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FOR IMMEDIATE RELEASE

**Prudential Georgia Realty New Homes Services and  
Marketing Results Combine to  
Bring Home The Gold At 33<sup>rd</sup> Annual OBIE Awards**

ATLANTA (November 12, 2013) – Prudential Georgia Realty New Homes Services and strategic partner, Marketing Results were awarded 11 prestigious awards at the **33rd Annual OBIE Awards** awarded on Saturday, November 2nd at the Cobb Galleria Centre in Atlanta. Hosted by the Greater Atlanta HBA (Home Builders Association), OBIE Award recipients stand out among their peers and are recognized for their outstanding achievements.

PGR New Homes Services and Marketing Results announced their strategic partnership in early 2013. Prudential Georgia Realty's New Home Division offers full-service sales & marketing services to local builders and developers, regional builders and developers, banks and investors plus national builders and developers. Led by industry veteran Lori Lane, PGR New Homes Services is the largest new homes sales & marketing provider in Metro Atlanta. Marketing Results is an *award winning agency* with over 26 years of experience in marketing new home communities. PGR New Homes Services and Marketing Results proudly accepted 8 Gold and 3 Silver Awards.

**Gold Awards include:**

Best Magazine Ad

Best TV Spot

Best Billboard

Best On-site Signage

Best REALTOR Promotion

Best Advertising Campaign Builder under \$10,000

Best Online Banner or Box Ad

Best Website – Associate (PrudentialGANewHomes.com)

**Silver Awards include:**

Best Newspaper Ad under full page

Best Audio/Video/DVD Promotion

Best Marketing Campaign/Promotion over \$10,000

“We see the growing opportunity for the new homes market and have made strategic investments to build a powerful set of capabilities to service our builder and developer clients. We are proud to accept these awards on behalf of our clients and our team, said Lori Lane, Senior Vice President & Managing Broker of Prudential Georgia Realty New Homes Services.”

“We are excited about the opportunity to work with Prudential Georgia Realty, said Laura Watkins, President of Marketing Results. Prudential Georgia Realty has a very strong new homes sales team and incredible advantages in technology. These awards are proof that our combined efforts are paying off for our clients. Together, we are a great team.”

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

The Prudential Georgia Realty New Homes Division is the largest provider of New Homes Sales & Marketing Services in Metro Atlanta. Prudential Georgia Realty has 22 locations and over 1,100 Realtors® across Metro Atlanta. The company has been serving clients in Metro Atlanta for 50 years and is ranked #1 in homes sold by the Atlanta Business Chronicle and SmartNumbers. On December 10th 2013, the company will be converting to the new Berkshire Hathaway HomeServices brand. Berkshire Hathaway, Inc. was named the No. 1 company in Barron's annual ranking of the world's 100 most respected companies. Prudential Georgia Realty is an independently operated subsidiary of HomeServices of America, Inc., a Berkshire Hathaway affiliate, and a franchisee of BHH Affiliates, LLC. Berkshire Hathaway HomeServices and the Berkshire Hathaway HomeServices symbol are registered service marks of HomeServices of America, Inc.® Equal Housing Opportunity. For more information or to search new homes, please visit [PrudentialGANewHomes.com](http://PrudentialGANewHomes.com).

**About Marketing Results, Inc:**

Marketing Results for two decades has been getting new home properties noticed and sold. As a full-service advertising and marketing team that specializes only in New Home sales, Marketing Results gives new home developers a competitive edge. From the initial planning stages to the final selling phase, the Marketing Results team of seasoned individuals provides services and experience necessary to generate leads, boost traffic, promote brand recognition and sales for a community's success. For more information please visit [MarketingResultsAtlanta.com](http://MarketingResultsAtlanta.com).

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