

## Affiliate Business Partners Meeting #2 Minutes

Tuesday, January 20, 2015 | 10:30 a.m.

Auditoriums A, B & C

### PRO STAFF

*Kim Sonefeld, Marketing and Communications Manager and Affiliate Liaison*

### AFFILIATE MEMBERS

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

#### **Affiliate Board Members:**

*John Barcelo Applied Technology Resources*

*Dylan Barrie Rock's Moving Co*

*Denise Drews Sierra Pacific Mortgage*

*Linda Goldfarb LSG Consulting Services*

*Samantha McDermott Florida Bank*

*Scott Tennant Access Reverse Mortgage*

*Robyn Fiel Academy Mortgage*

#### **NOT PRESENT:**

*Brian Chase Tampa Law Source*

#### **Ambassador Mentors:**

*Edina McGuire Sierra Pacific Mortgage*

*John Barie JB Health and Life Solutions*

#### **Affiliate Mentors:**

*Nelson Garcia Sierra Pacific Mortgage*

*Deb Hicks Suddath Relocation Systems*

*Laureen Lofgren Florida Bank*

*Marc Walker Waddell & Reed*

*Penny Lee Todd PennyRich Pool Services*

*Alexandria Bystrycki Coast to Coast Title & Escrow*

*Thomas Murray Edge of 9*

*Mike Trimis CertaPro Painters*

*Bob Elmore Evermore Income*

*Michelle Rothwell GreenLeaf Title*

*Diana Schwarz Fiduciary Funding*

*Tracy Baer North Shore Insurance*

*David Nixon Currencies Direct*

*Jerry Smith A Snoop Inspection*

*Robin Emanuel Budget Self Storage*

*Jeff Jannazo West Coast Insurance Group*

*Jim Tizzano Jim Tizzano Photography*

*Elizabeth Madray LegalShield*

*Brian Brown Old Republic Home Warranty*

*Hannah Peters Smart Move Moving & Storage*

*Cindy Bush Neighborhood Home Solutions*

*Debbie Kampel Wells Fargo*

*Joanie Burnett American Equity Mortgage*

*Jorge Gonzalez FBC Mortgage*

*Mark Mitchell Strategic Insurance Services*

*Tammy Gizzi Bright House Networks*

*Ken Jones Wallace Welch & Willingham Insurance*

*Jeff Beerbohm*

*Pat Stobie*

*Angela Haddon*

*Gayle LaBonte*

*Joyce Smith*

*David Morris*

*Megan Galane*

*Jeremy Broihier*

*Greg Adams*

*Michele Ondrey*

*Lisa Mills*

*Debbie Iannuzzi*

*Marilyn Corazza*

*Dr. Clark Walters*

*Julya Kemp*

*Maryellen Crowder*

*Doug Levi*

*Anthony Testa*

*Tom Seeko*

*CJ Burnett*

*Sandy Garcia*

*Dustin Burtron*

*Diana Harvey*

*LeeAnn Dugan*

*Brandon Rimes*

*Tracy Baer*

*Heather Joie*

*Bob Dorian*

*Paula Blanda*

*Betsy Braden*

*Joe Gabriel*

*Amber Petersen*

*Sarah Hasch*

*Steve Cohn*

*Deborah Thomas*

*Elena Reed*

*Brigid Miller*

*Rick Haupricht*

*Tina Cahill*

*Sally Petersen*

*Kathryn Driver*

*Nicholas Rosado*

*Frank Gemma*

*Jackie McMahon*

*Courtney O'Bannon*

*Maria Walkiewitz*

*Total Title Solutions*

*Total Title Solutions*

*Total Title Solutions*

*Consumer Title & Escrow Svc*

*Somers Title*

*Haskell Termite & Pest Control*

*Mountain West IRA*

*West Coast Insurance Group*

*Genesis One Insurance Group*

*National Heating & Air*

*Sheriffs Ranches Enterprises*

*Sheriffs Ranches Enterprises*

*Coastal Property Services Group*

*Hand & Foot Chiropractic*

*New Outlook Home Staging*

*MD-Plus Telemedicine*

*Strategic Insurance*

*Citarella Termite & Pest Mgmt*

*Westshore Financial Group*

*Westshore Financial Group*

*Sierra Pacific Mortgage*

*Coast to Coast Title*

*Southland Mortgage*

*Strategic Insurance Services*

*The Real Estate Quarterback Show*

*Northshore Insurance Group*

*Rick's Home Theatre Store*

*Tampa Bay Times*

*West Coast Insurance*

*Colonial Mortgage*

*Fairway Lending*

*JDI LegalShield*

*First International Title*

*Commission Express*

*Habitat for Humanity ReStore*

*Third Federal Savings & Loan*

*West Coast Insurance Group*

*GreenLeaf Title*

*E Mortgage Management*

*JDI LegalShield*

*Pinellas Housing Finance Authority*

*mid-blink LLC*

*Caliber Home Loans*

*Third Federal Savings & Loan*

*Scarr Insurance Group*

*East Lake Woodlands Country Club*

**REALTOR® Members:**

Cindy Lukehart	Carrington Real Estate
James Dove	Tranquil Bay Realty
Reginald Guier	Tranquil Bay Realty
Chris Gash	Imperio Real Estate
Carmela Saravo-Esposito	Keller Williams Gulfside
Bob DePugh	Virgil Realty
Kim Cooke	Charles Rutenberg Realty
Barb Ulrich	Keller Williams Gulfside
Jason Adler	Charles Rutenberg Realty
Dana Winsett	Charles Rutenberg Realty
Gayle LaBonte	Capital Real Estate

There were 9 guests in attendance.

**AGENDA ITEMS**

**1. Mission Statement**

**2. Introductions: John-Paul Mario, Affiliate Board, David B. Bennett, Kim Sonefeld, Affiliate Mentors**

**3. Introductions:**

- Guests
  - REALTOR® Guests
  - New Members
  - Existing Members
- \$1,000 was raised for All Children's Hospital*

**4. Announcements**

- Executive Suites will be available soon – contact Evelyn if you're interested in renting one, 727-216-3016
- RSVP for the Affiliate Appreciation Luncheon if you haven't done so – you must do so by noon this Friday
- Code of Ethics for Affiliates, and Procedures and Guidelines – please read and understand them
- 2015 Affiliate Directory will be out in February
- All business cards of those non-paid members have been removed from the Affiliate Wall

**5. Marketing Session (Pitch)**

- Anti-Trust Policy was reviewed including topics that shall not be discussed
- Dana Winsett shared:
  - \* 4901 Valley Field Dr in Oldsmar, 5/3, \$482,000, Open House this Sunday from 1pm to 3pm
- Barb Ulrich shared:
  - \* 2618 Gulf Blvd #505 and #506 in Indian Rocks Beach (2 condos), 5/4 when combined, \$749,500 each unit, Open House this Saturday and Sunday 1pm to 4pm each day
  - \* 17735 Gulf Blvd #503 in Redington Shores, 3/3, \$689,000, Open House this Sunday 1pm to 4pm
- Kim Cooke shared:
  - \* 2469 Franciscan Dr in #61 in Clearwater, 55+, 2/2, \$68,900
  - \* 2113 Indigo Dr in Clearwater, 2/2, \$139,000
  - \* 12101 118<sup>th</sup> Lane in Seminole, 4/3, \$234,900
- Cindy Lukehart shared:
  - \* 1611 Miller Ave, 2/2 each duplex, \$80,000
  - \* 3067 Pepperwood Lane West in Clearwater, 3/2, \$172,200
  - \* 8121 Lutz Lake Fern Rd in Odessa, 4/5.5, \$724,900
  - \* 2288 Citrus Court in Clearwater, 2/2, \$130/mo HOA, \$100,000
  - \* 906 Seminole St in Clearwater, 2/1, \$48,100

- Brandon Rimes shared:
  - \* 218 N Pinellas Ave in Tarpon Springs, 11 units, \$565,000
  - \* 5113 Memorial Hwy and 5115 Memorial Hwy in Tampa, commercial, \$199,000
  - \* 1454 Kensington Woods Dr in Lutz, 4 or 5 bed, \$450,000
  - \* 219 18<sup>th</sup> Ave in Indian Rocks Beach, 2/2, \$576,000
  - \* 601 Shore Dr East in Oldsmar, 3/2, \$245,000
  - \* 2261 Tampa Rd in Palm Harbor, 3.5 acres, \$1,399,000
  - \* 4217 W Culbreath Ave in Tampa, 5/2.5, \$848,000
  - \* 5506 Beamin Dew Loop in Land O Lakes, 5/4.5, \$1,335,000
- Jason Adler shared:
  - \* 628 Cleveland St #809 in Clearwater, 2/2, \$450 HOA, \$249,900

## 6. Affiliate Scholarship Program

Cindy Lukehart and Ben Friedlander each received a \$500 gift certificate to use for education at PRO, provided by the Scholarship Board. They completed the Realtor Rewards Punch Card in 2014.

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

- Paula Blanda – Nelson Garcia, Francine Villa, Jerry Smith, John-Paul Mario, Kim Sonefeld, Brittany Heffner
- Cindy Lukehart – Jay Smith, Michele Ondrey, Melissa Rodgers
- Brandon Rimes – John Barcelo, Hannah Peters, Pat Smoot, Jerry and Jay Smith
- Diana Schwarz – John-Paul Mario, Joel Morris
- Dylan Barrie – Debbie Thomas
- John Barcelo – John-Paul Mario, Joyce Smith, Cindy Lukehart, Brandon Rimes
- Tracy Baer – Edina McGuire, Denise Drews, Elena Reed, Ben Friedlander, Michele Ondrey
- Robert Elmore – Dana Winsett, Gina Couture
- Amber Petersen – Eric Verdejo
- Deb Hicks – Hannah Peters, Dylan Barrie
- Nelson Garcia – Jerry and Jay Smith, West Coast Insurance Group
- Robin Emanuel – Marc Walker
- Courtney O'Bannon – Scott Tennant, Barry Beote, Nelson Garcia, Westshore Financial
- Penny Lee Todd – Michele Ondrey
- Diana Harvey – Frank Gemma, Tina Cahill, John Barcelo, John-Paul Mario
- John-Paul read a thank you letter from an All Children's Hospital donation recipient, and a Realtor who sold a home because it was listed in the minutes of an Affiliate meeting

## Upcoming Events

Jan 21 – Tampa Law Source's 'Coffee with Counsel' at PRO, 10am to noon

Jan 22 – First International Title's 'FR/BAR Hot Spots' at PRO, 10am to noon

Jan 26 – Heckman Group's 'Implement Now: Database Magnet – Marketing' at PRO, 10am to noon

Jan 28 – Leasing and Property Management Council's 'Property Management Best Practices' at PRO, 9:30 a.m. to 12:30 p.m. Sponsors chose are: Diana Schwarz and Mike Trimis

Jan 30 – Affiliate Appreciation Luncheon at PRO, noon to 2pm

Jan 30 – SavvyCard's 'Basic Training' at PRO, 2pm to 3pm

## Affiliate Spotlight for February

Week of Feb 2: Scarr Insurance and A+ Inspect It

Week of Feb 9: CertaPro Painters and Fidelity National Title

Week of Feb 16: Wallace Welch & Willingham Insurance and Master Restoration

Week of Feb 23: Best View Photography and Suddath Relocation Systems

## **NEXT MEETING**

Tuesday, February 3 at 10:30 a.m. at PRO – 4590 Ulmerton Rd. Clearwater, FL

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

The 2015 Affiliate Meeting schedule is located here: <http://pinellasrealtor.org/affiliate-advisory-committee-meetings/>