

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](#)

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Julie Smith (demo site)

Corporate Office

863 Holcomb Bridge Road

Roswell, GA 30076

Phone 770-992-4100

Office Phone 770-992-4100

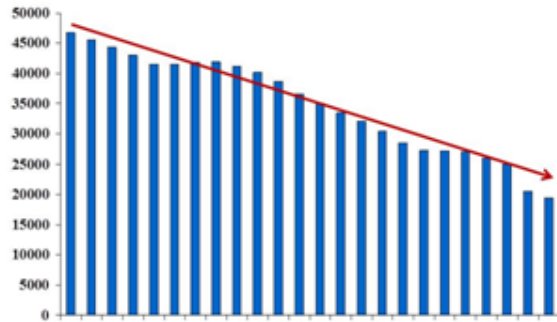


- Over 2800 PGR Market Videos Viewed By Prospects From September Videos
- October Reports Refreshed On 10/8!
- Start Fine-Tuning Your Database To Send New Reports In October

**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 44 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
Launched Wednesday
9/26.**

- **Now Is The Time To
Follow Up**

- **Get Your Database
Ready To Send On
October 26th.**

Follow Up To Ask For Referrals!

INTRODUCING...
THURSDAY TRIVIA



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

Be Ready For Thursday Trivia.

**Look For The New Trivia Question
Thursday Morning On The Intranet.**

You Might Be The Winner!

Did You Know?

- **Trulia Delivered 178 Email Leads Last Week – Up 12%.**
- **Remember To Check Your Leads On Your Website And Email. No Missed Opportunities!**

New PGR Coaching & Training Opportunities

PGR Coaching “Connect With Your Database”

Begins October 10th!

*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 data base, imported into your agent client contact system!

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



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New 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*



Prudential
Georgia Realty

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*



Prudential
Georgia Realty

**2013 Business Strategy & Planning
Plus Leveraging Your Database!
(Details Coming Next Week)**

October 10th and 11th

Register On PGRU.com Today!

Local Social Media Workshops

(Sponsored by HSA)

**Instructor- National Trainer & Coach
Burke Smith**

Coming The Week Of October 22nd

Register On PGRU.com Today!