

# **Get Your Databases Ready For:**

- **Veteran's Day (11/11) AMN – 11/9**
- **November Video Market Reports - 11/13 & 14**
- **Thanksgiving (11/22) AMN – 11/20**
- **Holiday Version of New Movers Smart Magazine – Late November**

# AnnounceMyNews Message

- Veteran's Day
- Message Coming To Your Inbox On Friday 11-9

## REMEMBER OUR VETERANS



Remember Those Who Served  
So We Could Be Free!

Click picture to view full size image

Please take time this Sunday to remember all our Veterans. Their dedication and sacrifices preserve our freedom and allow us to live in the greatest nation in the world. **Join us at 11am on 11/11/12 to stop and remember all who served in our armed forces.** Read the history below to better understand why we celebrate at this time.

**Here is a brief history of Veterans Day:** World War I ended with the signing of the Armistice which was a temporary cessation of hostilities. The Armistice was signed at the 11th hour of the 11th day of the 11th month in 1918. The next year, U.S. President Woodrow Wilson first proclaimed an Armistice Day for November 11th to remember our fallen soldiers who died in what was known then as "the great war." The original concept of the celebration was to suspend business for a two minute period at 11am. The day was also marked with parades and public meetings.

In 1921, Congress passed legislation approving the establishment of the Tomb of the Unknown Soldier in Arlington National Cemetery. Every year on November 11th, there is a ceremony at the tomb to remember our fallen heroes.

In 1938, Congress made the 11th of November (Armistice Day) a legal federal holiday. Although the States retained the rights to establish their own holidays, every state agreed.

In 1953, a shoe repairman from Kansas named Stephan Riod had the idea to expand Armistice Day to celebrate all veterans, not just those who died in World War I. He began a campaign to turn Armistice Day into "All" Veterans Day. The idea caught on and in 1954, President Eisenhower signed the law to change the name to Veterans Day.

Although originally scheduled for celebration on November 11 of every year, starting in 1971 in accordance with the Uniform Monday Holiday Act, Veterans Day was moved to the fourth Monday of October. In 1978, it was moved back to the original celebration on November 11.

Veterans Day is sometimes confused with Memorial Day. Memorial Day (the fourth Monday in May) honors American military personnel who died in service to their country or as a result of injuries incurred during battle. Veterans Day pays tribute to all American veterans--living or dead--but especially gives thanks to living veterans who served their country honorably during war or peacetime.

**Thank You Veterans and God Bless America!**

Share This!

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Georgia Realty

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# **Code Of Ethics Training Register on PGRU.com**

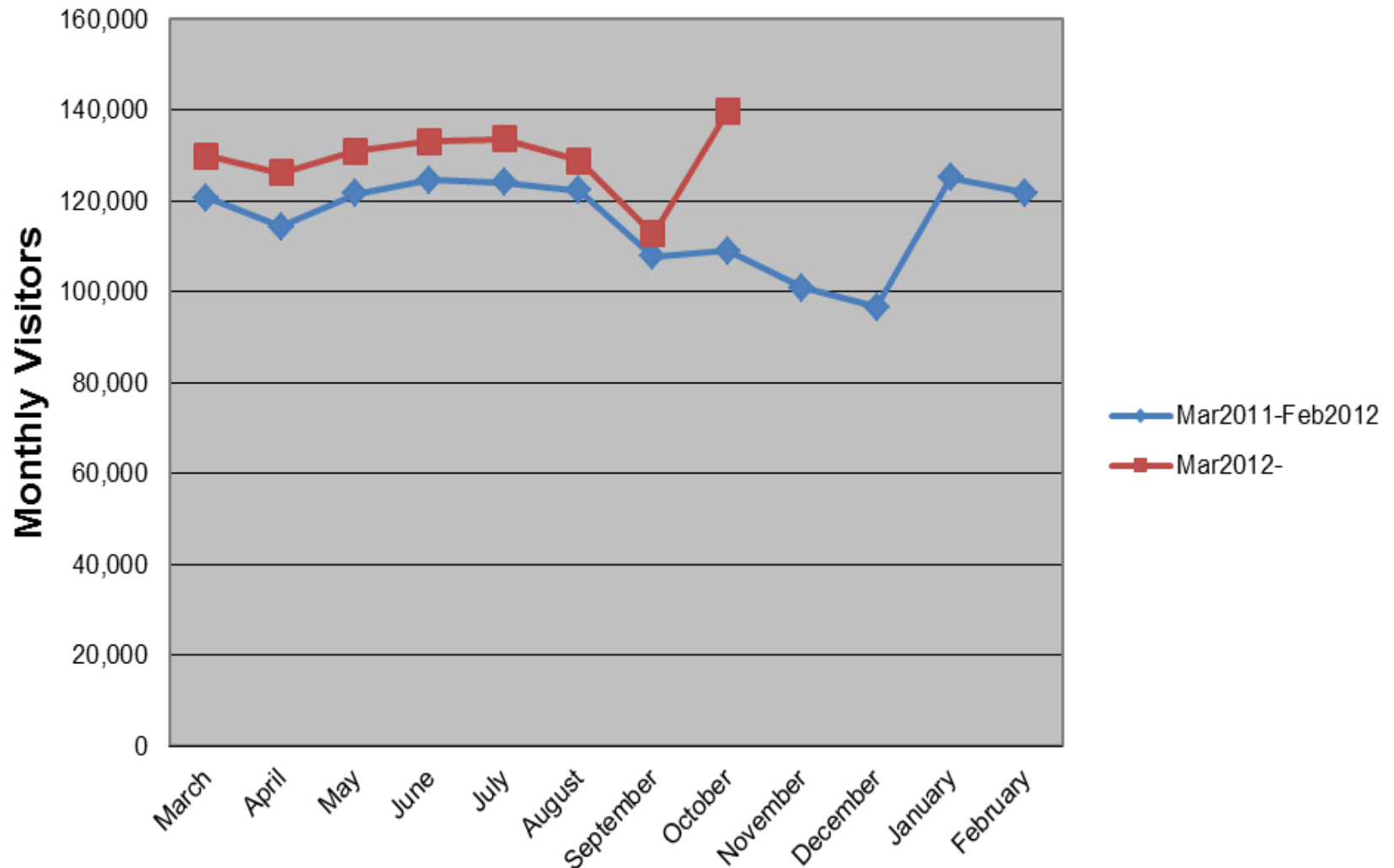


# PGR Online Marketing Delivering More Traffic & More Leads!

- Hot Leads For 2012 **Up 210%** From 2011
- Website Unique Visitors In October **Up 24%** Over September
- **Mobile Views Are 26%** In October
- **650 Email Leads** From Realtor.com, **691 Email Leads** From Trulia, **561 Email Leads** From Zillow and **1103 Email Leads** From PGR Websites In October 2012!

# PrudentialGeorgia.com Monthly Traffic

## Company and Agent Websites - Reliance Report





## Monthly Performance Report

### Summary of [www.prudentialgeorgia.com](http://www.prudentialgeorgia.com) leads and traffic on trulia.com

	Sep 2012	Oct 2012	% change m-o-m	
<b>LEADS</b>				
Your email leads from Trulia	578	691	↑	+19.55 %
<b>VISITS</b>				
Visits to your site	3,511	4,810	↑	+37.00 %
<b>LISTINGS</b>				
Your listings on Trulia	3,532	3,381	↓	-4.28 %
<b>VIEWS</b>				
Search results views	3,985,261	4,952,053	↑	+24.26 %
Property views	259,203	278,426	↑	+7.42 %
<b>TOTAL VIEWS</b>	<b>4,244,464</b>	<b>5,230,479</b>	↑	<b>+23.23 %</b>

\*Note: Listing counts are calculated as the average number of listings over the stated time period.



## Zillow Pro Broker Report

10/30/2012

Thanks for being a Zillow Pro Broker! Below is your performance for the past month and past year. If you have any questions, contact your sales rep at [seanm@zillow.com](mailto:seanm@zillow.com)

### Past 4 Weeks Performance

	Avg Daily Listings	Featured Listings	Search Result Views	Listing Views	Views/ Listings	E-mail Contacts
09/30/2012 - 10/06/2012	3,179	127	2,152,362	74,112	23.3	99
10/07/2012 - 10/13/2012	3,168	148	2,185,623	77,509	24.5	98
10/14/2012 - 10/20/2012	3,159	148	2,967,746	80,030	25.3	125
10/21/2012 - 10/27/2012	3,159	141	3,032,407	77,882	24.7	127

### Past 12 Months' Performance

	Avg Daily Listings	Featured Listings	Search Result Views	Listing Views	Views/ Listings	E-mail Contacts
Aug-12	3,434	138	9,728,425	285,508	83.2	494
Sep-12	3,325	153	9,868,744	342,955	103.2	567

# 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

**2 CHANCES TO EARN MORE!**

# 4TH QUARTER BLITZ

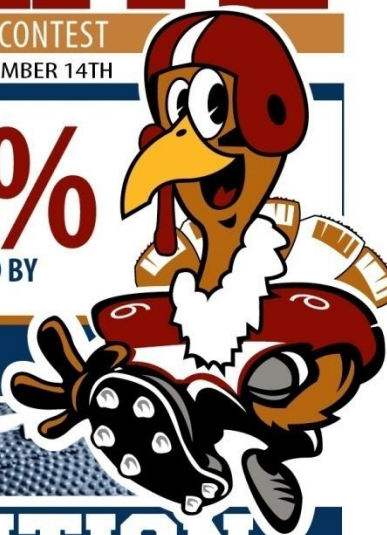
AGENT OUTGOING REFERRAL CONTEST

CONTEST RUNS NOVEMBER 1ST - DECEMBER 14TH

# 100%

OF THE REFERRAL FEE COLLECTED BY  
PRUDENTIAL GEORGIA REALTY!

WHEN YOU PLACE A REFERRAL DURING  
THE CONTEST THAT CLOSES BY MARCH 31



## IN ADDITION...



For Every Qualified Outgoing Referral During The  
Contest Period, You Will Earn An Entry Into The  
Outgoing Referral Contest For Your Chance To Win A

## \$25 GIFT CARD

*The More Outgoing Referrals You Submit,  
The Greater Your Chances To Win!*

*Drawings Will Take Place On Monday, December 17th.  
One Winner Per Office. Winners Will Be Contacted Via Email.*

*Remember, You Can Refer Anyone You Know Who  
Is Buying Or Selling Anywhere In The World!*

## FINISH STRONG!



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4TH  
QUARTER

# BLITZ

OUTGOING REFFERAL AMBASSADOR CONTEST

CONTEST RUNS NOVEMBER 1ST - DECEMBER 14TH



## YOU COULD WIN \$200

Every Outgoing Referral You  
Submit For An Agent, You Are  
Entered Into The Drawing.

1. Must Enter ALL Outgoing Referrals From Your Branch On The Submission Form.  
Only Properly Placed Qualified Referrals Will Be Counted
2. There Is No Limit To The Number Of Times You Can Be Entered.  
***The More Your Agents Place, The More Chances You Have To Win!***
3. Obtain A Copy Of The Signed Customer Acknowledgement Form For Each Qualified Entry.
4. Drawing Will Take Place Monday, December 17th. Winner To Be Announced By Email.

\*Must Receive Customer Permission To Be Referred. Referrals Must Be Accepted By Receiving Broker. Customers Referred To Multiple Locations Only Count As 1 Referral. Additional Terms & Conditions May Apply.

For Addional Questions Regarding The Contest, Contact Carolyn Or Sheila At 678-352-3300

## FINISH STRONG!



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