

Expand Use of Technology (Best Example)


Monthly Multi-Media Recruiting Campaigns (Print, Electronic, Personal)

- Each Broker Has Top 100 Active Prospects + Top 300 Suspects
- Monthly Print Postcards (Top 100 Prospects Home Address)
- Monthly eCard (Top 100/ Top 300)
- Personal Broker Follow-Up (Top 100 Prospects)
- Monthly Company eCampaign (Entire Real Estate Market)
- Targeted and Personalized Content (Top 10 Prospects). Each broker utilizes a series of more personalized messaging for their top prospects. Depending on the agent, the method may be email, social media, print or phone call.
- We send similar print postcards to the home of every agent and employee. We also send similar eCards electronically to agents/ employees.

Recruiting Postcard Example



Internal Postcard Example

Thanksgiving is a special time of year when we take time to reflect and be thankful. We consider it an honor and privilege to work together to promote the American Dream of Home Ownership. It is clear that the world of real estate continues to change quickly and that presents a great opportunity. Prudential Georgia Realty is working hard to help our agents build sustainable businesses by delivering better services for their clients.

Contact Us To Learn How You Can Deliver Better Services For Your Clients

Prudential Georgia Realty
Atlanta Office

Julie Smith
Managing Broker

404.123.4567 cell
770.123.4567 direct
Julie.Smith@PrudentialGA.com

© 2012 BREER Affiliates Inc. An independently owned and operated broker member of BREER Affiliates, Inc. Prudential, the Prudential logo and the Rock symbol are registered service marks of Prudential Financial, Inc. and its related entities. Prudential Georgia Realty is a real estate broker. This is not affiliated with Prudential Capital Services. Prudential Georgia Realty is not a PFI subsidiary and is not a company of The Atlanta Business Chronicle. 2012 & 2011. Prudential Georgia Realty is ranked #1 in listing sales with by The Atlanta Business Chronicle for 2010, 2011 and 2012. 2012 for all PFI's members.



Thanksgiving is a special time of year when we take time to reflect and be thankful. On behalf of our Senior Management Team and our Local Managing Brokers, we want to thank all our Associates and Employees for being part of our Prudential Georgia Realty family. We consider it an honor and privilege to work together to promote the American Dream of Home Ownership. It is clear that the world of real estate continues to change quickly - and that presents a great opportunity.

PGR is Committed To Helping Our Agents Build Sustainable Businesses By Delivering Better Services For Your Clients!




Dan Forsman
President & CEO

770.992.4100
Dan.Forsman@PrudentialGA.com

© 2012 BREER Affiliates Inc. An independently owned and operated broker member of BREER Affiliates, Inc. 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.

Recruiting eCard From Broker




HAPPY
Thanksgiving

**Prudential Georgia Realty Is Thankful For
The American Dream Of Home Ownership**

Thanksgiving is a special time of year when we take time to reflect and be thankful. We consider it an honor and privilege to work together to promote the American Dream of Home Ownership. It is clear that the world of real estate continues to change quickly and that presents a great opportunity.

Prudential Georgia Realty is working hard to help our agents build sustainable businesses by delivering better services for their clients.


**Contact Me To Learn How You Can Deliver
Better Services For Your Clients**



**Prudential Georgia Realty
Corporate Office**


Julie Smith
Managing Broker

404.123.4567 cell
770.123.4569 direct
Julie.Smith@PrudentialGA.com

 **Prudential**
Georgia Realty

© 2012 BREER Affiliates Inc. An independently owned and operated broker member of BREER Affiliates, Inc. 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.


Recruiting Ecampaign - Market




HAPPY
Thanksgiving

**Prudential Georgia Realty Is Thankful For
The American Dream Of Home Ownership**


Thanksgiving is a special time of year when we take time to reflect and be thankful. We consider it an honor and privilege to work together to promote the American Dream of Home Ownership. It is clear that the world of real estate continues to change quickly and that presents a great opportunity. Prudential Georgia Realty is working hard to help our agents build sustainable businesses by delivering better services for their clients.





Dan Forsman
President & CEO
770-992-4100
Dan.Forsman@PrudentialGA.com

Connect with the Best!

 **Prudential**
Georgia Realty

© 2012 BREER Affiliates Inc. An independently owned and operated broker member of BREER Affiliates, Inc. 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.

Video Messages



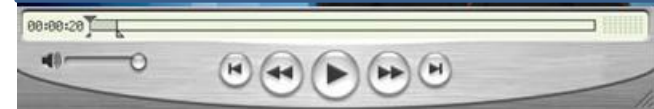
We often incorporate rich media such as video.
This example received over 8,000 views.

Planned Videos For Recruiting Leading Up To BHHS Transition

HSA and BHHS Announcement



**Getting To Know
Berkshire Hathaway**
(In Progress)



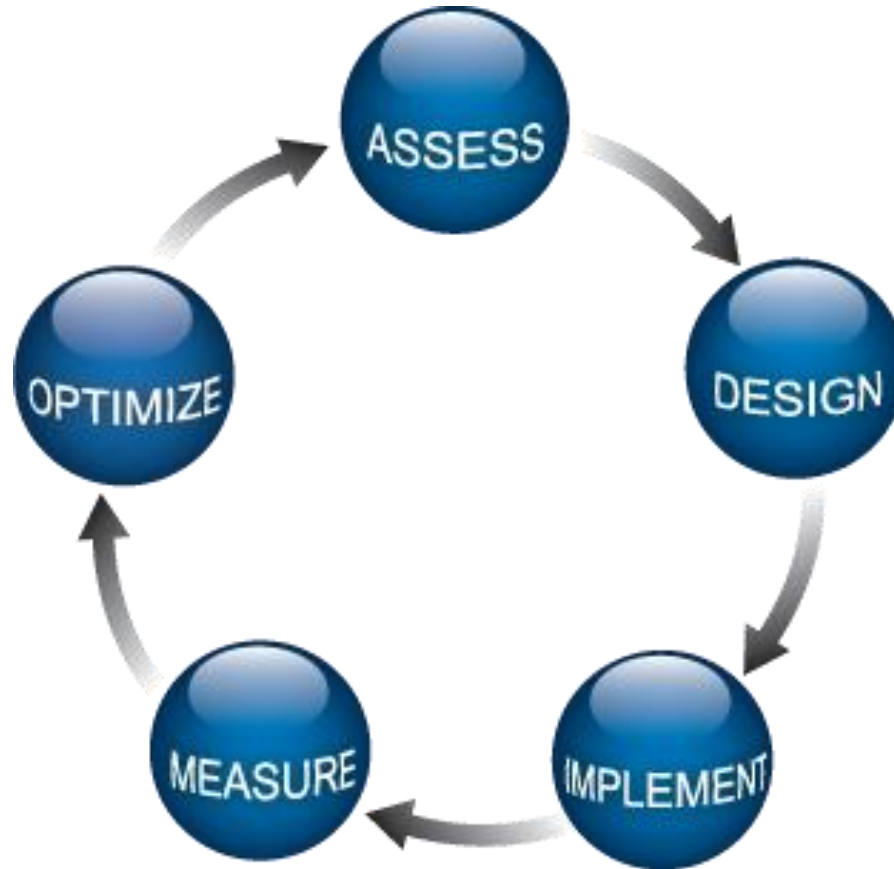
**Getting To Know
HomeServices
of America**
(In Progress)



**Introducing
BERKSHIRE HATHAWAY
HomeServices®**
(In Progress)



Process Methodology



We Have Used This Process Methodology
In All Our Marketing & Recruiting Systems.

Tracking & Measuring

Prospect Name	Phone	Email	Brokerage	Contacted Date	Notes	Actions
Adrianna Angelone	678.755.4874	adrianna.angelone@jwhomes.com	Wieland			
Andre deWinter	770.256.6222	andre@dewinterhomes.com	RMAA			
Anna Kilinski	404.808.1528	akilinski@mac.com	KW			
Becky Carter Veal	404.307.7771	Info@HomeSourceGroup.net	HomeSource			
Betty Noble	404.783.2988	betty.noble@coldwellbankeratlant.com	CB			
Bill Ames	404.376.5108	BILL@AMESREALTYGROUP.COM	AMES			
Bradford Smith	404.210.4141	bradford.smith@coldwellbankeratanta.com	CB			
Bruce Henderson	770.757.7777	BRUCEHENDERSON01@BELLSOUTH.NET	M&R			
Bruce Herrig	770.337.7749	bherrig2000@yahoo.com	RMC			
Burt Cloud	404.626.3114	burt.cloud@coldwellbankeratlanta.com	CB			
Cindy Wallace	678.488.7771	cindywallace@aol.com ; david.lane@coldwellbankeratlanta.com	CB			
David Lane	404.277.5649	david.lane@coldwellbankeratlanta.com	CB			
Dietre Ffrench	404.663.9701	dietre@gmail.com	CB			
Gwyn Schneider	404.606.1877	GWYN.SCHNEIDER@HARRYNORMAN.COM	HNR			
Karyn Watkins	404.309.9018	karynwat@aol.com ; kathy.conner@coldwellbankeratlanta.com	CB			
Kathy Conner	404.310.2063	kathy.conner@coldwellbankeratlanta.com	CB			
Keith Sharp	678.778.8774	oksharp@kw.com	KW			
Kim Russell	404.272.8891	kim.russell@coldwellbankeratlanta.com	CB			
Ro Preisinger	770.378.5924	ro.preisinger@coldwellbankeratlanta.com	CB			

TeamBuilderSM Software



Helping Grow Your Business ...
... One Agent at a Time.



Prudential
Real Estate
the future of real estate. Now.®

TeamBuilder

- TeamBuilder Is Our Agent Recruiting Program
- Created To Compete With Keller Williams
- TeamBuilder Software & Servicemark Were Acquired By Prudential Real Estate
- Emphasis Low During Real Estate Recession. May Be Opportunity To Re-Energize!
- Promotion Is The Key To Success!

Agent Incentives

- Associates with Prudential Georgia Realty who sponsor a new agent to the company qualified under the TeamBuilder plan will be eligible to receive a quarterly bonus equivalent to 1% of the GCI of the recruited agent as long as both agents are with Prudential Georgia Realty or Referral Associates of Georgia.
- Additional compensation- Sponsoring associates may be eligible to receive an additional bonus in one of the following circumstances:
 - An associate with Prudential who sponsors an experienced agent with a verifiable GCI of at Least \$50,000 in the prior year with another Atlanta real estate company is entitled to a bonus equal to 2.5% of his/her own closed GCI for the quarter, but not to exceed \$12,500 per sponsored agent during the 12 month period of the agents hire.
 - An Associate who sponsors agents with less than \$50,000 GCI can also be eligible for an additional bonus if the new agent earns a GCI of \$50,000 or greater within 12 months of that agents hire date. This bonus will be equal to 2.5% of the sponsoring agents closed GCI for the same 12 month period.

Examples of TeamBuilder Promotions



TeamBuilder®

HIT PLAY.

EVERY MOMENT MATTERS

Contest Runs From August 16th - September 30

New Registration

Help your Broker secure an interview with a prospect by September 30th and receive:

1 entry into a drawing for a 2013 PREA Convention bulk registration... Or \$400 Cash

Hired Prospect

If prospect is hired before November 30th, sponsoring agent receives


\$500 Bonus Upon Prospect's First Closing

One entry per prospect registration. Entry is not valid until an interview has taken place between the prospect and Broker. Prospect's closing must occur within 6 months of hire date in order for the \$500 bonus to be valid. Other restrictions may apply.

Register Your Prospects Today!



© 2012 BRER Affiliates Inc. An independently owned and operated broker member of BRER Affiliates, Inc. 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.



ANOTHER CHANCE TO SCORE



TeamBuilder GO.Fight.Win. CONTEST

Register Your Prospect with Your Broker by September 30th, 2011 to be Eligible*

For any Prospects HIRED by December 31st, the sponsoring agent will be entered into a drawing for an...

IPAD 2

*Prospects must be entered between August 15th - September 30th with an appointment for an interview confirmed to be eligible. Company employees and agents not participating in the \$500 program are also eligible. Apple iPad 2 Grand Prize will be chosen the first week of January 2012. See your broker for additional rules.

ATTENTION BROKERS



Grab 4 Cash

2013 PREA CONVENTION BROKER INCENTIVE CONTEST

You like cash too, right? We thought so! So in addition to the Grab 4 Cash Agent Incentive Contest, we have a separate contest for the Broker & Branch Offices, whether you attend the convention or not! That's one way to win, between February 1st - March 6th, 2013.

The Top Achieving Branches in each of the following categories WIN:

Market Video "Views"	Highest Average Per Person New Listing	TeamBuilder Registrations	Outgoing Referrals
1st Place: \$500 2nd Place: \$400 3rd Place: \$300 4th Place: \$200 5th Place: \$100	1st Place: \$300 2nd Place: \$200 3rd Place: \$100	1st Place: \$300 2nd Place: \$200 3rd Place: \$100	Broker 1st Place: \$500 2nd Place: \$300 3rd Place: \$100 Office Admin 1st Place: \$300 2nd Place: \$200 3rd Place: \$100

*Qualifying referrals must be earned during the contest period and close by June 1st, 2013. Events TeamBuilder registrations and outgoing referrals must be registered into the proper database system to qualify.



TeamBuilder STAYS GREEN

3 Grand Prize WINNERS!

\$100 Prudential Rock Dollars FOR 12 MONTHS!!! A \$1,200 VALUE!



One Winner Per Region • Contest Ends June 30, 2009

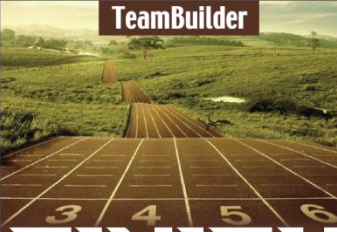
Prospect & Hire GIFTS

Prospect Gift: For every prospect you bring in for an interview you will receive:
Reusable WeCare Tote Bag

Hire Gift: For every prospect that is hired to the company you will receive:
\$25 Prudential Rock Dollars




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!

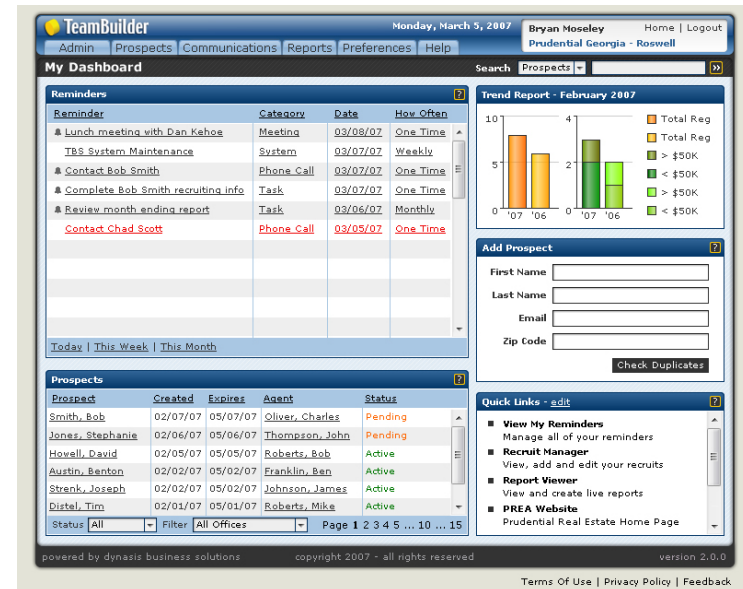
4th Qtr 2012 Contest Rules & Guidelines: All other TeamBuilder contests & contests sponsored by BRER are suspended. See your broker for full contest rules & guidelines.



What is TeamBuilder Software (TBS)?

TeamBuilder Software is a management tool designed by DynaSis, and offered to Prudential Real Estate Affiliates ...

- Manages the Recruiting Process
- Provides **Critical Reports** on the effectiveness of recruiting efforts
- TBS is **Always Available**, the software is Internet-based, so all you need is a computer with Internet connection in order to use.



- TBS is **Secure** – viewable information is specific to each user. Users see only information that is relevant to themselves.

Prospect Registration

Sponsoring agent, broker or branch manager provides prospect information via simple online referral form:

The screenshot shows the 'Propose Prospect' form in the TeamBuilder application. The form is divided into three main sections: Prospect Information, Prospect Status, and Sponsoring Agent Information. The Prospect Information section contains fields for First Name (Steve), Middle Initial, Last Name (Klein), Suffix, Address (541 East Main Street, Apt. 1B), City (Atlanta), State (Georgia), Zip Code (30040), Email (sk3418@aol.com), Home Phone (770.987.4539), Office Phone (770.781.6322), and Cell Phone (770.781.6322). The Prospect Status section contains fields for Origination Office (Atlanta), Destination Office (Gainesville), Status (Active), \$50K GCI (Yes/No), and Experience (Yes/No). The Sponsoring Agent Information section contains fields for First Name (Bob Smith), Middle Initial, Last Name, Suffix (770.633.2495), Home Phone, Office Phone, and Cell Phone. The form is titled 'Propose Prospect' and has a search bar. The top of the application window shows the date 'Thursday, March 1, 2007' and the user 'bryan.moseley@dynasis.com' from 'Prudential Georgia'. The bottom of the window shows the footer: 'powered by dynasis business solutions', 'copyright 2007 - all rights reserved', and 'version 2.0.0'.

TeamBuilder Thursday, March 1, 2007 bryan.moseley@dynasis.com
Prudential Georgia

Admin Prospects Reminders Reports Preferences Help

Propose Prospect Search Prospects

Propose Prospect

Prospect Information

First Name: Steve
Middle Initial:
Last Name: Klein
Suffix:
Address: 541 East Main Street
Apt. 1B
City: Atlanta
State: Georgia
Zip Code: 30040
Email: sk3418@aol.com
Home Phone: 770.987.4539
Office Phone: 770.781.6322
Cell Phone: 770.781.6322

Prospect Status

Origination Office: Atlanta
Destination Office: Gainesville
Status: Active
\$50K GCI: ☐ Yes ☒ No
Experience: ☐ Yes ☒ No

Important Dates

Created: 03/01/07 Expires: 06/01/07

Sponsoring Agent Information

First Name: Bob Smith
Middle Initial:
Last Name:
Suffix: 770.633.2495
Home Phone:
Office Phone:
Cell Phone:

Cancel Propose

powered by dynasis business solutions copyright 2007 - all rights reserved version 2.0.0

Manager Approval

Branch Manager and/or Company Owner checks for duplicate entries and approves or denies the prospect via this simple form:

Proposed Prospect Information – Approve Agent

Sponsoring Agent Information

First Name

Prospect 1

Middle Name

Last Name

Address

Any Street

Office

Location 2

Office Manager

User 1

Duplicate User Check

Deny Agent

Approve Agent >

Proposed Prospect Decision Status

Please provide comments regarding your decision for this proposed prospect:

The prospect you proposed has been approved/denied for the following reasons:

<

>

Cancel

Send

Reminders & Automated Communications

Users instruct the system to notify or reminded them of specific events. You specify when and how, and the software automatically sets an alert and/or sends you an email.

The screenshot displays the TeamBuilder web application interface. At the top, the header includes the TeamBuilder logo, the date Monday, March 5, 2007, and the user's name, Bryan Moseley, with links for Home and Logout. Below the header is a navigation bar with tabs for Admin, Prospects, Communications, Reports, Preferences, and Help. The main content area is divided into two sections. The left section, titled 'Current Reminders', contains a table with two columns: Reminder and Category. The right section, titled 'Read Message', displays an email message from the Company Owner to the Sponsoring Agent, dated Thursday, March 15, 2007, with the subject 'Welcome to Prudential Real Estate'. The email body contains a welcome message and a signature from the Company Owner. At the bottom of the page, there is a footer with the text 'powered by dynasis business solutions', 'copyright 2007 - all rights reserved', 'version 2.0.0', and links for Terms Of Use, Privacy Policy, and Feedback.

Reminder	Category
Lunch meeting with Dan Kehoe	Meeting
Review Trend Report	Task
Contact Bob Smith	Phone Call
Complete Bob Smith recruiting info	Task
Review month ending Report	Task
Contact Chad Scott	Phone Call

View: Past Due | Today | This Week | This Month

Notification	Status
Active Prospect Added	1
Pending Prospect Added	1
Prospect Pending Expiration	1
Prospect Expiration	1
Prospect Transfer	1
Prospect Reassignment	1

Read Message

Previous Next Move To Select One

OK REPLY REPLY ALL FORWARD DELETE FULL HEADERS EXPORT PRINT

From: Company Owner
To: Sponsoring Agent
Cc:
Date: Thursday, March 15, 2007 10:35 am
Subject: Welcome to Prudential Real Estate

[add to contacts]

Dear New Hire,

Welcome to Prudential Real Estate!

We're excited to have you aboard, and look forward to helping you grow your business as a part of the winning team of Prudential Real Estate.

Please do not hesitate to contact me if I can be of assistance to you.

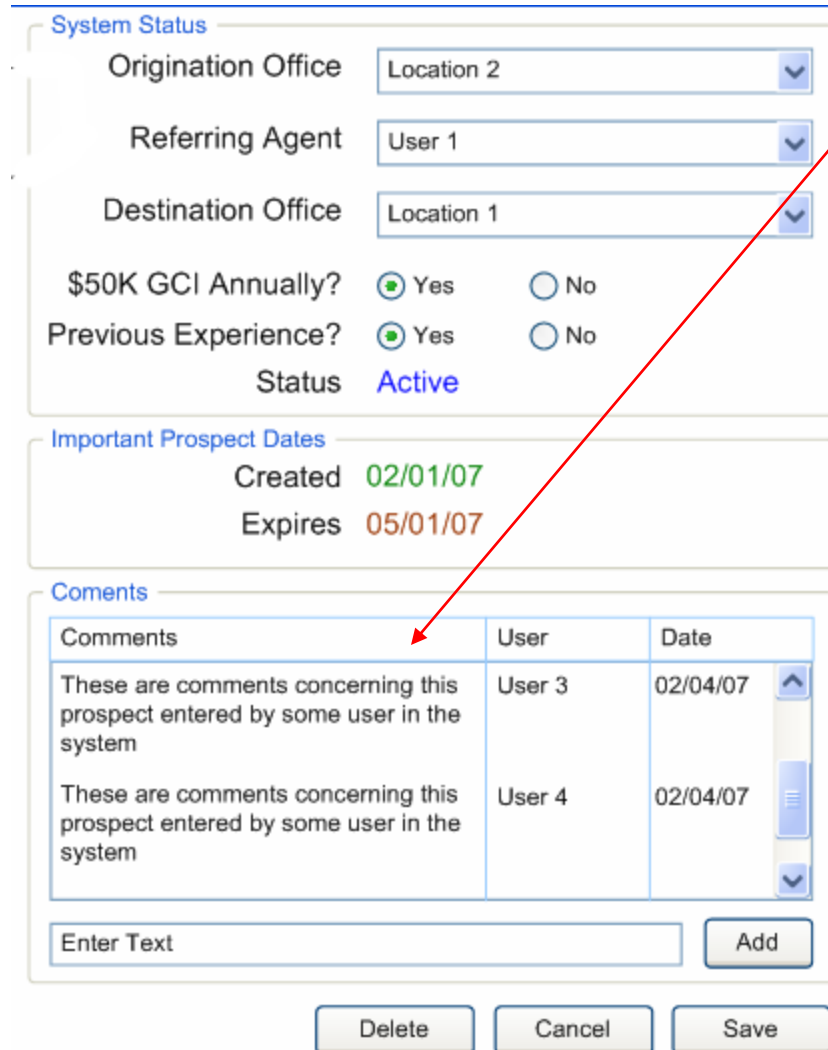
Sincerely,

Company Owner

powered by dynasis business solutions copyright 2007 - all rights reserved version 2.0.0

Terms Of Use | Privacy Policy | Feedback

Add and review **Key Notes** about recruiting efforts with targeted prospects, and keep your team informed:



System Status

Origination Office: Location 2

Referring Agent: User 1

Destination Office: Location 1

\$50K GCI Annually? ☒ Yes ☐ No

Previous Experience? ☒ Yes ☐ No

Status: Active

Important Prospect Dates

Created: 02/01/07

Expires: 05/01/07

Comments

Comments	User	Date
These are comments concerning this prospect entered by some user in the system	User 3	02/04/07
These are comments concerning this prospect entered by some user in the system	User 4	02/04/07

Enter Text

Track the status of your TeamBuilding efforts via, your own **Personal Dashboard** with information custom to you:

TeamBuilder Monday, March 5, 2007 Bryan Moseley Home | Logout
Prudential Georgia - Roswell

Admin Prospects Communications Reports Preferences Help

My Dashboard

Search Prospects >>

Reminders

Reminder	Category	Date	How Often
Lunch meeting with Dan Kehoe	Meeting	03/08/07	One Time
TBS System Maintenance	System	03/07/07	Weekly
Contact Bob Smith	Phone Call	03/07/07	One Time
Complete Bob Smith recruiting info	Task	03/07/07	One Time
Review month ending report	Task	03/06/07	Monthly
Contact Chad Scott	Phone Call	03/05/07	One Time

Today | This Week | This Month

Trend Report - February 2007

Legend: Total Reg (orange), > \$50K (green), < \$50K (light green)

Add Prospect

First Name
Last Name
Email
Zip Code

Prospects

Prospect	Created	Expires	Agent	Status
Smith, Bob	02/07/07	05/07/07	Oliver, Charles	Pending
Jones, Stephanie	02/06/07	05/06/07	Thompson, John	Pending
Howell, David	02/05/07	05/05/07	Roberts, Bob	Active
Austin, Benton	02/02/07	05/02/07	Franklin, Ben	Active
Strenk, Joseph	02/02/07	05/02/07	Johnson, James	Active
Distel, Tim	02/01/07	05/01/07	Roberts, Mike	Active

Status: All Filter: All Offices Page 1 2 3 4 5 ... 10 ... 15

Quick Links - edit

- View My Reminders**
Manage all of your reminders
- Recruit Manager**
View, add and edit your recruits
- Report Viewer**
View and create live reports
- PREA Website**
Prudential Real Estate Home Page

powered by dynasis business solutions copyright 2007 - all rights reserved version 2.0.0
Terms Of Use | Privacy Policy | Feedback

Set Goals and Measure Results

Growth Goals are set and reports allow for tracking actual performance vs. goals or past performance, for both Registrations and Hires.



Edit Baseline Growth Goal

Growth Goal Year **2007**

Growth Goal %

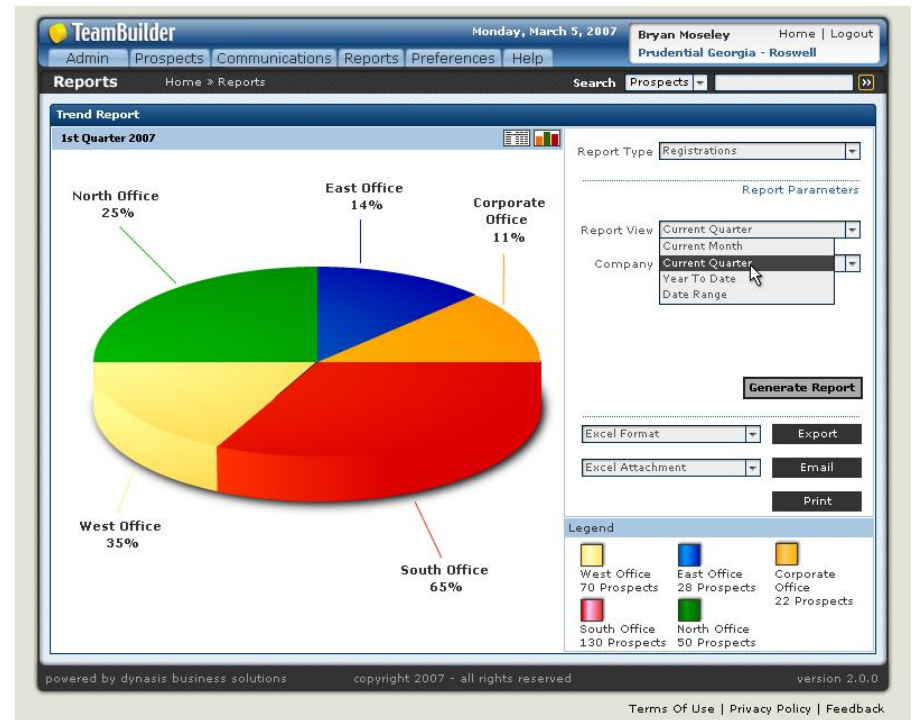
Cancel

Save

Critical Reports at the company, office and personal level help every member of your team stay focused on TeamBuilding goals:

Reports include information critical to being successful in the TeamBuilder Program:

- Registrations
- Hires
- Conversion %
- Performance vs. Goals
- Trends (vs. Past Performance)



Hire/ Dehire Report

-----DC/DCS-----										-----MONTHLY TOTAL NET-----									
Name	Date	Month	Branch	His Office	Period 13 Mo. Volume	Agmt Count	DC/DCS Volume Pct	Net 13 Mo. Pct	His Company Total Pct	Period 13 Mo. Volume	Agmt Count	DC/DCS Volume Pct	Net 13 Mo. Pct	His Company Total Pct	Period 13 Mo. Volume	Agmt Count	DC/DCS Volume Pct	Net 13 Mo. Pct	His Company Total Pct
LYNNE CHERRINGTON	1/25/2019	Jan	2	Delta	-	-	-	-	-	(1,414,000)	(1)	(32.00)	(7.25)	RG	-	-	-	-	-
LOUI GRAY WILCO	1/25/2019	Jan	2	Delta	-	-	-	-	-	(2,014,000)	(1)	(42.00)	(9.97)	RE ALTY EAST COBELL	-	-	-	-	-
ANDREW RUTHER	1/25/2019	Jan	2	Delta	-	-	-	-	-	-	(1)	-	-	RG	-	-	-	-	-
BRECKENHURST	1/25/2019	Jan	6	Delta	-	-	-	-	-	-	(1)	-	-	RG	-	-	-	-	-
ELIZABETH PRUITT	1/25/2019	Jan	6	Delta	-	-	-	-	-	(144,000)	(1)	(3.00)	(1.48)	RG	-	-	-	-	-
SCOTT BURNEY	1/25/2019	Jan	7	Delta	-	-	-	-	-	-	(1)	-	-	RG	-	-	-	-	-
BRUNY CURRY	1/25/2019	Jan	11	Delta	-	-	-	-	-	(144,000)	(1)	(3.00)	(1.48)	RG	-	-	-	-	-
ANGELA ROSEN	1/25/2019	Jan	11	Delta	-	-	-	-	-	-	(1)	-	-	RG	-	-	-	-	-
DEBRA DANIEL	1/25/2019	Jan	12	Delta	-	-	-	-	-	(224,750)	(1)	(4.60)	(2.40)	RG	-	-	-	-	-
KATHARINE DANIEL	1/25/2019	Jan	12	Delta	-	-	-	-	-	(224,750)	(1)	(4.60)	(2.40)	RG	-	-	-	-	-
ROBERT J. DANIEL	1/25/2019	Jan	12	Delta	-	-	-	-	-	(224,750)	(1)	(4.60)	(2.40)	RG	-	-	-	-	-
JEANNE ANN BROWNE	1/25/2019	Jan	12	Delta	-	-	-	-	-	(671,200)	(1)	(13.20)	(6.47)	AN REEL ESTATE GROUP LLC	-	-	-	-	-
MARY HOGAN	1/25/2019	Jan	12	Delta	-	-	-	-	-	-	(1)	-	-	RG	-	-	-	-	-
KIMBERLY GRACIO	1/25/2019	Jan	17	Delta	-	-	-	-	-	(1,124,000)	(1)	(24.20)	(11.40)	RG	-	-	-	-	-
JOHN MURPHY	1/25/2019	Jan	22	Delta	-	-	-	-	-	-	(1)	-	-	RG	-	-	-	-	-
KATHARINE JAMES	1/25/2019	Jan	22	Delta	-	-	-	-	-	-	(1)	-	-	RG	-	-	-	-	-
MURPHY STEWART	1/25/2019	Jan	24	Delta	-	-	-	-	-	(143,750)	(1)	(3.00)	(1.48)	RG	-	-	-	-	-
OLIVIA WARD	1/25/2019	Jan	24	Delta	-	-	-	-	-	-	(1)	-	-	RG	-	-	-	-	-
KATHARINE JAMES	1/25/2019	Jan	27	Delta	-	-	-	-	-	(668,750)	(1)	(14.17)	(6.17)	RE ALTY EAST COBELL	-	-	-	-	-
BRUNY CURRY	1/25/2019	Jan	27	Delta	-	-	-	-	-	-	(1)	-	-	RG	-	-	-	-	-
BRUNY CURRY	1/25/2019	Jan	28	Delta	-	-	-	-	-	(211,200)	(1)	(4.10)	(2.00)	SOUTHERN CLASSIC REALTY OF GA	-	-	-	-	-
KAREN LEWIS	1/25/2019	Jan	28	Delta	-	-	-	-	-	(224,750)	(1)	(4.60)	(2.40)	RG	-	-	-	-	-
WILLIAM MURPHY	1/25/2019	Jan	28	Delta	-	-	-	-	-	-	(1)	-	-	RG	-	-	-	-	-
ROBERT WATKINS	1/25/2019	Jan	28	Delta	-	-	-	-	-	-	(1)	-	-	RG	-	-	-	-	-
JANE BRUNY	1/25/2019	Jan	28	Delta	-	-	-	-	-	(62,000)	(1)	(1.20)	(0.60)	RG	-	-	-	-	-
SCOTT BURNEY	1/25/2019	Jan	28	Delta	-	-	-	-	-	(143,750)	(1)	(3.00)	(1.48)	RG	-	-	-	-	-
BRUNY CURRY	1/25/2019	Jan	27	Delta	-	-	-	-	-	-	(1)	-	-	RG	-	-	-	-	-
BRUNY CURRY	1/25/2019	Jan	27	Delta	-	-	-	-	-	-	(1)	-	-	RG	-	-	-	-	-
BRUNY CURRY	1/25/2019	Jan	27	Delta	-	-	-	-	-	-	(1)	-	-	RG	-	-	-	-	-
BRUNY CURRY	1/25/2019	Jan	27	Delta	-	-	-	-	-	-	(1)	-	-	RG	-	-	-	-	-
BRUNY CURRY	1/25/2019	Jan	27	Delta	-	-	-	-	-	-	(1)	-	-	RG	-	-	-	-	-
BRUNY CURRY	1/25/2019	Jan	27	Delta	-	-	-	-	-	-	(1)	-	-	RG	-	-	-	-	-
BRUNY CURRY	1/25/2019	Jan	27	Delta	-	-	-	-	-	-	(1)	-	-	RG	-	-	-	-	-
BRUNY CURRY	1/25/2019	Jan	27	Delta	-	-	-	-	-	-	(1)	-	-	RG	-	-	-	-	-
BRUNY CURRY	1/25/2019	Jan	27	Delta	-	-	-	-	-	-	(1)	-	-	RG	-	-	-	-	-
BRUNY CURRY	1/25/2019	Jan	27	Delta	-	-	-	-	-	-	(1)	-	-	RG	-	-	-	-	-
BRUNY CURRY	1/25/2019	Jan	27	Delta	-	-	-	-	-	-	(1)	-	-	RG	-	-	-	-	-
BRUNY CURRY	1/25/2019	Jan	27	Delta	-	-	-	-	-	-	(1)	-	-	RG	-	-	-	-	-
BRUNY CURRY	1/25/2019	Jan	27	Delta	-	-	-	-	-	-	(1)	-	-	RG	-	-	-	-	-
BRUNY CURRY	1/25/2019	Jan	27	Delta	-	-	-	-	-	-	(1)	-	-	RG	-	-	-	-	-
BRUNY CURRY	1/25/2019	Jan	27	Delta	-	-	-	-	-	-	(1)	-	-	RG	-	-	-	-	-
BRUNY CURRY	1/25/2019	Jan	27	Delta	-	-	-	-	-	-	(1)	-	-	RG	-	-	-	-	-
BRUNY CURRY	1/25/2019	Jan	27	Delta	-	-	-	-	-	-	(1)	-	-	RG	-	-	-	-	-
BRUNY CURRY	1/25/2019	Jan	27	Delta	-	-	-	-	-	-	(1)	-	-	RG	-	-	-	-	-
BRUNY CURRY	1/25/2019	Jan	27	Delta	-	-	-	-	-	-	(1)	-	-	RG	-	-	-	-	-
BRUNY CURRY	1/25/2019	Jan	27	Delta	-	-	-	-	-	-	(1)	-	-	RG	-	-	-	-	-
BRUNY CURRY	1/25/2019	Jan	27	Delta	-	-	-	-	-	-	(1)	-	-	RG	-	-	-	-	-
BRUNY CURRY	1/25/2019	Jan	27	Delta	-	-	-	-	-	-	(1)	-	-	RG	-	-	-	-	-
BRUNY CURRY	1/25/2019	Jan	27	Delta	-	-	-	-	-	-	(1)	-	-	RG	-	-	-	-	-
BRUNY CURRY	1/25/2019	Jan	27	Delta	-	-	-	-	-	-	(1)	-	-	RG	-	-	-	-	-
BRUNY CURRY	1/25/2019	Jan	27	Delta	-	-	-	-	-	-	(1)	-	-	RG	-	-	-	-	-
BRUNY CURRY	1/25/2019	Jan	27	Delta	-	-	-	-	-	-	(1)	-	-	RG	-	-	-	-	-
BRUNY CURRY	1/25/2019	Jan	27	Delta	-	-	-	-	-	-	(1)	-	-	RG	-	-	-	-	-
BRUNY CURRY	1/25/2019	Jan	27	Delta	-	-	-	-	-	-	(1)	-	-	RG	-	-	-	-	-
BRUNY CURRY	1/25/2019	Jan	27	Delta	-	-	-	-	-	-	(1)	-	-	RG	-	-	-	-	-
BRUNY CURRY	1/25/2019	Jan	27	Delta	-	-	-	-	-	-	(1)	-	-	RG	-	-	-	-	-
BRUNY CURRY	1/25/2019	Jan	27	Delta	-	-													

Elements of Recruiting Value Proposition

Element of Value	Examples
Brand Credibility	Prudential/ BHHS – Very Strong
Track Record	Ranked #1, Highest Agent PPP
Agent Strategy & Planning	Advanced Agent Business System
Training, Execution & Support	Local Coaching, Training, Agent Marketing Services, Branch Support
Marketing & Technology	Best in Market
Consumer Value	High Value – Worth Full Service Commissions
Listings	Advanced Property Marketing System
Agent Lead Generation	Advanced Database Marketing System, Lead Gen Campaigns, Best Online Marketing, Leader in RELO
Agent Compensation	Highest Net Income, More Productive
Leadership	Dan Forsman, Senior Staff, Brokers – Best in Market
Speed of Innovation	Best In Market – PGR Labs
Communication	Consistent – Electronic and Personal
Culture	Agent-Centric, Emphasis on Performance, High Touch, Integrity, Quality, Family