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**FOR IMMEDIATE RELEASE**

**Prudential Georgia Realty Names Lori Lane
Senior Vice President**

**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 continues as Managing Broker of the New Homes Services (NHS) division of the company.

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 have Lori on our Executive team. Lori has been the leader of NHS since 2006 and we extend our deepest appreciation for the exceptional sales results she and her team have produced for our clients. We are committed to building 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, Lane was a highly successful on-site 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.

“During the last few challenging real estate years, we went back to the basics and did whatever it took to best serve our builder clients. At the same time, with the support of Dan Forsman we still continued to innovate and build a powerful platform of services that today gives our clients a competitive advantage.” said Lane. “NHS really has the best of both worlds – the ability to leverage the resources of a large company with the personal hands-on relationship of a smaller boutique. We work closely with our clients to ensure the success of their communities.”

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:**

The Prudential Georgia Realty 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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