

Affiliate Business Partners Meeting #1 Minutes

Friday, January 3, 2014 | 10:30 a.m.

Auditoriums A, B & C

PRO STAFF

David B. Bennett

Kim Sonefeld

AFFILIATE MEMBERS

Chairman: John-Paul M. Mario, ASID, Classic Design Associates

2014 Affiliate Board Members:

Denise Drews	Sierra Pacific Mortgage	Courtney Davis	Brightlight Solutions
Gayle LaBonte	Consumer Title and Escrow Services	Julya Kemp	New Outlook Home Staging
Brian Chase	Tampa Law Source	Jeff Robinson	A Buyer's Choice Home Inspection
Robyn Fiel	Fifth Third Mortgage	Maria Walkiewicz	Feather Sound Country Club
Linda Goldfarb	LSG Consulting Services	Jim Pello	Brightway Insurance
Francine Villa	Sierra Pacific Mortgage	Donnell Smith	Wells Fargo
George Martin	Bullseye Surveying	Joyce Smith	Somers Title
John Barcelo	Real Valuation Services	Joe Hassani	Prime Protection

Affiliate Mentors:

Edina McGuire	Sierra Pacific Mortgage	Sandy Weale	FAST of Florida
Diana Harvey	DFC Designs	Joe Hayes	Cadence Bank
Debbie Kampel	Wells Fargo Short Sales	Linda Blanton	Third Federal Savings
Rick Haupricht	GreenLeaf Title	Robin Emanuel	Budget Self Storage
John Barie	JB Health Care	Cathy Blackburn	Blackburn Law Firm

NOT PRESENT:

Melissa Rodgers	SEC Inspection/Pest Control	Kenton Heiden	A+ Inspect It
Mary Ellen Zurawski	ThinkQuik	Samantha McDermott	Florida Bank
Laureen Lofgren	Florida Bank	Diana Schwarz	Fiduciary Funding
Edina McGuire	Sierra Pacific Mortgage	Scott Mauer	Advanta IRA
Lori Brink	Orderly Direction	Mark Smith	Landscape Connections
Renee Mott	RM Project Management	Ben Somers	Stewart Title
Marc Blackburn	Blackburn Law Firm	Erika Sheldahl	Stewart Title
Deb Hicks	Suddath Relocation Services	Shelly Grover	Verizon
Dylan Barrie	Rock's Moving Company	Christian Rava	North American Title Co.
Lisa Brave	Carpet Docs	Stephen Hedding	Homebanc
Steve Wichlenski	DFC Designs	AJ Buniak	Rate 30 Mortgage
Marc Walker	Waddell & Reed	Jon Marshall	SavvyCard
Amber Petersen	LegalShield	Kim Leach	Bill Arrington Insurance
Dave Gerald	Active Security	Gwen Trimis	CertaPro Painters
Laraine Chulla	reSolution Resources	Robbie Puskarich	Florida Bank
Christy Smith	Levy Marketing & Awards	Cathy Burdette	First International Title
Nate Heilman	Bullseye Surveying	John Ciangiulli	Trust Business Systems
Tara Tagliarino	FAST of Florida	Brad Toyne	Leading Edge inspection Svc.
Sally Petersen	LegalShield	Jack Pyle	NRE Systems
Diane LaBonte	ACCENT on TRAVEL	Jody Pastorino	Paramount Mortgage
Dave Perkins	GreenLeaf Title	Gina Couture	Mr. Rekey
Joshua Lerette	Carrington Mortgage	Scott Tenant	Access Reverse Mortgage
Brian Brown	Old Republic Home Warranty	Jackie McMahan	Third Federal Savings & Loan
Kadi Tubbs	Trust Business Systems	Melissa Schreuer	Hyde Park Insurance Services
Rich Katat	Fleetwash Commercial Svc.	Jerry Powers	Sir Speedy Printing & Marketing
Joel Morris	Somers Title	Jay Smith	A Snoop Inspection
		Pat Smoot	FirstBank
		Roger GreenLeaf	Greentree Servicing
		Cindy Lukehart	MD Plus
		Debbie Grover	Waddell & Reed

Stephanie Brown	Uptown Title	Dave Anderson	Anderson Inspection Services
Paul Friedlander	Total Title Solutions	Robert Drummer	iMapp
Brennan Hervey	Smart Move Moving & Storage	Marilyn Corazza	Coastal Property Services
Jay Marshall	House to Home Relocation	Drew Corazza	Coastal Property Services
Barbara Marshall	House to Home Relocation	David Johnson	Scarr Insurance
LeeAnn Dugan	Strategic Insurance Solutions	Dave Negri	Elite Home & Property Services
Troy Locklin	J & B Fine Cabinetry	Jeff Jones	Liberty Inspections
		Bill Hess	Floor Coverings International

Also in attendance were 12 guests.

AGENDA ITEMS

1. Mission Statement

2. Introductions: John-Paul, Affiliate Board members, Affiliate Mentors

3. Introductions: guests, new members, existing members

- \$170 was raised for All Children's Hospital during introductions
- January's birthdays were acknowledged
- John-Paul thanked Affiliates for the Christmas cards and treats he received

4. Announcements

- 2014 Affiliate Membership Dues – originally due today but extended until January 10
- We will be adding more business card holders to the Affiliate Wall
- Events and Affiliate Meetings are for members only
- PRO Connect – North County spot is still being researched
- Referral fee checks are cut quarterly to those Affiliates who have been listed on the referral line on Affiliate applications
- Major Sponsors – spots are still available, contact John-Paul (johnpaulasid@gmail.com), they will be promoted during New Member Welcome and all major PRO events and will have a special page in the Affiliate Directory
- David Bennett presented RPAC contribution awards to Melissa Rodgers (not present), Cathy Burdette, Audi Spiridakos (not present), John-Paul Mario, and Pinellas Realtor Organization Affiliate Business Partners
- Laureen Lofgren received the John-Paul Mario Distinguished Service Award at the Christmas/Holiday Luncheon in December
- Starting January 7 there will be an "Affiliate Office" in Suite 109 in the Executive Suites that will house various materials for the Affiliate Mentors
- Spotlight Affiliates for January:

Week of Jan. 6	Anderson Inspections
Week of Jan. 13	Scarr Insurance and Centennial Bank
Week of Jan. 20	A+ Inspect It and First Bank
Week of Jan. 27	Emery Law and CertaPro Painters

5. Affiliate's Presentations:

Deb Hicks	Suddath Relocation Systems
Renee Mott	RM Project Management
Amber/Sally Petersen	JDi Solutions LegalShield
Lori Brink	Orderly Direction

Email John-Paul (johnpaulasid@gmail.com) to sign up to speak at a future meeting.

6. Marketing Panel

Diana Harvey	DFC Designs
Kadi Tubbs	Trust Business Systems
Christy Smith	Levy Marketing and Awards

Q: What's one major thing that people miss when trying to market themselves through the Affiliate program?

A: When you put business cards on the Affiliate Wall and they have wrong info. When you don't follow up with people. If you do not have a website and social media presence.

Q: Aside from a business card, what's the most important piece of business collateral you should have?

A: Some sort of brochure, rack card, etc. that has the same info as your website and everything else that's out there that has your name on it. Whatever you're using, the message must be consistent.

Q: What's a good follow up method?

A: LinkedIn is a good resource – look your new connections up on that site and connect with them. Use the SendOut Cards program to manage your contacts' information.

Q: What are some tips for standing out on social media?

A: Be consistent with the branding, be sure to post a few times per week, make sure its business-relevant, post photos and videos.

Email John-Paul (johnpaulasid@gmail.com) to sign up to be on a future Marketing Panel.

7. Affiliate Program 2014: Guidelines & Procedures

- This will be emailed to all Affiliate members (see attached)
- The bold topics are the ones that have been updated
- The Guidelines are there to help all Affiliates promote themselves

8. SavvyCard

- A mobile website, mobile business card, referral system, interactive email signature, text and email marketing tool and more, all in one service. It's not a download, it's not an app. You just need a smart phone to utilize it.
- Tampa Bay Home Directory is a way for Affiliates to advertise their products and services to Realtors and their clients – only available to PRO Affiliates.
- SavvyCards for the Realtors will be available in February. They'll be able to search MLS listings, create and link to a property card for any home listing, and link to Tampa Bay Home Directory from their SavvyCard.
- Every PRO member will get a SavvyCard account for FREE. Affiliates will launch later this month and Realtors will launch in February. Property Cards will also be available in the future. Premium Marketing Services are available for additional fees.
- At launch you'll get an email with instructions on how to set up the service
- TampaBayHomeDirectory.com is live with info on the program and resources for learning more
- All Affiliates get the "basic" SavvyCard for free
- Customized SavvyCards are normally available for \$249 (one-time fee) but the Affiliate Board negotiated a discounted fee of \$199, but that is only valid for the next 30 days
- \$20 per month to be listed in the Tampa Bay Home Directory, or \$200 annually if paid up front

9. Testimonials – the following Affiliates gave testimonials about their successes with fellow members and other means of getting business:

- Diane LaBonte – John Barie, Diana Harvey
- Lisa Brave – Jim Pello, Lori Brink
- Deb Hicks – Brennan Hervey, Dylan Barrie, Lori Brink, Barbara and Jay Marshall
- Robyn Fiel – Tracy Baer, Dave Perkins
- Tracy Baer – Denise Drews, Jody Pastorino, Lori Brink, Samantha McDermott, Diana Harvey, Steve Wichlenski
- Amber Petersen – Rick Haupricht, Steve Wichlenski, Diana Harvey

- Joe Hassani – Jim Pello, John-Paul Mario

10. Upcoming Events

- January 8 – SEC Inspection and Strategic Insurance’s “Home Insurance and Inspection Updates” at the Palm Harbor Library, 1:30 p.m. to 3:30 p.m.
- January 8 – “MLS Training for Property Managers” course at PRO, 9:00 a.m. to noon, sponsor chosen was Cathy Burdette, First International Title
- January 14 – New Member Welcome
- January 14 – Affiliate Open House at PRO, 9:30 a.m. to 10:30 a.m.
- January 15 – SEC Inspection and Strategic Insurance’s “Home Insurance and Inspection Updates” at the St. Pete Main Library, 1:30 p.m. to 3:30 p.m.
- January 16 – Access Reverse Mortgage’s “Using a Reverse Mortgage to Buy a Home” course at PRO, 1:00 p.m. to 3:00 p.m., sponsors chosen were Paul Friedlander, Total Title Solutions and Dave Anderson, Anderson Inspections
- January 16 – Tampa Law Source’s “Coffee with Counsel” session at PRO, 10:00 a.m. to noon
- January 20 – LSG Consulting Service’s “Masterminds for Realtors” session at PRO, 8:45 a.m. to 10:15 a.m.
- January 21 – Pinellas International Council’s “Jumpstart Your International Business” event at PRO, 9:00 a.m. to noon, sponsors chosen were Jeff Robinson, A Buyer’s Choice Home Inspection and Dave Negri, Elite Home & Property Services
- January 21 – Affiliate Advisory Board Meeting at PRO at 9:00 a.m.
- January 21 – Affiliate Meeting/Realtor Marketing Session at PRO at 10:30 a.m.
- January 21 – PRO Connect social at Red Mesa Cantina, Linda Goldfarb hosting

NEXT MEETING

Tuesday, January 21 | 10:30 a.m. to noon | PRO – 4590 Ulmerton Rd. in Clearwater

Invite your Realtor contacts to this meeting to introduce themselves and their listings to us!

The 2014 Affiliate Meeting schedule is located here: <http://pinellasrealtor.org/affiliate-advisory-committee-meetings/>