



DAN FORSMAN  
PRESIDENT & CEO

## WELCOME TO THURSDAY TRIVIA

All PGR agents who answer the trivia question correctly will be entered into a drawing for a **\$100 gift card**. Answers must be provided prior to 5pm today. The answer and the winner will be announced tomorrow. Check back next Thursday for more "Thursday Trivia".

[CLICK HERE FOR TODAY'S TRIVIA QUESTION](#)

**Just Answer The Question  
And You Could Win A \$100 Gift Card!**

**More Importantly, You Might Learn  
Something Valuable That Helps You  
**Finish Strong In 2012!****

# **The 2-Part Question:**

- 1. Using The Latest Case-Shiller Index,  
How Much Have Metro Atlanta Home  
Values Improved In 2012?**

**(Note: See Print Version On Intranet Or ATLscoop.com)**

- 2. How Far Are Metro Atlanta Home  
Values Still Down From The Peak?**

**(Note: See Print Version On Intranet Or ATLscoop.com)**

**Email Your Answer to  
Intranet@PrudentialGA.com**

**\* Must be received before 5pm.**

# Get Your Databases Ready For:

- **AMN Message For Time Change – 11/2**
- **November Video Market Reports - 11/13 & 14**
- **Holiday Version of New Movers Smart Magazine – Late November**

# Case-Shiller Index For Metro Atlanta

- Print Version
- Article on  
ATLscoop.com

## Case-Shiller Index Reported October 2012

The latest Case-Shiller Index was published on October 30, 2012. As always, the index reports on data 60 days in arrears. Therefore, the index reports Metro Atlanta home values for August 2012. So what does the latest index show and what does that mean for home values in metro Atlanta? Things are improving in our market however two important considerations must be taken into account. First, the Case-Shiller index of home values is very different from average sale prices or median homes prices. The Case-Shiller Index reports on repeat properties sold and other factors, which are generally better indicators of home values. Second, this index reflects the average home values for all of Metro Atlanta. Remember, real estate is local and every market is different. There are some local communities that have held their values reasonably well and others that may continue to decline. In fact, some homes entering the market are getting multiple offers and closed prices above list price. Your local Prudential Georgia Realty agent can help you understand the specific metrics in your local market. However, the Case-Shiller Index is a good general indication on what is happening in our market.

Now for the news.... Nationally average home prices have increased by 2% in the August Index when compared to the previous month of July for the 20-City Composite report. The August index for Atlanta shows a 1.75% (non-seasonally adjusted) increase in home values from July 2012, which is very good news. That represents a 15.15% increase in home prices over the past five months. While these numbers are positive, we must bear in mind that home prices had dropped 23.19% over the prior 8-month period. For all of 2012, homes values in Atlanta are up 9.6% but remain down 29.8% from the peak of July 2007. The current Case-Shiller index reflects values similar to home values in the spring of 1999. The August index for Atlanta is 95.80, which is up 1.75% from July 2012 and down 6.12% from August of 2011. Atlanta continues to show the largest drop in 2012 home values compared to 2011 home values for any of the 20 markets tracked by Case-Shiller.

The Metro Atlanta real estate market continues to show signs of improvement for sellers. Listing inventory is down 36.8% from September of 2011 and down 51.9% from September 2010. That represents a 4.9 month supply of inventory based upon the latest closed sales trend. Six months supply is considered normal. We have seen an extended period of low inventory since last year. Buyer activity remains strong. In 2012, Trendgraphix reports closed sales up 12% compared to the same period in 2011. At the same time, the pace of pre-foreclosures (notices of default) and foreclosures has slowed. RealValuator reports that market sales (resales, new homes) are outpacing bank-owned sales. Your local PGR agent can show you the specific conditions in your market so you can make the best real estate decisions.

# AnnounceMyNews Message

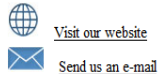
- Time Change
- Message Coming To Your Inbox On Friday 11-2

## TIME CHANGE ON SUNDAY NOV 4TH

Share This!



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### Corporate Offices

Prudential Georgia Realty  
863 Holcomb Bridge Road  
Roswell, GA 30076

Phone 770-992-4100



Click picture to view full size image

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.

 **Prudential**  
Georgia Realty