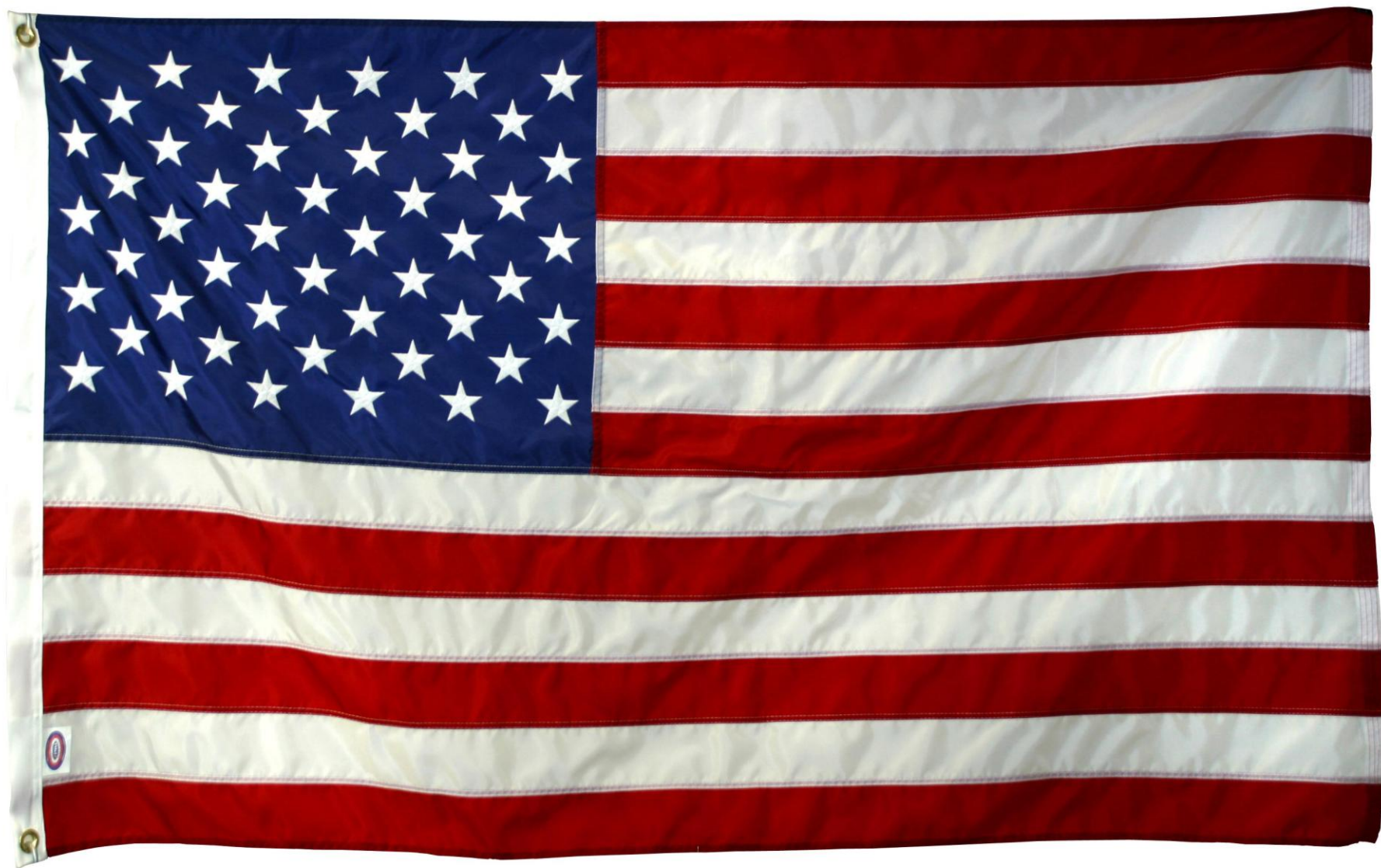




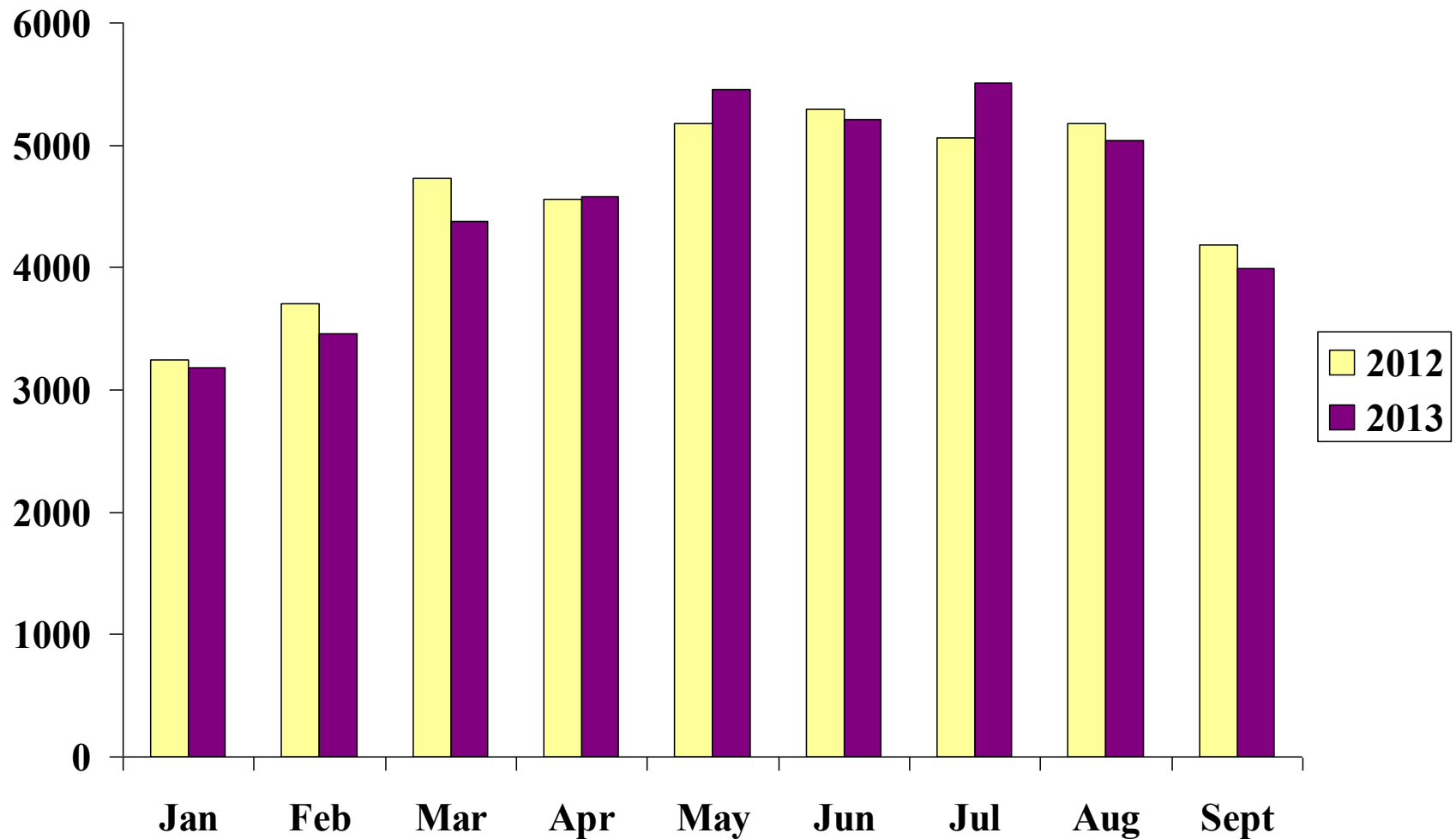
BERKSHIRE
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Georgia Properties



Greater Metro Atlanta Market

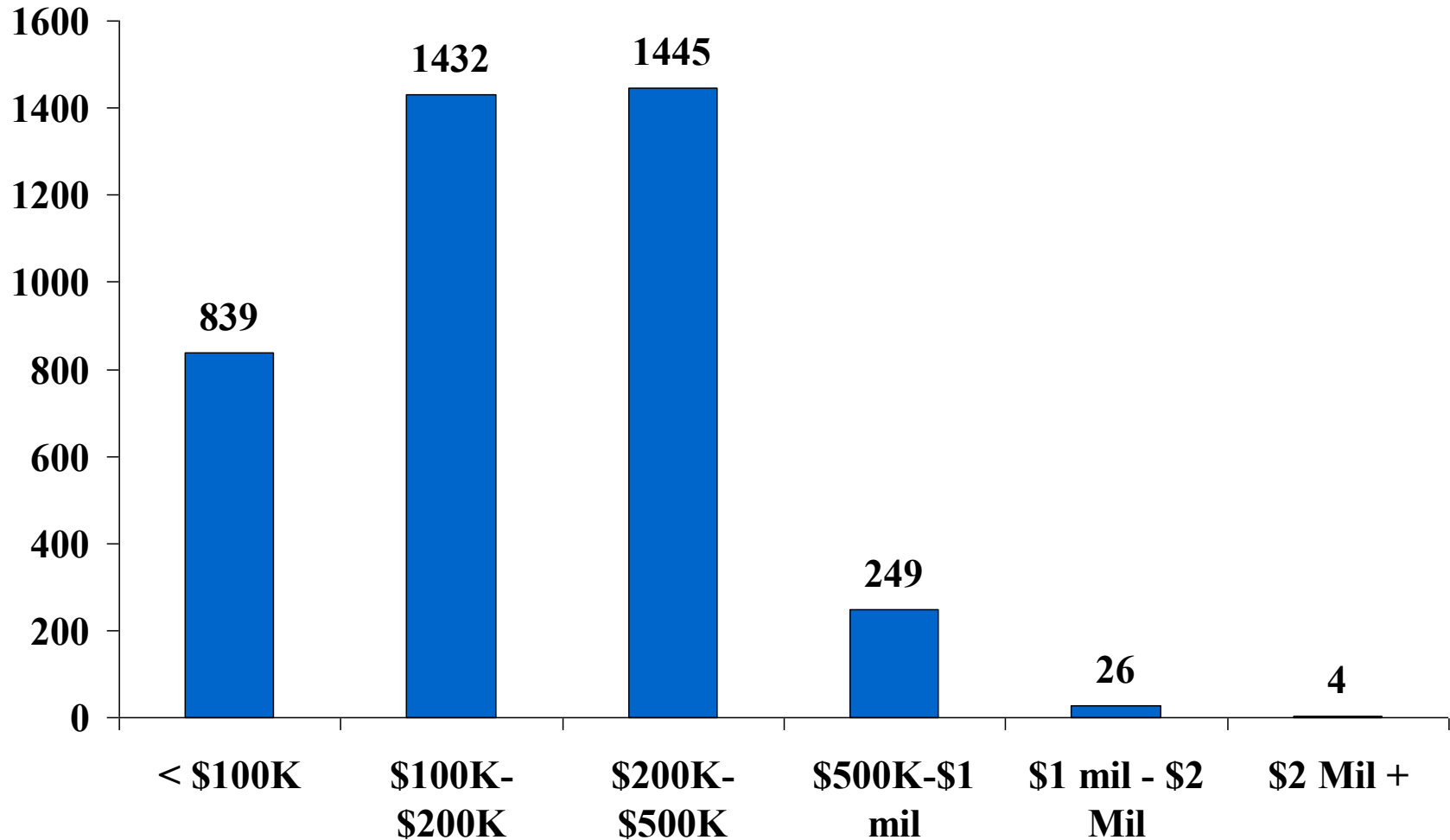
Metro Atlanta 2013 Closings



September Closings Down 20.7% Compared To August Closings
YTD 2013 Closings Down 1% Compared To YTD 2012 Closings

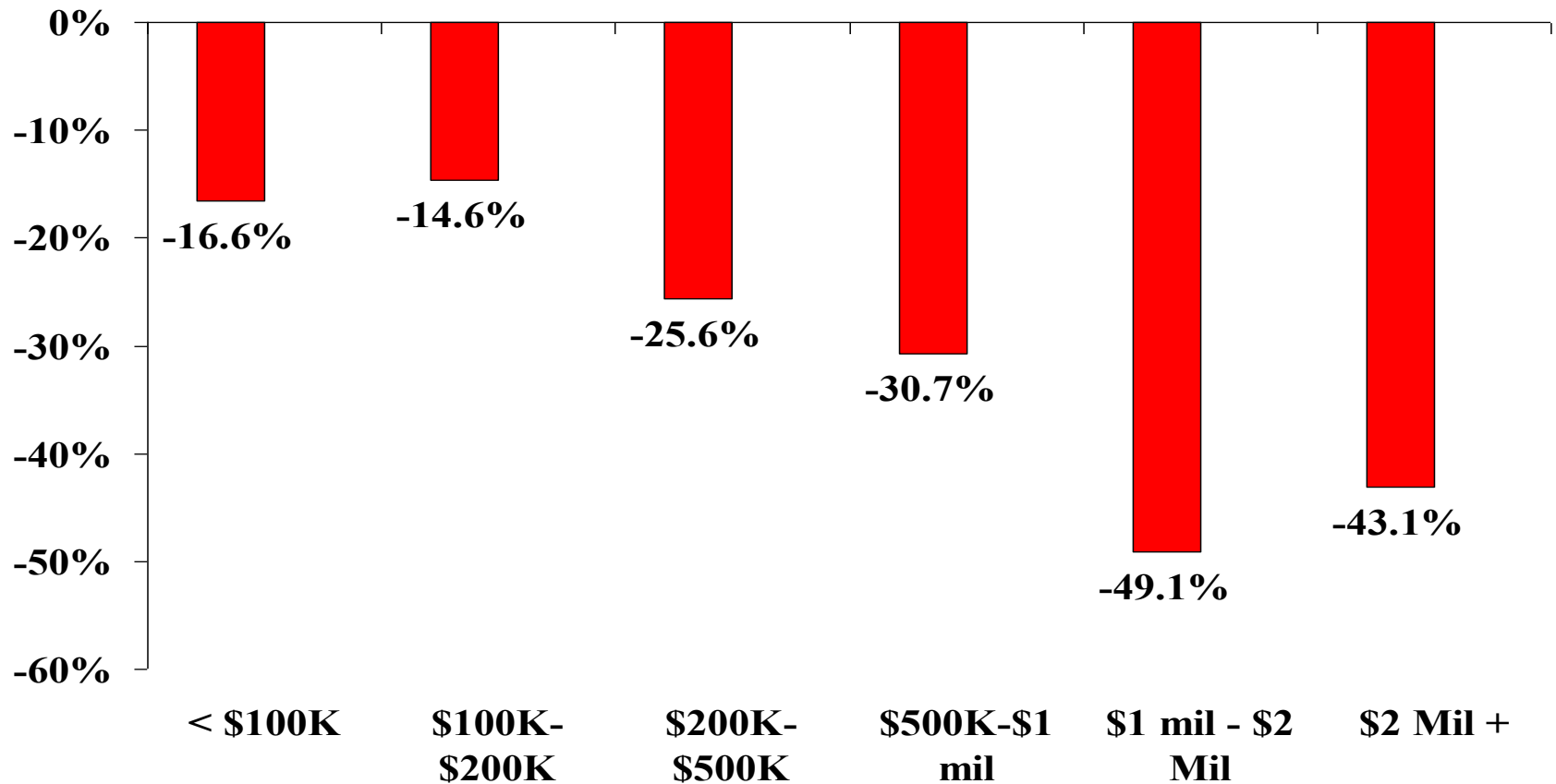
Metro Atlanta Closings – September 2013

(Number Of Transactions)



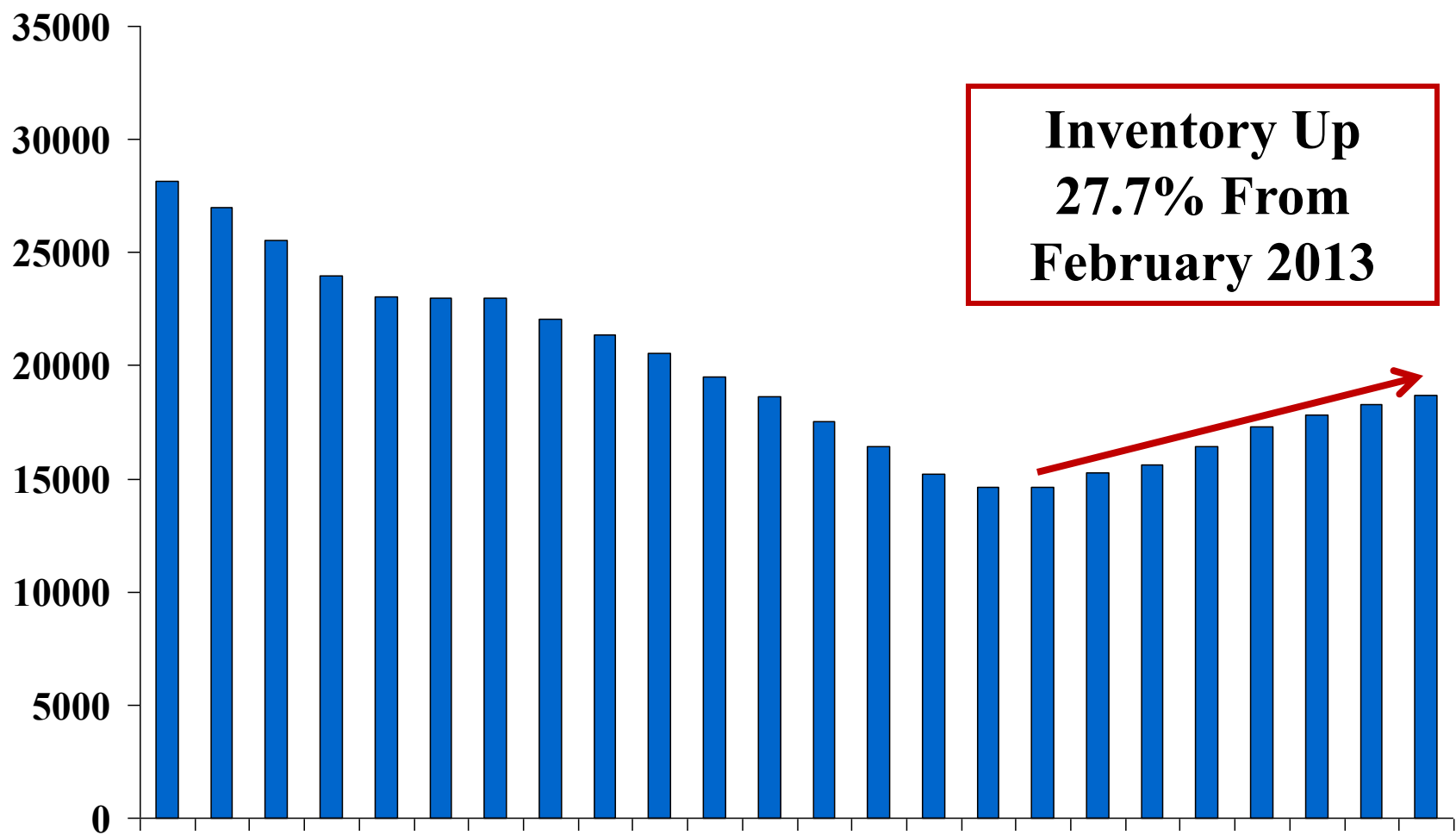
Metro Atlanta Closings

September 2013 Compared To August 2013



Listed Inventory September 2011 - September 2013

Residential Detached, Metro Atlanta

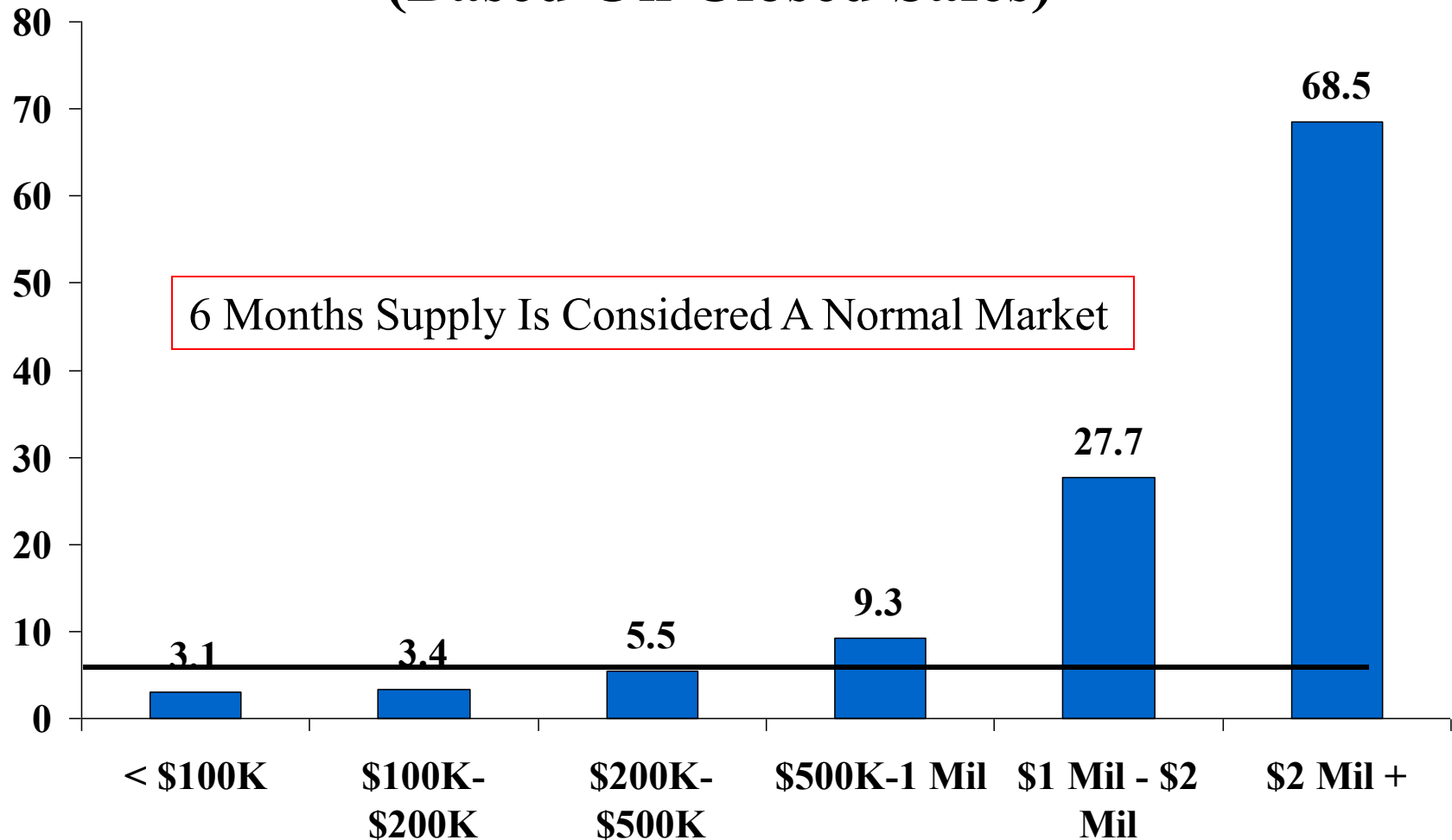


**Inventory Up
27.7% From
February 2013**

Inventory Up .4% from Sept. 2012, Down 36.7% from Sept. 2011

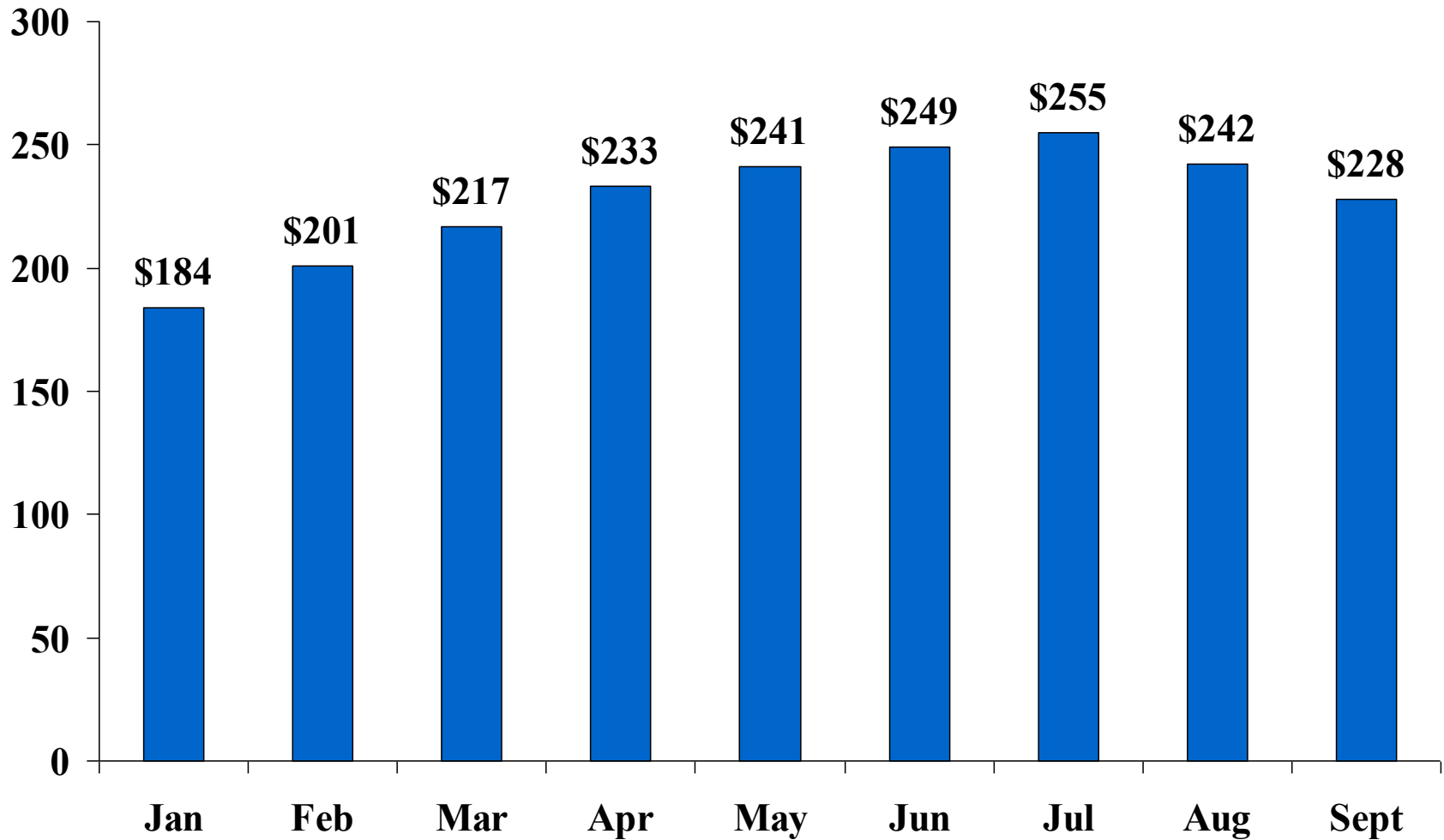
Metro Atlanta Months of Inventory

(Based On Closed Sales)



Overall “Months Of Inventory” Up 30% From Last Month.

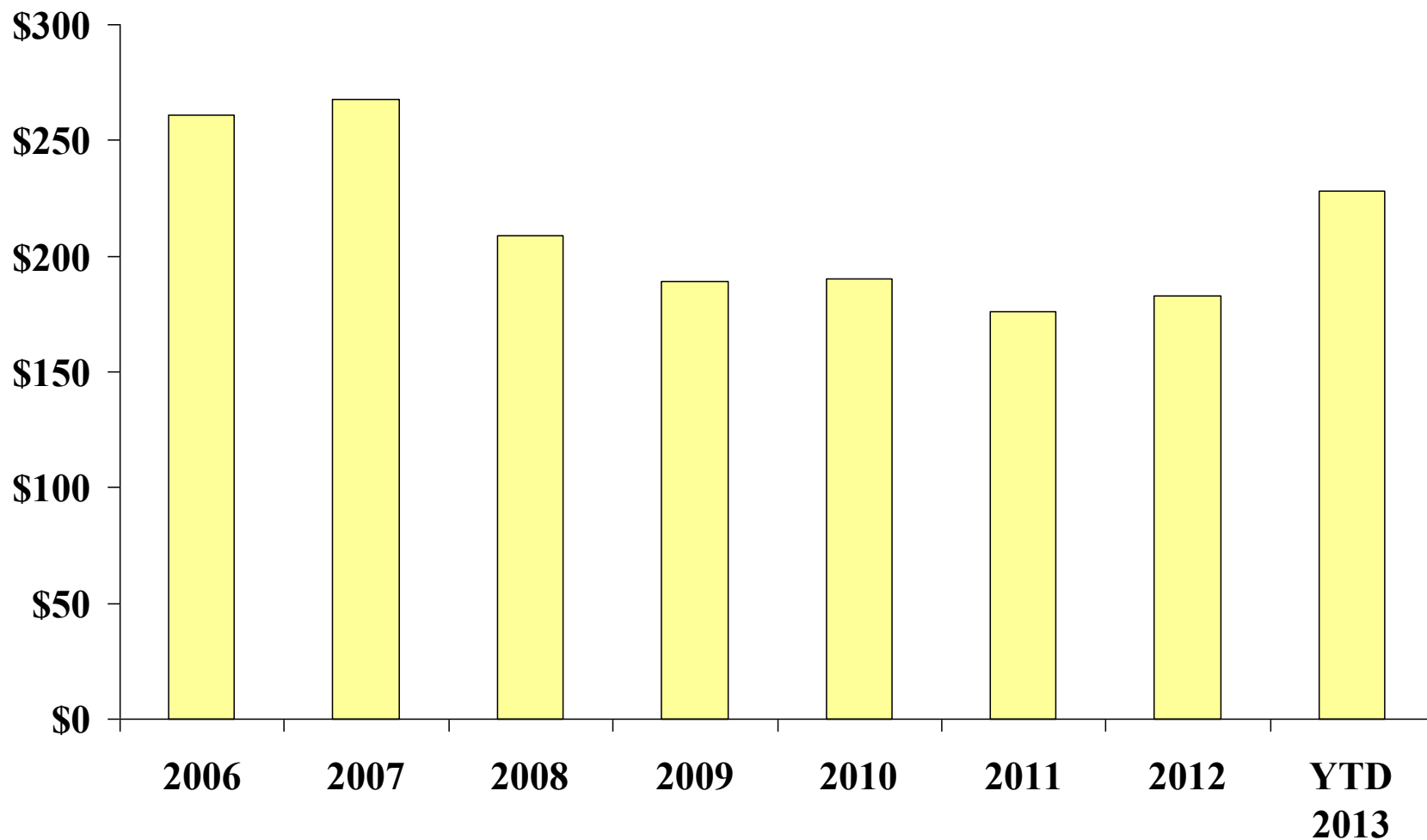
Metro Atlanta 2013 Average Sale Prices



ASP Down 5.8% From Last Month

Average Sales Price YTD - \$228K





Metro Atlanta Average Annual Sale Prices



Average Sales Price Increasing From Bottom Of 2011

Metro Atlanta Foreclosure Comparisons

(Data by RealValuator)

	 Pre-Foreclosures		 Foreclosures		 REO Sales		 Market Sales	
Date	Activity	Average Amount	Activity	Average Amount	Activity	Average Amount	Activity	Average Amount
Oct-12	4681	\$177,102	1882	\$175,371	1796	\$94,594	4014	\$206,588
Nov-12	3568	\$184,989	1843	\$157,104	1511	\$99,779	3878	\$194,494
Dec-12	3072	\$185,693	1469	\$171,316	1387	\$103,259	4234	\$197,298
Jan-13	3467	\$181,018	970	\$199,379	1315	\$103,059	3394	\$176,823
Feb-13	2250	\$182,085	1097	\$136,891	1363	\$98,147	3804	\$190,863
Mar-13	2138	\$179,999	864	\$134,152	1107	\$98,671	4885	\$197,720
Apr-13	2553	\$184,002	754	\$142,535	770	\$101,387	4996	\$209,051
May-13	2603	\$176,571	510	\$129,745	769	\$99,279	5389	\$226,907
Jun-13	2778	\$180,557	547	\$133,323	547	\$97,566	4459	\$248,660
Jul-13	3089	\$184,327	598	\$131,123	521	\$100,080	4742	\$246,612
Aug-13	1988	\$182,550	510	\$120,941	400	\$98,038	4423	\$227,833
Sep-13	1727	\$185,923	139	\$126,409	189	\$94,593	2279	\$215,581
Totals	33914 notices 22961 properties	\$182,068	11183	\$146,524	11675	\$99,038	50497	\$211,536

Case-Shiller Index For Metro Atlanta

(July 2013 Results - Reported September 2013)

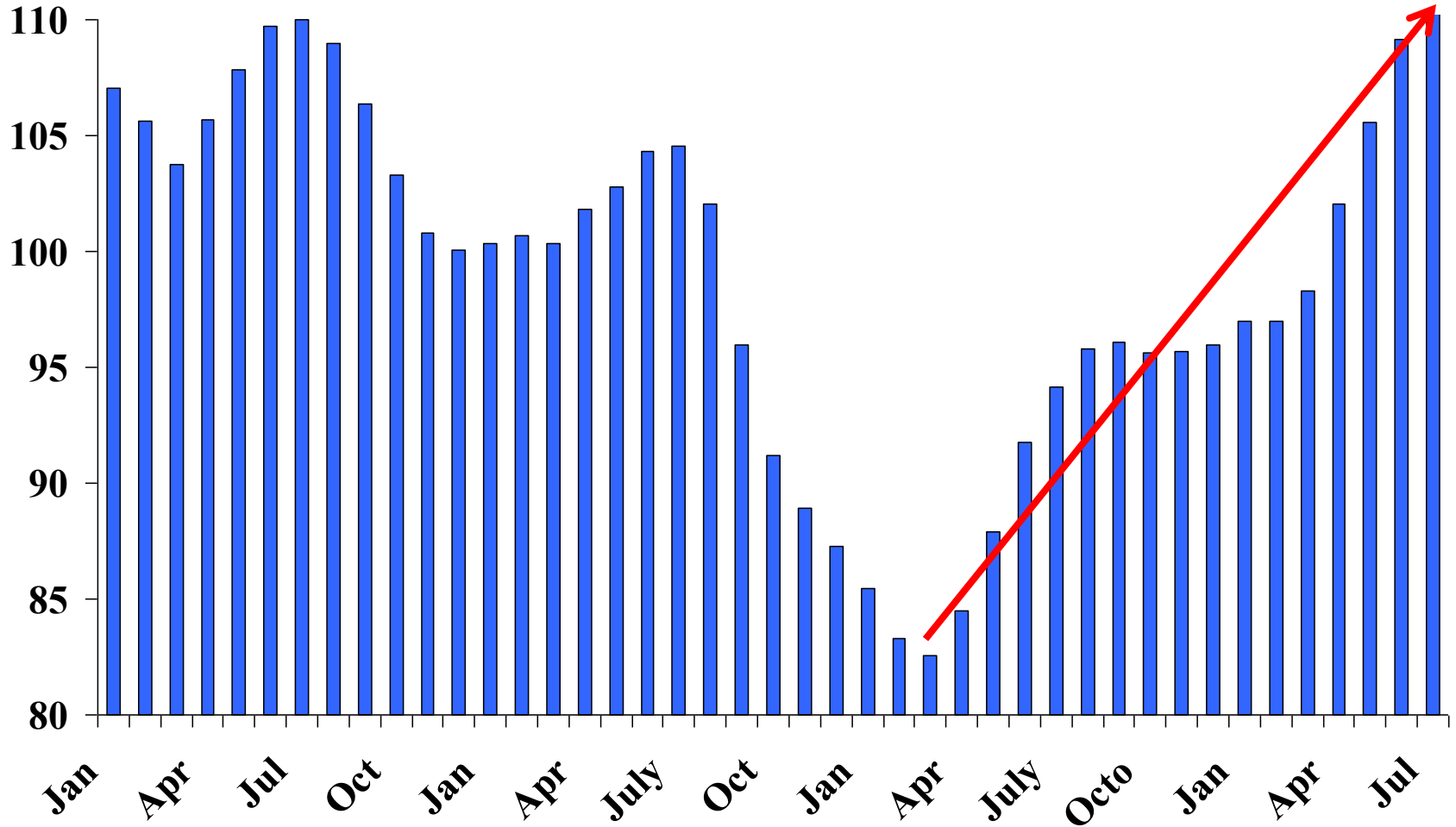
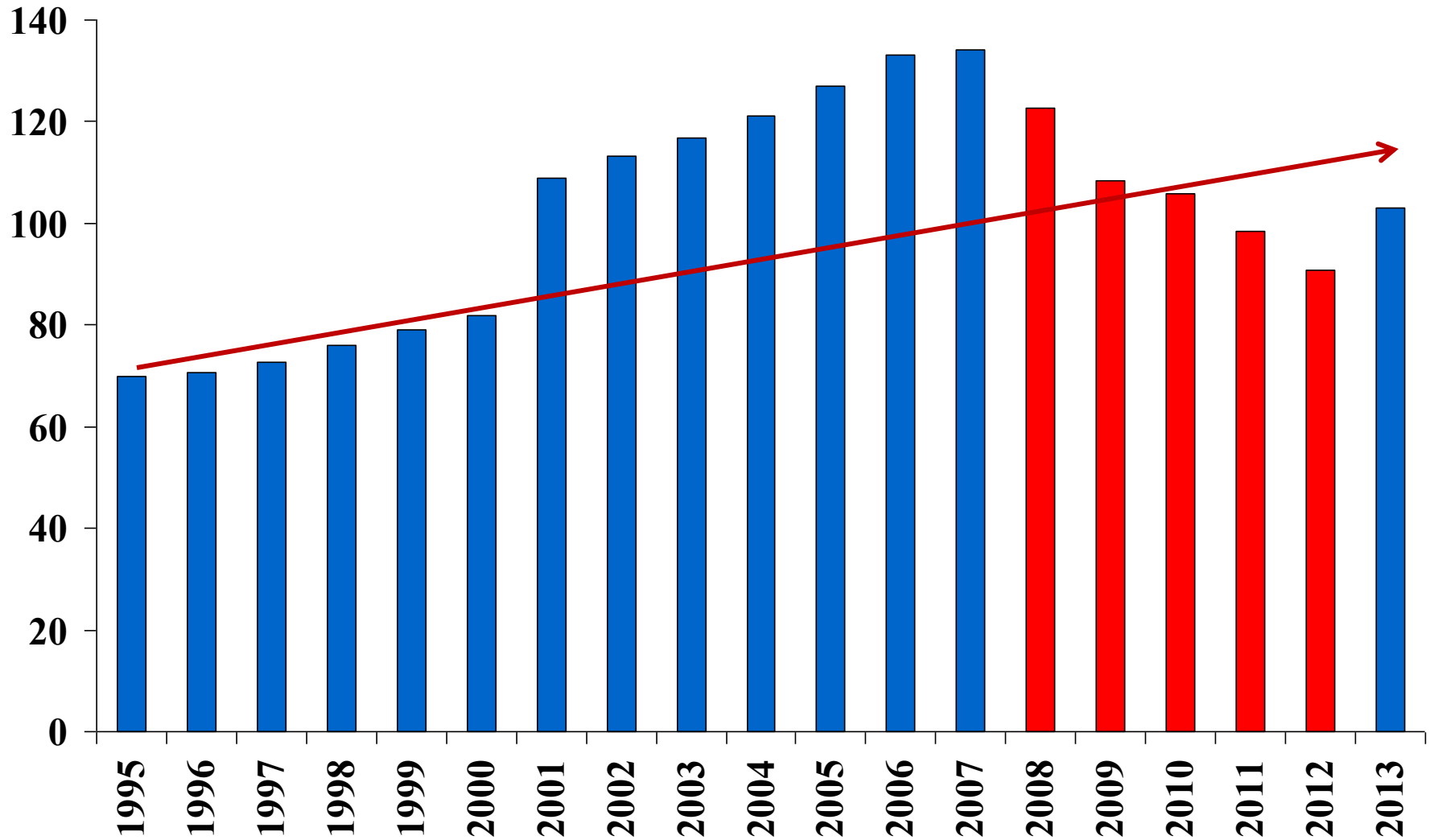


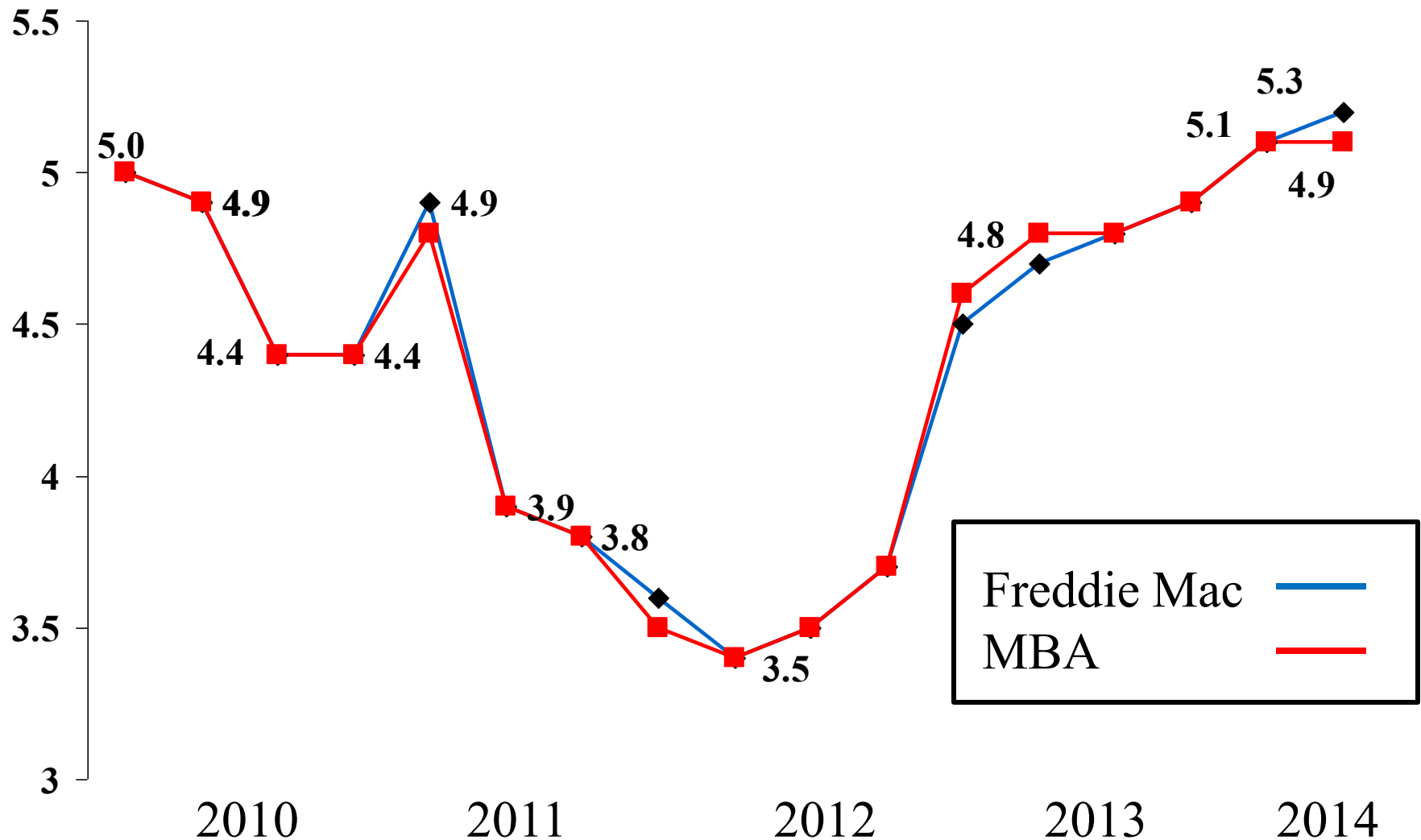
Chart Shows Index Results January 2010 Through June 2013
Home Values Up 35% From Bottom of March 2012

Case-Shiller Home Values For Metro Atlanta



- Peak was July 2007. Current Home Values Remain Below The Normal Trend Line. But Prices Are Correcting!

Freddie Mac & Mortgage Bankers Association 30-Year Fixed Rate Forecast (September 2013) 2010 – 2014 Quarterly Averages

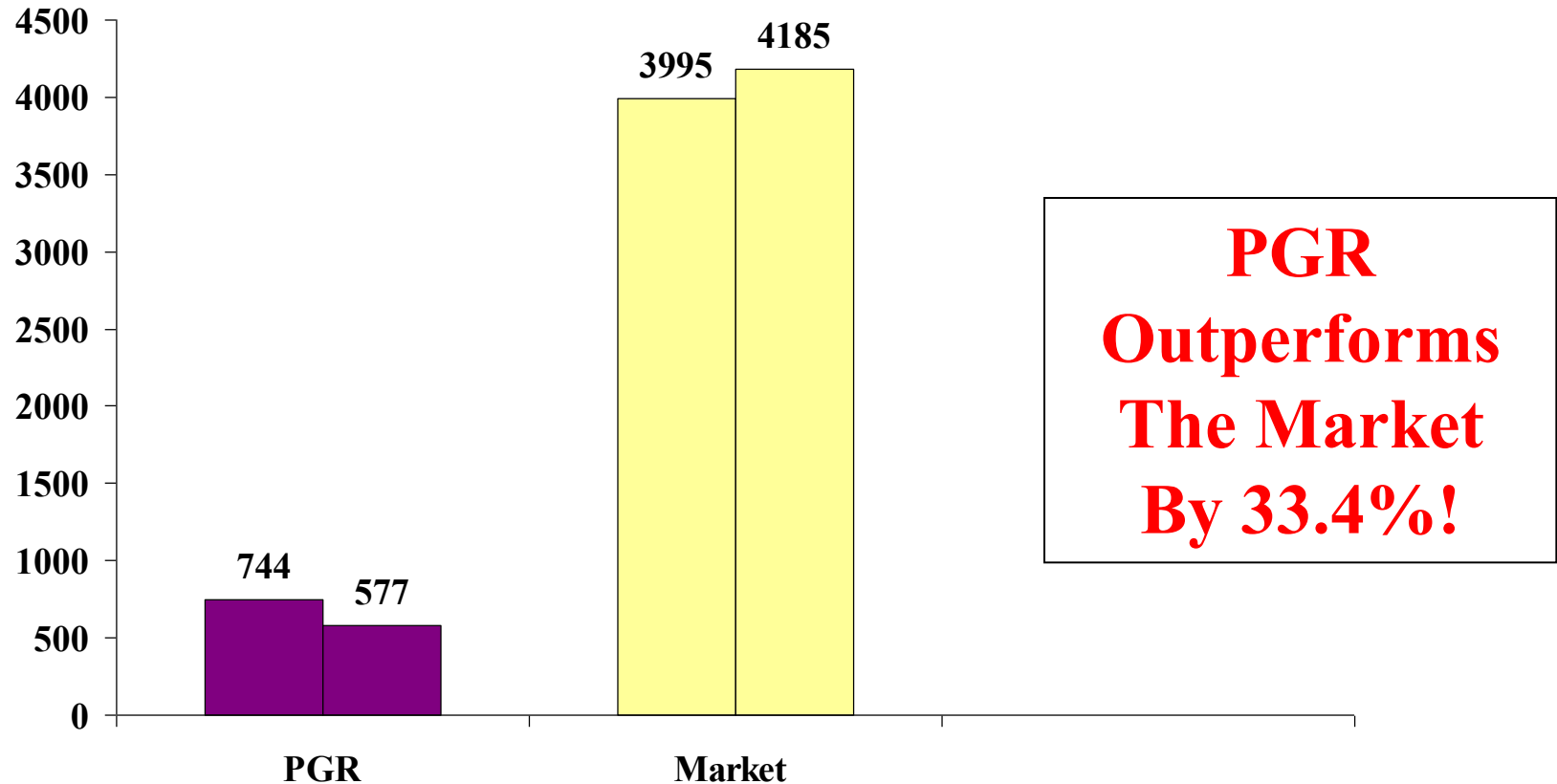


Increasing Mortgage Rates Make A Significant Difference In Home Affordability

Amount Of Mortgage	3.5% Mortgage	5% Mortgage	30-Year Difference	8% Mortgage	30-Year Difference
\$200,000	\$898	\$1,073	\$63,000	\$1,467	\$204,840
\$300,000	\$1,347	\$1,610	\$94,680	\$2,201	\$307,440
\$400,000	\$1,796	\$2,147	\$126,360	\$2,935	\$410,040
\$500,000	\$2,245	\$2,684	\$158,040	\$3,668	\$512,280
\$1 million	\$4,490	\$5,368	\$316,080	\$7,337	\$1,024,920

Prudential Georgia Realty Performance

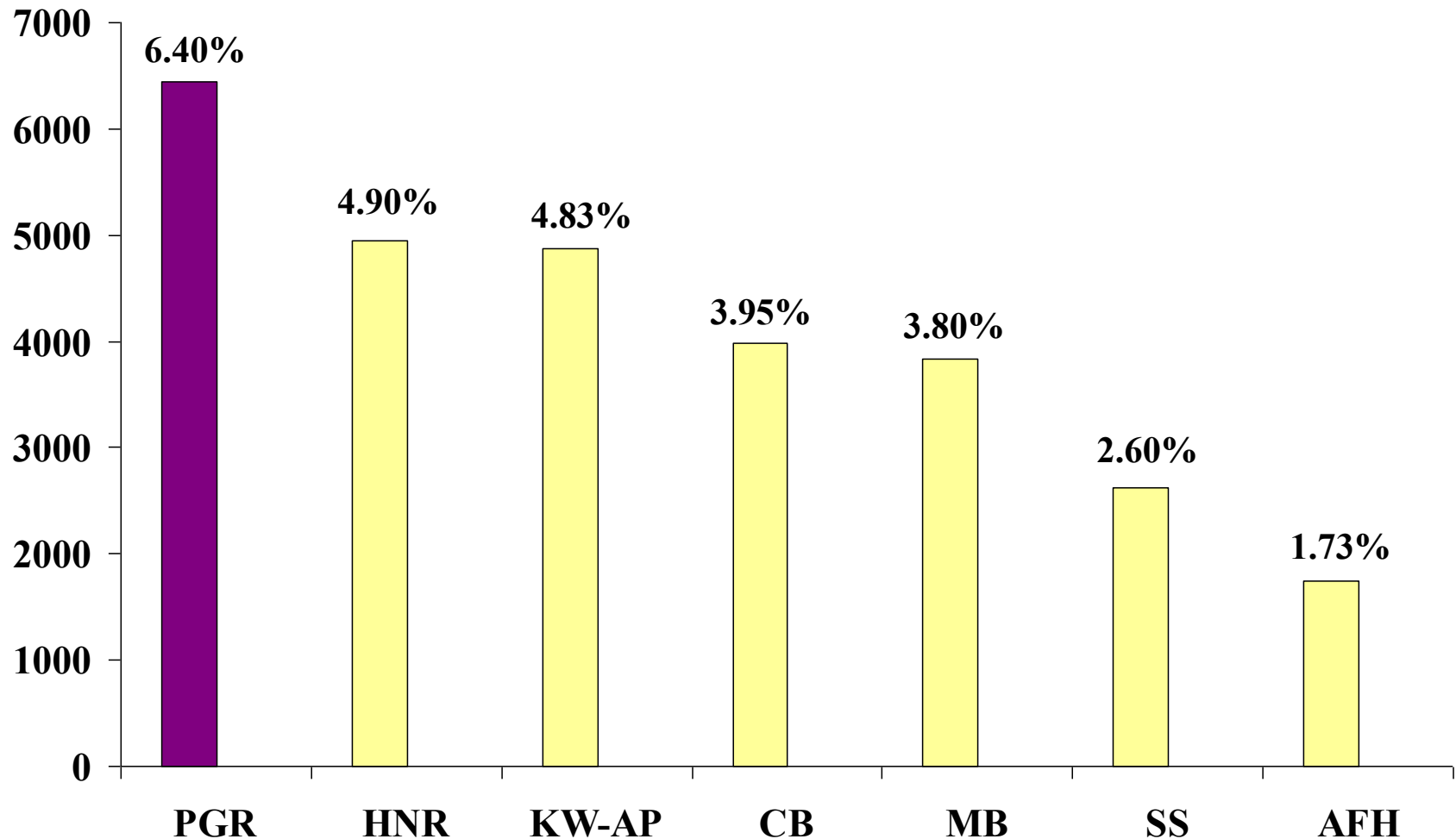
Sept. 2013 Closings Vs. Sept. 2012 Closings



- **PGR Closings Were Up 28.9% Compared To September 2012.**
- **The Market Was Down 4.5% Compared To September 2012.**

YTD Transactions – September 2013

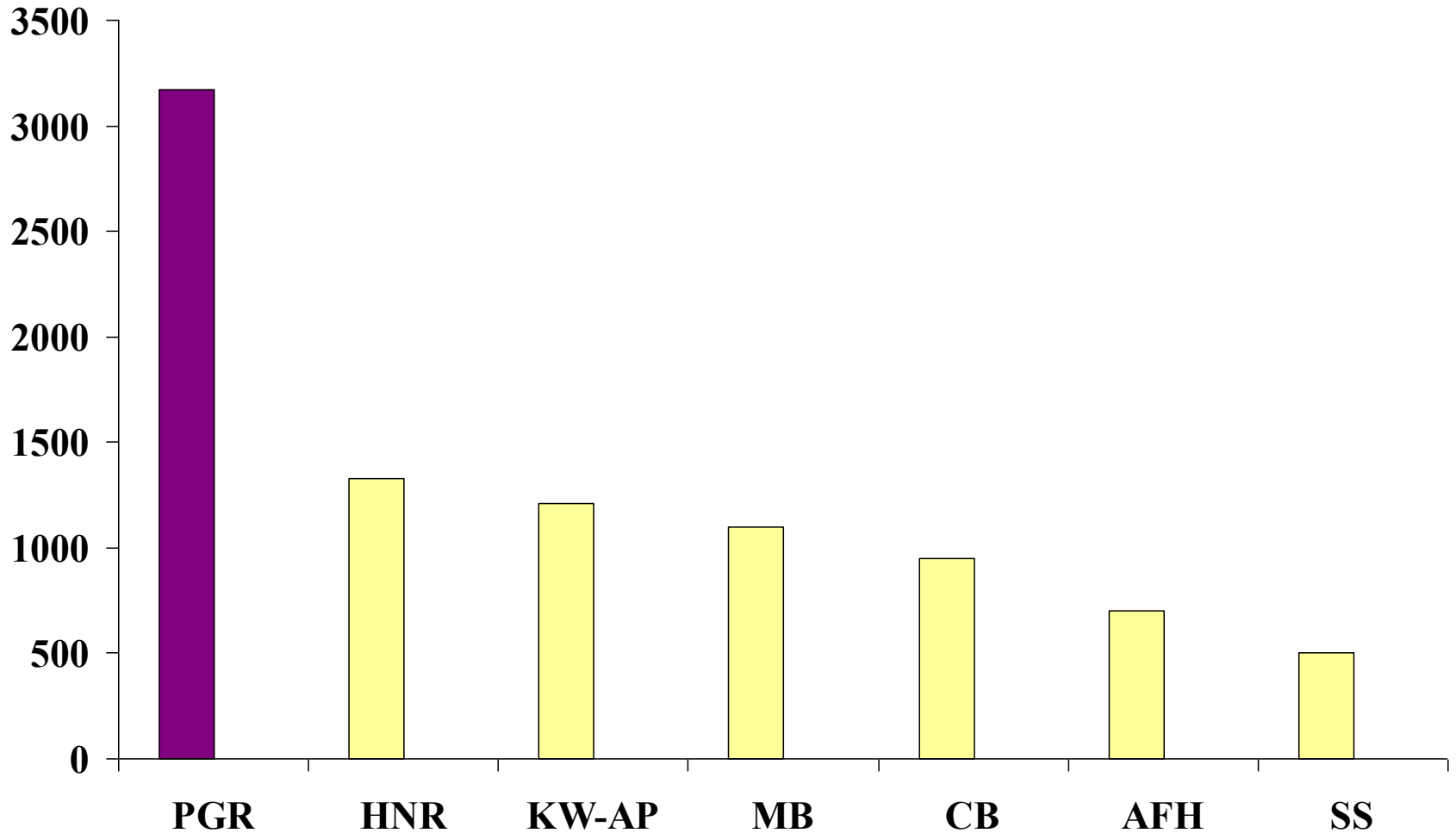
FMLS Counties + Southern Crescent



Information Provided By Trendgraphix.

Current Listing Inventory – September 2013

FMLS Counties + Southern Crescent

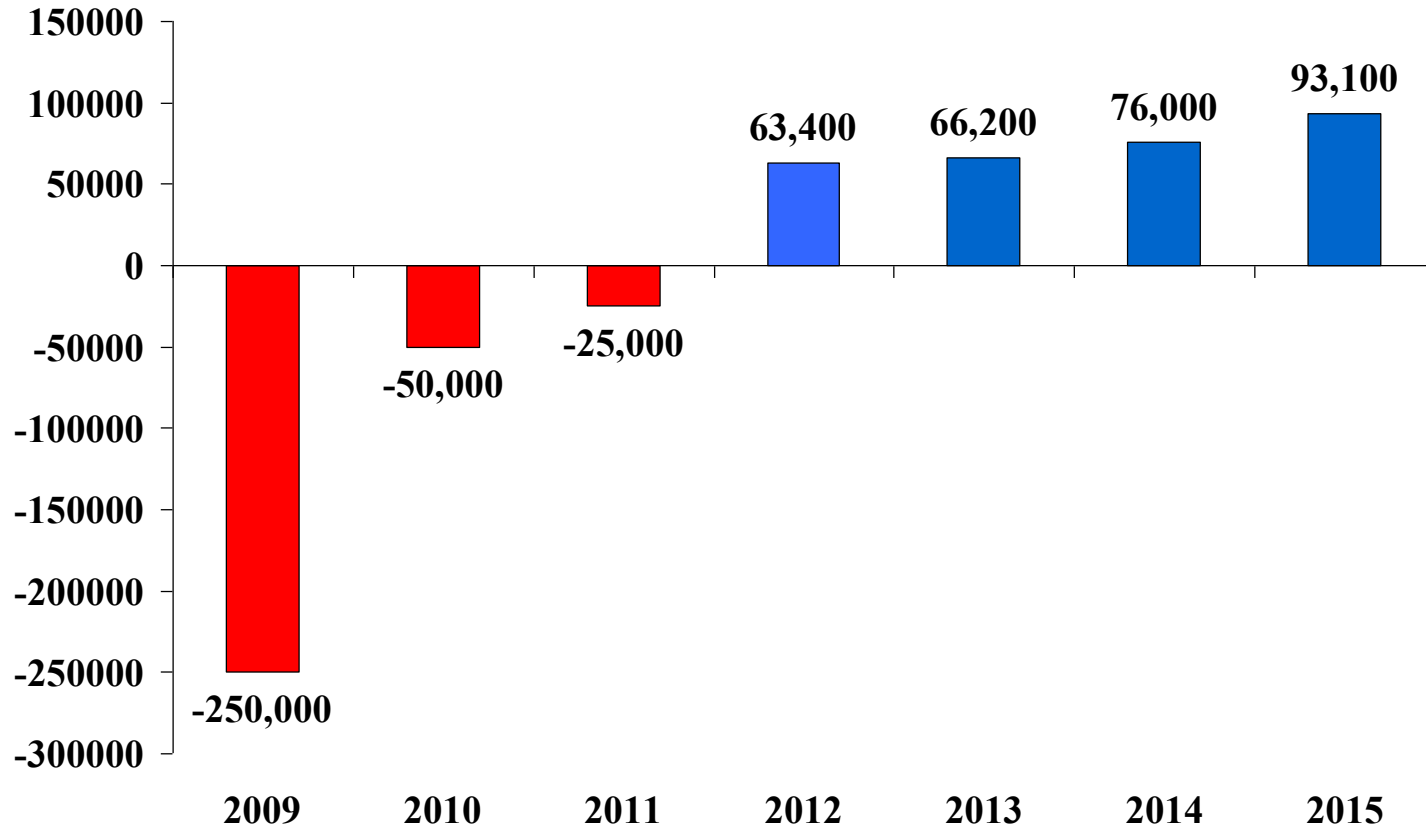


Information Provided By Trendgraphix. PGR Numbers Internal.

Economic & Housing Trends

More Jobs In Georgia!

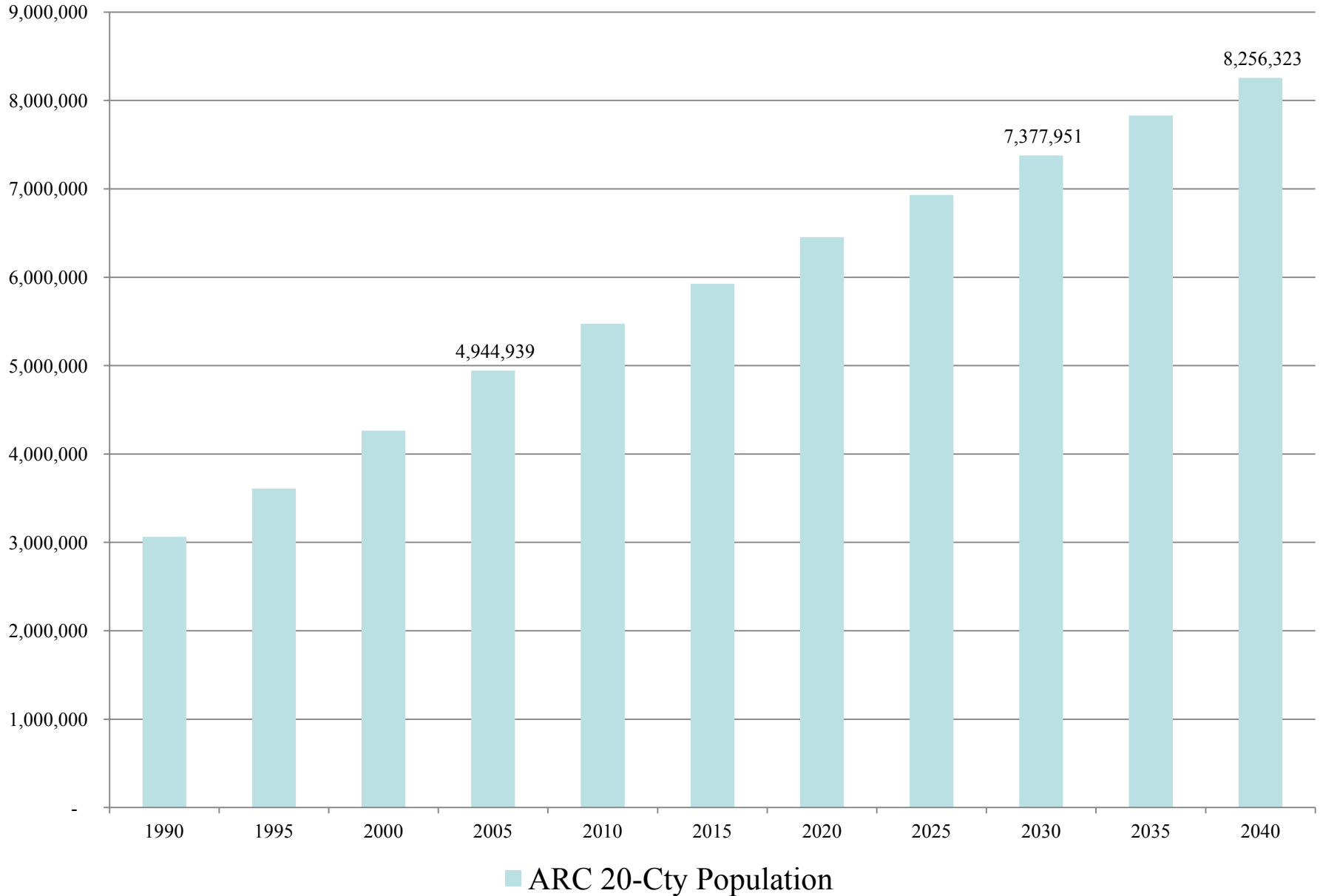
(August 2013 Reports From UGA Terry College of Business/
Georgia State Economic Forecasting Center)



- Georgia Lost 325,000 Jobs In The Great Recession.
- 2012 Restarted Positive Job Growth Trend!

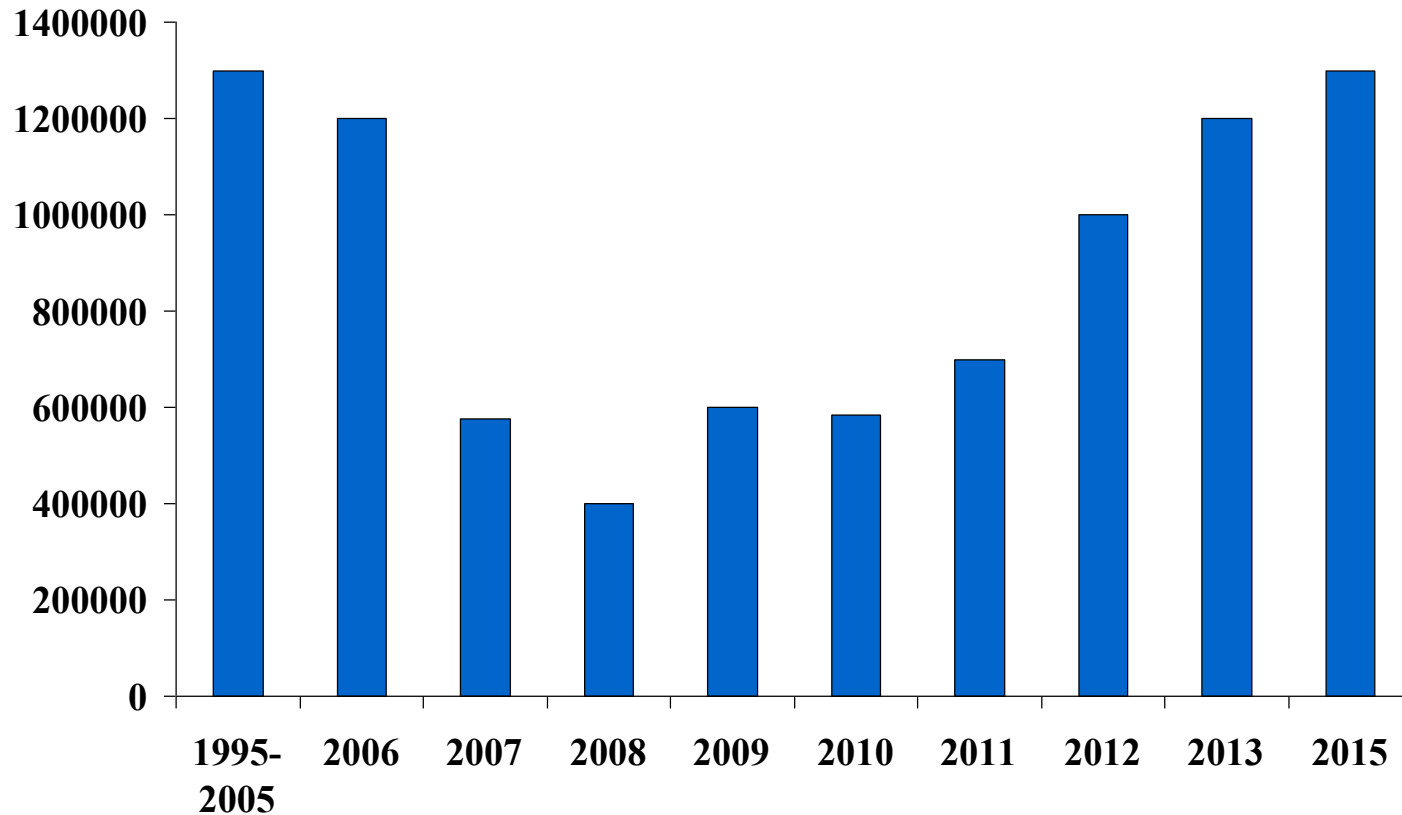
Forecast Population Growth

20-County Forecast Area



U. S. Household Formation Trends

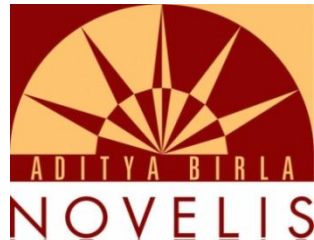
Demand For 1st Time Buyers Will Be Strong!



Source: U.S. Census, JCHS Household Growth Projections, Goldman Sachs

- **New Household Formation Dropped From 1.2 Mil (2006) To 400,000 (2008)**
- **Growing To 1.2 Million In 2013. Lots Of Pent-Up Demand.**
- **4 Million Students Per Year Graduate From College For Next 10 Years!**

Major Group Moves



Baxter

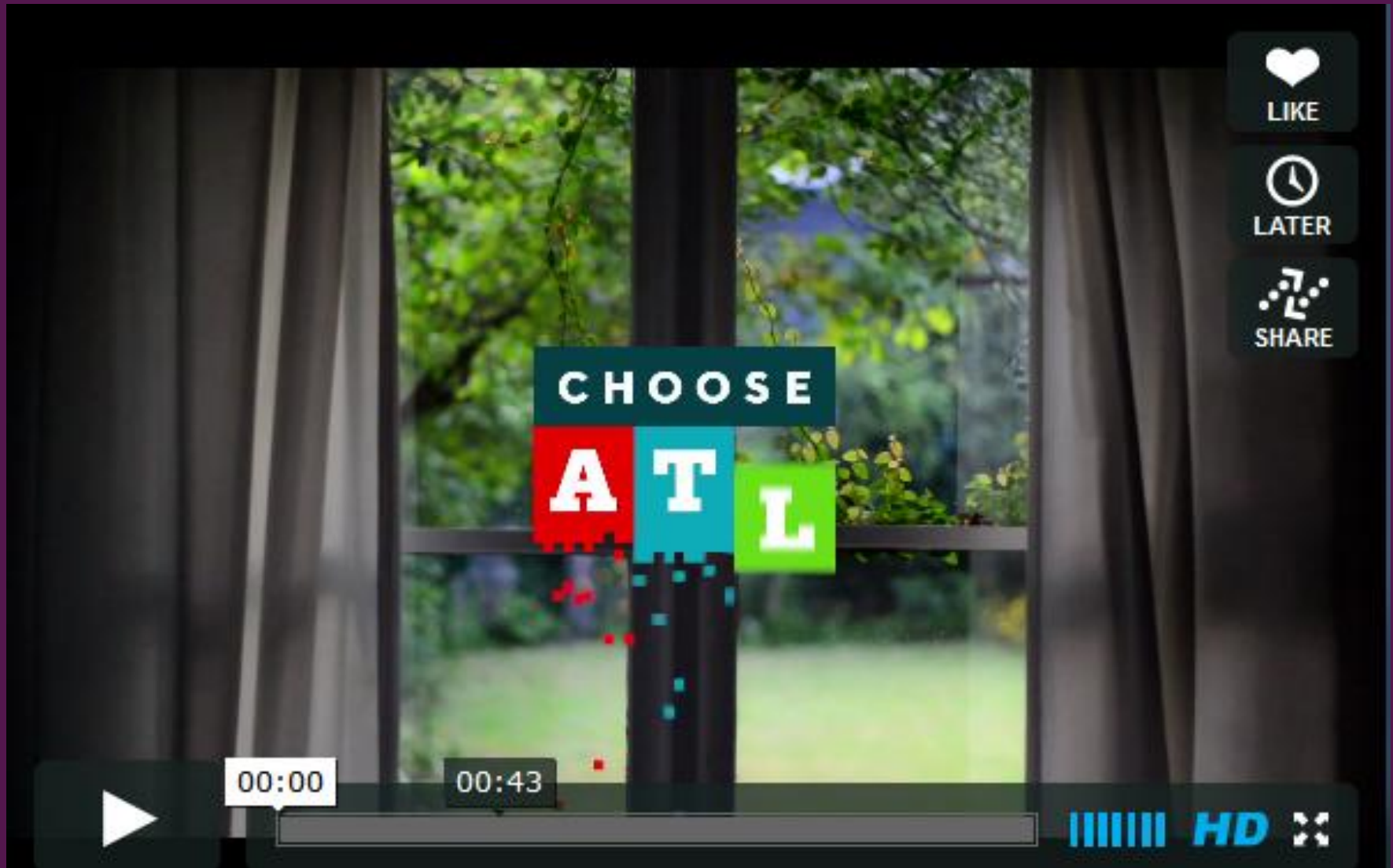


PORSCHE



And More Coming ...

Atlanta Is The 15th Largest Economy In The World!





BERKSHIRE
HATHAWAY
HomeServices

Georgia Properties

BARRON'S

Volatility Watch:
What's Next For
Stocks, Bonds

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The Dow Jones Business and Financial Weekly Vol. XCIII No. 26

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July 1, 2013

\$5.00

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PARTY ALL THE TIME • 40

Tupperware chief
Rick Goings

World's MOST RESPECTED COMPANIES



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Berkshire Hathaway comes out on top, followed by **Disney**, besting longtime leader **Apple**, which slipped to No. 3. What it takes to make our top-100 list. Who's on and who's off. The skinny on **Google**, **Coke**, **Caterpillar**, **Unilever**, and **McDonald's**.

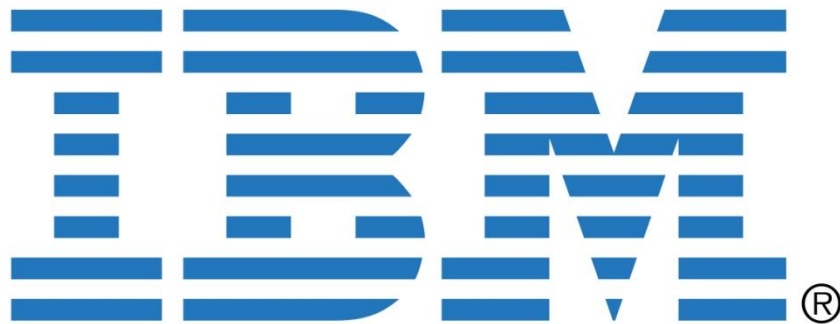


FRUIT OF THE LOOM®





®



“A home is one of the most important assets that most people will ever buy. Homes are also where memories are made and you want to work with someone you can trust.”

Warren Buffett
Chairman & CEO
Berkshire Hathaway Inc.



“We are proud to be among the elite entrusted to represent the Berkshire Hathaway brand.”



BERKSHIRE
HATHAWAY
HomeServices

Coming Soon!

12/ 10/ 2013



Coming soon to a neighborhood near you.


Prudential Georgia Realty is proud to announce that soon we will have a new name:
Berkshire Hathaway HomeServices | Georgia Properties. That's a good sign for the market and a great sign for you.
Contact your local Prudential Georgia Realty branch sales office for more information.

Good to know.®

BHHS Conversion Calendar - September

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
WEEK 1		3	4	5	6	7	8
WEEK 2	9	Connect Events		12	12	14	Super Sunday!
WEEK 3	16	17	18	Office Mgrs. Brokers	20	21	22
WEEK 4	23	Prudential California		25	Prudential CT		29
WEEK 5	30						

BHHS Conversion Calendar - October

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
WEEK 1	Pru Florida		Managers Conference				
		1	2	3	4	5	6
WEEK 2	7	8	Pru Carolinas		11	12	13
			9	10			
WEEK 3	14	15	16	Broker/ Admin	18	Countdown To Conversion Week 8	20
WEEK 4	21	 Masters	BHHS Agent Portal Sign Orders Placed			Countdown To Conversion Week 7	27
			23	24	25		
WEEK 5	28	BHHS Agent Portal					
		Sign Orders Completed		Halloween			

BHHS Conversion Calendar - November

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
WEEK 1					1	Countdown To Conversion Week 6	3
WEEK 2		BHHS Agent Portal				Countdown To Conversion Week 5	10
	4	Pru Northwest	6	7	8		
WEEK 3		BHHS Agent Portal Closed				Countdown To Conversion Week 4	Super Sunday!
	11	Pru Fox & Roach	13	14	15		
WEEK 4	Local Branch Training Sessions					Countdown To Conversion Week 3	24
	18	19	20	21	22		
WEEK 5			Hanukkah			Countdown To Conversion Week 2	
	25	26	27	Thanksgiving	29		

BHHS Conversion Calendar - December

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
WEEK 1							1
WEEK 2	Hanukkah			Countdown To Conversion Week 1			8
	Local Branch Training Sessions						
WEEK 3	BHHS Event!	BHHS Live!	Follow-Up				Super Sunday!
WEEK 4	Post Conversion Follow-Up						
WEEK 5			Christmas				Kwanzaa

Frequently Asked Questions

Frequently Asked Questions
Prudential Georgia Realty
Associates & Employees Version



**BERKSHIRE
HATHAWAY**
HomeServices

Coming December 10, 2013

*"This is an unprecedented opportunity
to take your business to a higher level!"*

Confidential. For Internal Use Only.

- **October Version**
- **Updates Each Month**
- **Available on PGR Intranet**

#1 - Frequently Asked Questions

Q: When Are We Converting?

A: December 10th 2013

#2 - Frequently Asked Questions

Q: What is different about this brand?

- World's Most Respected Company**
- Brings A Whole New Image To Our Company**
- Golden Opportunity To Leverage This Conversion For Your Clients!**

#3 - Frequently Asked Questions

Q: When will we order business cards and other materials?

A: The Agent Portal will open this week to order business cards & badges. Orders must be placed prior to November 15th.

#4 - Frequently Asked Questions

Q: When will we order yard signs?

A: Your local staff will placed your orders. They will begin ordering signs this week. Orders must be placed prior to October 30th.

#5 - Frequently Asked Questions

Q: What will our new email be?

A: The new email identity will use either the @BHHS GA.com or @BHHS Georgia.com domains. Both will work.

#6 - Frequently Asked Questions

Q: What kind of promotion will there be to promote the brand change?

A: We are planning a major set of integrated marketing campaigns including digital billboards, print ads, online advertising campaigns, e-campaigns and postcards campaigns. Details will be provided today.

#7 - Frequently Asked Questions

Q: How will our websites be converted?

A: Standard websites will be automatically converted. You do not need to do anything. Custom websites are being handled by agent marketing services. If you have a 3rd party website, we will provide the logos or you can contact agent marketing services for assistance.

#8 - Frequently Asked Questions

Q: What if I have custom business cards or other marketing materials?

A: Our plan is to provide up to 500 business cards. Contact your local branch and we will work through that process. For other custom marketing, please work through your local branch and we will assess each situation.

#9 - Frequently Asked Questions

Q: What can I use to communicate the conversion to my clients?

A: We are providing “Coming Soon” materials in the agent portal this week. Our real estate advisor newsletter will also address the conversion each month. We will also provide a letter that you can personalize and send to your clients.

#10 - Frequently Asked Questions

Q: What should this conversion mean to my business?

A: This is an unprecedented opportunity to bring exposure to your clients and your business. Berkshire Hathaway HomeServices will change the real estate industry and you have a great opportunity to take your business to a higher level. Countdown to conversion...

Frequently Asked Questions

Frequently Asked Questions Prudential Georgia Realty Associates & Employees Version



**BERKSHIRE
HATHAWAY**
HomeServices

Coming December 10, 2013

*"This is an unprecedented opportunity
to take your business to a higher level!"*

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- For additional questions, please review the document or ask your local staff or broker.

Agent Checklist

Agent Rebranding Checklist

Task Description	Due Date	% Complete	Comments
Company Meetings			
Attend all company meetings and training sessions			
Attend training provided by BHHS			
Logos/Disclaimer			
Obtain logos/disclaimer and update all templates of flyers, etc.			
Understand BHHS Identity Standards to capitalize on brand			
Websites, Social Media, Phones, Directories, Etc.			
Websites			
Review BHHS website identity standards			
Contact web developer to rebrand personal website			
Forward website identity standards to web developer			
iPhone, iPad, Android, BB app rebranding			
Social Media			
Review social media campaign for required rebranding			
Facebook			
Google Places			
FourSquare Places			
Twitter			
LinkedIn			
Google+			
Blog template			
YouTube channel			
Phones/eMail			
Update cell phone voicemail greeting			
Update office voicemail greeting			
Update email signature			
Real Estate Related Sites (i.e., Realtor.com)			
Update doc and confirm contact information			
Print Materials/Yard Signs			
Print Materials			
Determine requirements for rebranded items (i.e., car magnet)			
Order materials for delivery prior to effective date			
Signs			
Determine need for personalized yard signs, open house signs, etc.			
Order yard signs for delivery prior to effective date			
Informing Sphere			
Prepare communication to clients/contacts			
Send communication pieces to clients/contacts			
Rebrand listing and buyer presentations			

- Scheduled To Launch At Master's Event on October 22

Signs of Quality!

WOOD POST SIGN
24x30

PVC/METAL POST SIGN
24x30

STANDARD YARD SIGN
24x36

SMALL YARD SIGN
24x24

text 12345 to 85377

text 12345 to 85377

UNDER CONTRACT

UNDER CONTRACT


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Julie Smith
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Georgia Properties
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FOR SALE


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\$193.00

\$74.25

\$20.00

\$17.50

Item (UV Coating)	Cost
Small Yard Sign	\$17.50
Standard Sign	\$20.00
PVC Post Panel	\$16.75
PVC Post	\$57.50
Luxury Wood Sign	\$193.00
Wood Sign Panel	\$68
Decorative Wood Post	\$125
Name Plates (12 pack)	\$42 Per Pack (\$60 – 24 pack)
Name Decals (26 pack)	\$45.50 Per Pack (\$50 – 50 Pack)
Sign Riders/ Double Rider	\$2.90/ \$6.50
Post Top Rider	\$2.50
Directionals	\$3.75 (Coroplast + stake)
Luxury Directionals	\$8 (Styrene on stand)

Luxury Collection Sign



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ARE YOU COMMITTED?





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**Berkshire Hathaway
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Georgia Properties**

**We Are Ready
To Help Our Clients Find
Their Dream Home!**

I'm looking for a
new home. Can
someone help me?





This is it
My Dream Home
Thank You
Berkshire Hathaway
HomeServices

SOLD



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High Museum of Art





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Daniel L. Forsman Cordally Invites You to Attend

BERKSHIRE HATHAWAY HOMESERVICES
GEORGIA PROPERTIES

CONVERSION CELEBRATION



MONDAY, DECEMBER 9TH, 2013
HIGH MUSEUM OF ART ATLANTA
1280 PEACHTREE STREET N.E., ATLANTA, GEORGIA, 30309
1:00PM - 3:00PM



RSVP

PLEASE RSVP BY FRIDAY, NOVEMBER 22ND
CELEBRATION@GETTOKNOWBHHS.GA.COM

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**We Need Our
Masters To Lead
The Conversion In
Your Branch!**

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