

Affiliate Business Partners Meeting #2 Minutes

Tuesday, January 21, 2014 | 10:30 a.m.

Auditoriums 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 Directors:

Denise Drews Sierra Pacific Mortgage
Gayle LaBonte Consumer Title & Escrow
John Barcelo Real Valuation Services
Francine Villa Sierra Pacific Mortgage
George Martin Bullseye Surveying
Robyn Fiel Fifth Third Bank
Brian Chase Tampa Law Source

NOT PRESENT:

Linda Goldfarb LSG Consulting Services

Affiliate Mentors:

John Barie JB Health & Life Solutions
Debbie Kampel Wells Fargo
Diana Harvey DFC Designs
Rick Haupricht GreenLeaf Title
Amber Petersen LegalShield
Edina McGuire Sierra Pacific Mortgage
Mary Ellen Zurawski ThinkQuik

NOT PRESENT:

Melissa Rodgers SEC Inspection/Pest Control

Laureen Lofgren Florida Bank
Samantha McDermott Florida Bank
Dylan Barrie Rock's Moving Co.
Renee Mott RM Project Management
Shelly Grover Verizon
Debbie Edwards Verizon
Steve Wichlenski DFC Designs
Lori Brink Orderly Direction
Laraine Chulla reResolution Resources
Nelson Garcia Sierra Pacific Mortgage
Pat Smoot FirstBank
Dan Brave Carpet Docs
Jay Marshall House to Home Relocation
Marilyn Corazza Coastal Property Services
Christy Smith Levy Marketing + Awards
Christian Rava North American Title
Zac Hickey Baxter Title
Ben Friedlander Ben's Pens & More
Jerry Smith A Snoop Inspection
Kim Patterson Moonstruck Marketing
Jon Marshall SavvyCard
Jeanene Soltis Atlantic Mortgage Direct
Cathy Burdette First International Title

Fred Levin Eagle Home Mortgage
Brian Brown Old Republic Home Warranty
Marc Blackburn Blackburn Law Firm
Jay Smith A Snoop Inspection
Sara Biggs Scarr Insurance Group
Heather Torres TSYS Merchant Solutions
Barry Beote EverBank
Matt Squires Mutual of Omaha Bank
Kenton Heiden A+ Inspect It
Tammy Hagedorn Seminole Title Co.
Robin Emanuel Budget Self Storage
Cameron Watson Centennial Bank
Abbie Lewin Tampa Bay Title
Kim Leach Bill Arrington Insurance
Cindy Lukehart MD Plus
Debbie Grover Waddell & Reed
Susan Brown Abbey Carpets of Largo
Bill Hess Floor Coverings International
Tony McCall American Nationwide Mortgage
Judson Brady Judson Brady Photography
Deb Hicks Suddath Relocation Systems
John Ciangiulli Trust Business Systems
Alex Bystrycki? Baxter Title
Marc Walker Waddell & Reed
Bob Dorian Tampa Bay Times
Robert Taylor American Nationwide Mortgage
Sally Petersen LegalShield
Joe Gabriel Envoy Mortgage
Joe Hayes Cadence Bank Mortgage
Scott Tennant Access Reverse Mortgage
Nate Heilman Bullseye Surveying
Gina Couture Mr. Rekey
Stephanie Brown Uptown Title
Melonie Harris Wallace Welch & Willingham Insurance
Diane LaBonte ACCENT on TRAVEL
LeeAnn Dugan Strategic Insurance
Courtney Davis Bright Light Solutions
Christina Barron Title Security
Tracy Baer North Shore Insurance
Joel Morris Somers Title
Karen Keaton Gulf Beaches Law, PA
Michele Wilson One Source Insurance Solutions
Courtney O'Bannon Scarr Insurance Group
Rick Sandon Sandon Mortgage Group

Joyce Smith Somers Title
Lori Sandon Sandon Mortgage Gorup
Lisa Aitken Doctors Express
Debra Lee – Family Connect member

REALTOR® Members:

Jeanene Soltis Keller Williams Gulfside
Mark Thirey Clearwater Harbor Realty
Ben Friedlander Big Ben Realty
Linda Harris Keller Williams St. Pete Realty
Matthew Erickson Keller Williams St. Pete Realty
Lisa Erickson Keller Williams Realty Suncoast
Cindy Lukehart Florida Suncoast Realty
Eva Aldrich Clearwater Harbor Realty
Charlie Gantz Keller Williams Commercial

There were 8 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
- \$80 was raised for All Children's Hospital*

4. Announcements

- Numbers 5, 9, and 10 – please review these in the Affiliate Guidelines and Procedures
- Marketing Sessions are once per month, starting in February they will be the first Affiliate Meeting of each month
- Affiliate Walls – put business cards in an envelope and give to John-Paul to be placed on the other two Affiliate Walls in the county
- SavvyCard – a training will be held after the meeting today
- Affiliate Cruise – February 6 to 10 – just a handful of cabins remains, contact Diane at ACCENT on TRAVEL to book

5. Marketing Session (Pitch)

- Anti-Trust Policy was reviewed including topics that shall not be discussed
- Lisa Erickson shared 532 9th Ave N in St. Pete, \$249,000
- Charlie Gantz shared 1719 7th St S in St. Pete, \$56,500
- Mark Thirey shared 7 Elgin Pl Unit# 510 in Dunedin, \$224,900, Open House this Sunday 1pm to 4pm
- Rebecca Dalton shared 16023 Topsail Terrace in Lakewood Ranch, \$1.498 million, Open House on Feb. 13 11:30am to 1:30pm and 15623 Lemon Fish Dr in Lakewood Ranch, \$319,990
- Linda Harris shared 8800 140th St in Seminole, \$215,000, Open House this Sunday 1pm to 4pm and 197 Banyan Bay Dr in St. Pete, \$2,200 per month to rent
- Jeanene Soltis shared 2430 14th St N in St. Pete, \$459,000, Open House this Sunday
- Matt Erickson shared 803 10th St N in St. Pete, \$74,900, section 8 rental
- Ben Friedlander shared 544 Pinellas Bayway S #302 in Tierra Verde, \$579,000

- Eva Aldrich has a buyer who is looking for a condo between Belleair Beach and Redington Beach, needs to be on the Gulf and have a balcony, 2/2, 1,350 sq. ft., \$600,000 budget

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

- Steve Wichlenski – Amber and Sally Petersen
- Dan Brave – Jeanene Soltis
- Robin Emanuel – Mike and Gwin Trimis, Beth Warren, Sue Duhamel, Jay Marshall, Barbara Marshall, Lori Brink, John-Paul Mario
- Cindy Lukehart – Debbie Kampel, Gayle LaBonte, Mary Ellen Zurawski
- Deb Hicks – Jim Pello, Dylan Barrie, Sue Duhamel, Drew Corazza, Barbara Marshall, Jay Marshall, Brennan Hervey, Stella Jacobson
- Scott Tennant – Brian Chase, Ben Friedlander, Kim Sonefeld, Jan Dean
- Susan Brown – Dan Brave
- Sara Biggs – received 9 referrals from Affiliates in the last month alone, praised the Affiliate program, Bob Wisniewski, Brian Chase
- Laureen Lofgren – John-Paul Mario, Sally and Amber Petersen, Steve Wichlenski, Edina McGuire
- Brian Brown – Barry Beote, Mark Thirey
- Annamarie Dotson – Samantha McDermott, Amber and Sally Petersen
- Rick Haupricht – Amber and Sally Petersen, John Barie, Robyn Fiel, Brian Brown
- Jon Marshall – John-Paul Mario, Brian Brown, Steve Wichlenski, Diana Harvey
- George Martin – Drew Corazza, everyone at Fidelity National Title
- Gayle LaBonte read notes and cards from Realtors
- John-Paul reported that there was \$6 million in referrals in 2013
- Amber Petersen – she already has one customer from SavvyCard

John Barie and Susan Brown were chosen to sponsor the Broker Business Council Meeting on January 29

Upcoming Events

January 21	PRO Connect at Red Mesa Cantina, 5:30 p.m. to 7:00 p.m., Linda Goldfarb hosting
January 23	Paramount Mortgage's 'Meet the Underwriter' at PRO, 2:00 p.m. to 4:00 p.m.
February 11	Affiliate Open House at PRO, 9:30 a.m. to 10:30 a.m.
	PRO Start at PRO, Gold sponsors are First International Title, Pillar to Post Home Inspection, SecurityNational Mortgage, Buyers Protection Group
February 12	Affiliate Meeting at PRO, 10:30 a.m. to noon
February 13	DFC Designs' 'MIND the Matters' at PRO, 9:30 a.m. to 11:00 a.m.
February 18	PRO Connect at Red Mesa Cantina, 5:30 p.m. to 7:00 p.m., Debbie Kampel hosting
February 20	Best View Photography's 'Business Portrait Session' at PRO, 8:30 a.m. to 3:00 p.m.

February Affiliate Spotlight

Week of Feb 3	North American Title and Orderly Direction
Week of Feb 10	Fidelity National Title and MD Plus
Week of Feb 17	Wallace Welch & Willingham and Eagle Home Mortgage
Week of Feb 24	Primary Residential Lending and Emery Law

NEXT MEETING

Wednesday, February 12 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 2014 Affiliate Meeting schedule is located here: <http://pinellasrealtor.org/affiliate-advisory-committee-meetings/>