

**Affiliate Business Partners Meeting #3 Minutes**

Tuesday, February 3, 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  
Brian Chase Meridian Partners*

*Rick Moss  
Penny Lee Todd  
Gayle LaBonte  
Joel Morris  
Starr Armstrong  
Megan Coulson  
Traci Steen  
Elizabeth Madray  
Steve Totten  
Kathryn Driver  
Kim Bauer  
Sally Petersen  
Bryan Bejar  
Frank Gemma  
Carla Bristol  
John Papageorge  
Bob Dorian  
Richard Van Peer  
Heather Joie  
Jim Tizzano  
Michael Fiola  
Alexandria Bystrycki  
Anthony Testa  
Humberto Avila  
Austin Richardson  
Bill Ciaccia  
Gerald Rooks  
Neil Allen  
Joan Burnett*

*Paddock's Coffee  
PennyRich Pool Services  
Consumer Title & Escrow Svc  
Somers Title  
5 Starr Staging and Redesign  
Title Agency of Florida  
Luxe Title Services  
LegalShield Elizabeth Madray  
Hughes Exterminators  
Housing Finance Auth of Pinellas  
1-800-GOT-JUNK  
JDi Solutions Legal Shield  
Master Restoration  
Caliber Home Loans  
Gallerie 909  
Alpha Environmental Diagnostic  
Tampa Bay Times  
Walker Ford  
Rick's Home Theatre Store  
Jim Tizzano Photography  
Q-Spect Home Inspections  
Coast to Coast Title & Escrow  
Citarella Termite & Pest Mgmt  
FEMBI Mortgage  
FEMBI Mortgage  
Clear Vision Signs & Systems  
John Galt Insurance Agency  
A to Z Printing  
American Equity Mortgage*

**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*

**NOT PRESENT:**

*Marc Walker Waddell & Reed*

*Thomas Murray Edge of 9  
Jerry Smith A Snoop Inspection  
Michael Ludwig Strategic Insurance Solutions  
Diana Harvey Southland Mortgage Banc  
Rick Haupricht GreenLeaf Title  
Courtney O'Bannon Scarr Insurance  
Julya Kemp New Outlook Home Staging  
Jay Marshall House to Home Relocation  
Audra Snyder Hughes Exterminators  
Tammy Leventis MailCo  
Diana Schwarz Fiduciary Funding  
Mike Trimis CertaPro Painters  
Steve Cohn Commission Express  
Tab Brown Storm Fitters  
Joyce Smith Somers Title  
Christian Rava North American Title Co  
Maryellen Crowder MD Plus  
Amber Petersen JDi Solutions LegalShield  
Melissa Rodgers SEC Inspection Services  
Elena Reed Third Federal Savings & Loan  
Cindy Bush Neighborhood Home Solutions  
Patsy Stobie Total Title Solutions  
David Nixon Currencies Direct  
Ken Jones Wallace Welch & Willingham Ins.*

**REALTOR® Members:**

*Melissa Honeycutt Coldwell Banker  
Gayle LaBonte Capital Real Estate  
Cindy Lukehart Carrington Real Estate Svc  
Amber Petersen In Biz Fla  
Kurt Young Clearwater Harbor Realty  
Ignatius DeMio Florida Property International*

There were 4 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
- \$265 was raised for All Children's Hospital*

### 4. Announcements

- All Affiliates, Realtors, and Guests must check-in with the ladies at the front desk prior to entering the back office area
- Affiliate Gift Bag program – January's numbers will be out soon
- The next Affiliate Orientation is prior to the next Affiliate Meeting on February 24 at 9:00 a.m.
- Executive Suites are now available – contact Evelyn if you're interested in renting one, 727-216-3016
- 2015 Affiliate Directory will be out this month
- New North County social locations are being scouted by Affiliate Board Members
- Ronald McDonald House is in need of volunteers – contact John-Paul if you're interested  
AffiliateChairman@gmail.com

### 5. Marketing Session (Pitch)

- Anti-Trust Policy was reviewed including topics that shall not be discussed
- Cindy Lukehart 727-420-3628 shared:
  - \* 1611 Miller Ave, 2/2 each duplex, \$80,000 – auction ends today
  - \* 8121 Lutz Lake Fern Rd in Odessa, 4/5.5, \$723,000
  - \* 2288 Citrus Court in Clearwater, 2/2, \$130/mo HOA, \$100,000, 55+
- Amber Petersen, Carla Bristol, Mike Trimis, Melissa Honeycutt, Laureen Lofgren, and Elizabeth Madray shared information about themselves
- Melissa Honeycutt 210-913-0710 shared:
  - \* 1725 Belleair Forest Dr #1725B in Belleair, 3/2, \$440/mo HOA, \$110,000

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

- Michael Ludwig – Melissa Rodgers, Bryan Bejar
- Deb Hicks – Dylan Barrie, John Barcelo
- Bryan Bejar – Michael Ludwig
- Cindy Lukehart – John Barcelo
- Denise Drews – Cindy Bush
- Rick Haupricht – Melissa Rodgers, Jay Smith, John Barcelo, Amber and Sally Petersen, Joel Morris
- Melissa Rodgers – everyone who leases a suite at PRO, Michael Ludwig, Scarr Insurance, Wallace Welch and Willingham
- Diana Schwarz – Scarr Insurance, West Coast Insurance
- Amber Petersen – Melissa Rodgers
- Dylan Barrie – John-Paul Mario, Sierra Pacific Mortgage

### Upcoming Events

Feb 9 – Brian Heckman's 'Communication and Follow Up Plan' at PRO, 10am to noon

1 sponsor chosen: Penny Lee Todd

Feb 17 – PRO Connect at Red Mesa Cantina, 5:30pm to 7pm, Denise Drews hosting

Feb 18 – PIC's International Marketing Session, 3pm to 4:30pm at PRO

2 sponsors chosen: Elizabeth Madray, Scott Tennant

Feb 20 – Stewart Title's 'An Economic and Real Estate Outlook' at PRO, 9am to 11:30am

Feb 23 – LSG Consulting Services' 'Real Estate Mastermind Group' at PRO, 8:45am to 10:15am

Feb 24 – SavvyCard's Lunch & Learn at PRO, 10am for Realtors, noon for Affiliates

### **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 24 at 10:30 a.m. at PRO – 4590 Ulmerton Rd. Clearwater, FL

Plan to attend the Affiliate Orientation at 9:00 a.m. that day if you have not yet attended one.

Affiliates Around the Table will be held at 12:20 p.m. that day

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