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**FOR IMMEDIATE RELEASE**

**Prudential Georgia Realty Names Lori Lane   
Senior Vice President of New Homes Services**

**Atlanta, GA (March 5, 2013)** Prudential Georgia Realty, the leader in homes sold in Atlanta, is pleased to announce the promotion of Lori Lane to the position of Senior Vice President and Managing Broker of the New Homes Services (NHS) division of the organization.

Lane brings with her two decades of experience in new homes sales. She has been included seven consecutive years the in The Atlanta Business Chronicle’s “Who’s Who in Real Estate” and is actively involved in the Home Builders Association through the Sales and Marketing Council, corporate sponsorships, Get Home Atlanta, and award entries to the Professionalism Awards. She is also on the board of directors of the Housing Institute.

“It is an honor and a privilege to name Lori Lane the Senior Vice President and Managing Broker of NHS (New Homes Services). Lori has been the leader of NHS since 2006 and we extend our deepest appreciation for the exceptional results she and her team have produced for our clients. We are committed to build the best New Homes organization in Metro Atlanta and are excited about the future,” commented Dan Forsman, President and CEO of Prudential Georgia Realty.

Prior to Prudential Georgia Realty, Lori was a highly successful onsite sales agent, receiving industry recognition and numerous awards, including the prestigious HBA Professionalism award. During that time she was also named by Communities Magazine as one of Atlanta’s Top 100 Agents.

The [Atlanta new homes](http://prudentialga.com/) market was hit very hard by the great real estate recession. Many of the former players for sales and marketing services either went out of business or had to significantly scale back their companies. “Dan Forsman saw the opportunity to be the market leader when new home construction began to cycle back,” said Lori Lane. “We made significant investments to build a powerful platform of services that give our clients a competitive edge. Our new customer relationship management (CRM) system provides instant access to the sales process so our clients know exactly what is happening in their business. Last year, we announced a strategic partnership with Marketing Results which adds some amazing talent to our team. Our award-winning online marketing is the best in the industry. New home listings are syndicated to over 40,000 websites, video sites and mobile sites across the world plus our standard package offers Showcase Listings on Realtor.com, Featured Listings on Trulia and AJCHomefinder.com, Featured Communities on Zillow and automatic postings to Craigslist. We also have some unique advantages with our local network of co-op agents and our understanding of how to effectively market to that community. Our corporate relocation team is the largest in Metro Atlanta and helps us deliver more qualified buyers. We really have the best of both worlds – the ability to leverage the resources of a large enterprise with the personality of a smaller boutique. We work very hard to make every client feel special.”

SmartNumbers, Trendgraphix and RealValuator and have consistently ranked Prudential Georgia Realty #1 in transactions, listing sales, buyer sales and current inventory for [Atlanta real estate](http://prudentialga.com/).  The company was also ranked the #1 residential real estate company for the past two years by the Atlanta Business Chronicle. REALTrends recently released a study that recognized Prudential Georgia Realty as one of the top 17 companies in the nation based upon performance over the past 10 years.

**About Prudential Georgia Realty New Homes Services:**

Prudential Georgia Realty NHS (New Homes Services) is the largest provider of New Homes Sales & Marketing Services in Metro Atlanta. Led by Lori Lane, NHS is a full-service new homes brokerage including onsite sales specialists, sales management, marketing, advertising and more. Contact us for more information or search Atlanta new homes at [PrudentialGANewHomes.com](http://www.PrudentialGANewHomes.com).

**About Prudential Georgia Realty:**

Prudential Georgia Realty is a diversified real estate brokerage with major operations in new homes, residential resale, corporate relocation, property management, REO Services and commercial real estate. The company 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 BRER Affiliates, LLC. 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. See Atlanta new homes, search by neighborhood, search by school district, search rentals and much more at [PrudentialGA.com](http://www.PrudentialGA.com).

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