Uncategorized

### RECENT POSTS

- > Big Changes Pending For Mortgage Rates And Credit Availability
- > Case-Shiller Index Reported September 2012
- > Case-Shiller Index Reported August 2012
- > Fall In Georgia
- > Case-Shiller Index Reported July 2012
- > Case-Shiller Index Reported June 2012
- > Case-Shiller Index Reported May 2012
- > Prudential Georgia Realty Ranked #1 Real Estate Company By Atlanta Business Chronicle
- > Americans Confident In Recovery Of Real Estate Market
- > Prudential Real Estate Outlook Survey

# 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](#)

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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	1188	317%	158%
North Fulton	1241	256%	128%
85 North	350	212%	106%
Suwanee/ Duluth	479	181%	90%
NE Metro	316	147%	73%
Newnan/ Coweta	271	151%	75%
Northwest	215	102%	51%
Perimeter North	180	90%	45%
East Cobb	235	84%	42%
Peachtree City	181	52%	26%
Cobb Roswell	76	41%	21%
Gainesville	143	40%	20%
Cherokee	101	48%	24%
Buckhead	48	23%	11%
Douglasville	37	21%	11%
Towne Lake	50	18%	9%
Fayetteville	37	13%	6%
Midtown	26	9%	4%
Corporate	125		
Total/ Average	5299	100%	50%

Stats As of 6pm on Monday 10/15/12

# **The Branch Challenge!**

- **Seven 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 More Than 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

- \$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

# **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**



**Gainesville Office Grand Opening!**  
**Tuesday, 10/16 (3pm - 6pm)**  
**200 West Academy Street**  
**Gainesville Ga 30501**



**Northwest Office Grand Opening!**  
**Wednesday, 10/17 (5pm - 7pm)**  
**3475 Dallas Hwy, Suite 610**  
**Dallas Ga 30064**

# 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!***

# Top 10 Marketing & Technology Tools

- Free 3-Hour CE
- Midtown Office
- Wednesday,  
October 17<sup>th</sup>  
9:30 – 12:30

<p><b>PGR AGENT WEBSITE</b></p> 	<p><b>NEW MOVERS SMART MAGAZINE</b></p> 	<p><b>DIGITAL PRESENTATIONS (Listings/Buyers)</b></p> 
<p><b>PGR MOBILE SOLUTIONS</b></p> 	<p><b>TOP 10 MARKETING &amp; TECHNOLOGY SOLUTIONS</b></p> <p>These Powerful Marketing And Technology Solutions Are Supported By Your PGR Agent Intranet, PGR Training &amp; Coaching, PGR Agent Marketing Services And Your Local Managing Broker &amp; Staff.</p>	<p><b>PGR VIDEO MARKET REPORTS</b></p> 
<p><b>PGR MARKET &amp; TREND REPORTS</b></p> 		<p><b>PGR ECAMPAIGNS/ NEWSLETTERS</b></p> 
<p><b>PGR MAXIMUM LISTING EXPOSURE</b></p>  <p>OVER 40,000 WEBSITES, MOBILE SITES, VIDEO SITES &amp; SOCIAL MEDIA</p>	<p><b>PGR PRINT MARKETING</b></p> 	<p><b>DAVID KNOX LIBRARY/ CONSUMER VIDEOS</b></p> 

# Code of Ethics Training

- Free 3-HR CE
- 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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