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Prudential
Georgia Realty

FOR IMMEDIATE RELEASE

Prudential Georgia Realty Named One Of America's Top Performing Brokerage Firms

REAL Trends Releases Brokerage Performance Study

ATLANTA (1/18/2013) Prudential Georgia Realty was recently recognized by REAL Trends, Inc. as one of only 17 firms in America to achieve growth in all key areas of brokerage operational performance. REAL Trends is the leading trends and research firm in the residential brokerage industry in North America and annually publishes rankings of the leading brokerage firms and sales professionals.

In a ten year study of the largest 500 residential brokerage firms in the country, REAL Trends found that only 17 had grown the Number of their Sales Professionals, increase Closed Transactions and increased Per Person Productivity from 2002 to 2011. Prudential Georgia Realty was one of these few firms to have received this recognition from REAL Trends.

Steve Murray, editor of REAL Trends, said "when you consider that housing sales volumes fell over 50% throughout the country over this time, to have even 17 firms accomplish growth in all three key areas of brokerage performance, is an amazing accomplishment. What we found is that these leaders have an absolute commitment to the people of their companies and have proven to be able to adapt to the most adverse environment that we have seen in recent times. Not only did these firms perform well, but in all three categories they outperformed their peer companies by as much as 100 percent over the ten year period."

Dan Forsman, President & CEO of Prudential Georgia Realty said "We are honored by this acknowledgement of our success over the past ten years. Our leadership team and sales professionals faced one of the most difficult real estate markets in the nation during the great recession. We saw this as both a challenge and an opportunity. Our team worked very closely with our agents to help them weather the storm and transform their businesses. We made strategic investments in marketing, technology, coaching, training and support services that made our agents more valuable to their clients. Now that the market is improving, our agents are in a great position for the future. As we look back, there are some incredible human stories that we will never forget."

About Prudential Georgia Realty:

Prudential Georgia Realty has 22 locations and over 1,000 Realtors across Metro Atlanta and has been serving clients in Metro Atlanta for 50 years. Prudential Georgia Realty is an independently owned and operated broker member of the Berkshire Hathaway Home Services franchise network. SmartNumbers, Trendgraphix and RealValuator and have consistently ranked PGR #1 in transactions, listing sales, buyer sales and current inventory for the past three years. The Atlanta Business Chronicle ranked PGR as the #1 residential real estate company for 2011 and 2010 based on sales volume. See Atlanta new homes, search by neighborhood, search by school district, search rentals and much more at www.PrudentialGA.com. Prudential, the Prudential logo and the Rock symbol are registered service marks of Prudential Financial, Inc. and its related entities, registered in many jurisdictions worldwide. Used under license with no other affiliation with Prudential. Equal Housing Opportunity.

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