



DAN FORSMAN  
PRESIDENT & CEO

## FOR YOUR SALES MEETINGS

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

- Atlanta Case-Shiller Results Reported Today
- Share Happy Halloween AMN Message
- Results For October Video Market Reports

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

# Take Action And Finish Strong!

# Get Your Databases Ready For:

- **Metro Atlanta Case-Shiller Index – 10/30**
- **AMN Message For Halloween – 10/30**
- **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

**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**

AUG 2011

**79 DAYS**

AUG 2012

**14%**

↓

RESIDENTIAL LISTINGS

00:40 01:24 Prudential Georgia Realty

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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



**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](#)

| Branch          | Current Views | % Target 5X Agent Count | % Target 10X Agent Count |
|-----------------|---------------|-------------------------|--------------------------|
| NE Metro        | 4835          | 2249%                   | 1124%                    |
| 400 North       | 1639          | 437%                    | 219%                     |
| North Fulton    | 1601          | 330%                    | 165%                     |
| Suwanee/ Duluth | 832           | 314%                    | 157%                     |
| 85 North        | 477           | 289%                    | 145%                     |
| Perimeter North | 549           | 275%                    | 137%                     |
| Newnan/ Coweta  | 400           | 222%                    | 111%                     |
| Northwest       | 304           | 145%                    | 72%                      |
| East Cobb       | 321           | 115%                    | 57%                      |
| Cherokee        | 222           | 106%                    | 53%                      |
| Buckhead        | 212           | 101%                    | 50%                      |
| Midtown         | 195           | 64%                     | 32%                      |
| Peachtree City  | 222           | 63%                     | 32%                      |
| Cobb Roswell    | 102           | 55%                     | 28%                      |
| Douglasville    | 89            | 51%                     | 25%                      |
| Gainesville     | 170           | 47%                     | 24%                      |
| Fayetteville    | 110           | 38%                     | 19%                      |
| Towne Lake      | 61            | 21%                     | 11%                      |
| Corporate       | 253           |                         |                          |
| Total/ Average  | 12594         | 273%                    | 137%                     |

# AnnounceMyNews Message

- Happy Halloween
- Message  
Delivered To Your  
Inbox On 10-29

## PUMPKIN IDEAS FOR HALLOWEEN

Share This!

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**Corporate Offices**  
Prudential Georgia Realty  
863 Holcomb Bridge Road  
Roswell, GA 30076

Phone 770-992-4100



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Wishing You A Safe  
And Happy Halloween!

Prudential Georgia Realty would like to wish you and your family a safe and Happy Halloween. Since Halloween is only a few days away, we wanted to share a couple of pumpkin ideas that you might use to get ready.

Pumpkin pie is one of the most popular culinary delights of the fall season. Here is a recipe from AllRecipes.com that received the "5-star rating" as [The Perfect Pumpkin Pie](#).

For those that are a little more adventurous with your pumpkins, you may want to carve up some scary or funny pumpkins to decorate your home. We thought you might enjoy the video below from Tom Nardone on Extreme Pumpkin Carving. Now you can have the coolest house on the street!

Have A Safe And Happy Halloween!



[Click here for iPhone/iPad version](#)

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Prudential Georgia Realty serves the metro [Atlanta real estate market](#).  
Powered by: [AnnounceMyMove.com](#).

# AnnounceMyNews Message

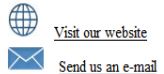
- Time Change
- Message Coming To Your Inbox On Friday 11-2

## TIME CHANGE ON SUNDAY NOV 4TH

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### Corporate Offices

Prudential Georgia Realty  
863 Holcomb Bridge Road  
Roswell, GA 30076

Phone 770-992-4100



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Turn Your Clock Back  
One Hour On Sunday 11/4

Yes, it is that time of year again. **Daylight Saving Time ends so we turn our clocks back one hour at 2am Sunday morning, November 4th.** This change puts us back on Standard Time. The good news is that everyone can get an extra hour of sleep!

**History of Day Saving Time:** People often ask - what is Daylight Saving Time and why do we have it? Daylight Saving Time (or summer time as it is called in many countries) is a way of getting more light out of the day by advancing clocks by one hour during the summer. During Daylight Saving Time, the sun appears to rise one hour later in the morning, when people are usually asleep anyway, and sets one hour later in the evening, seeming to stretch the day longer.

The reason many countries implement DST is to make better use of the daylight in the evenings. Some believe that it could be linked to reducing the amount of road accidents and injuries. The extra hour of daylight in the evening is said to give children more social time with friends and family and can even boost the tourism industry because it increases the amount of outdoor activities. DST is also considered a means to save energy due to less artificial light needed during the evening hours. Clocks are set one hour ahead during the spring, and one hour back to standard time in the autumn.

Benjamin Franklin first suggested Daylight Saving Time in 1784, but modern DST was not formally proposed until 1895 when an entomologist from New Zealand, George Vernon Hudson, presented a proposal for a two-hour daylight saving shift to the Wellington Philosophical Society. The conception of DST was mainly credited to an English builder, William Willett in 1905, when he presented the idea to advance the clock during the summer months. His proposal was published two years later and introduced to the House of Commons in February 1908. The first Daylight Saving Bill was examined by a select committee but was never made into a law. It wasn't until World War I, in 1916, that DST was adopted and implemented by several countries in Europe. The United States, Canada and some other countries extended DST in 2007. The new start date is the second Sunday in March (previously the first Sunday in April) through to the first Sunday in November (previously the last Sunday in October).

If you would like to set your clock to the correct time, [please click this link](#).

**Now That You Have An Extra Hour, What  
Will You Do With It?**

# 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.

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