

**Affiliate Business Partners Meeting #5 Minutes**

Friday, March 14, 2014 | 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 Directors:**

*Denise Drews Sierra Pacific Mortgage*  
*Francine Villa Sierra Pacific Mortgage*  
*George Martin Bullseye Surveying*  
*Robyn Fiel Fifth Third Bank*  
*Brian Chase Tampa Law Source*  
*Linda Goldfarb LSG Consulting Services*  
*John Barcelo Real Valuation Services*

**NOT PRESENT:**

*Gayle LaBonte Consumer Title & Escrow*

**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.*  
*Steve Wichlenski DFC Designs*  
*Christian Rava North American Title*  
*Laraine Chulla reSolution Resources*  
*Tammy Leventis MailCo*  
*Linda Blanton Third Federal Savings & Loan*  
*Jeanene Soltis Atlantic Mortgage Direct*  
*Ben Friedlander Ben's Pens & More*  
*Sally Petersen LegalShield*  
*Linda Blanton Third Federal Savings & Loan*  
*Darien Goodloe EverBank*  
*Tammy Boldt On Q Financial*  
*Maria Walkiewicz Feather Sound Country Club*  
*Jay Marshall House to Home Relocation*  
*Ernesto Camera Interior Design by Ernesto*  
*Jay Smith A Snoop Inspection*  
*Dan Brave Carpet Docs/Detailed Insp. Svc.*  
*Lisa Brave Carpet Docs*  
*Courtney Davis Bright Light Solutions*  
*Jon Marshall SavvyCard*  
*Joyce Smith Somers Title*

*Barry Beote EverBank*  
*Nelson Garcia Sierra Pacific Mortgage*  
*Scott Tennant Access Reverse Mortgage*  
*Sara Biggs Scarr Insurance Group*  
*Brian Brown Old Republic Home Warranty*  
*Joed Hassani Prime Protection*  
*Steve Neeson Mountain West IRA*  
*Linda Hunsinger Scott & Fenderson, Attorneys*  
*Starr Armstrong 5 Starr Staging and Redesign*  
*Glenn Smith Hughes Exterminators*  
*Angela Haddon Total Title Solutions*  
*Cindy Lukehart MD Plus*  
*Gary Brochetti Fidelity Funding Mortgage*  
*Jeffrey Newbanks Fidelity Funding Mortgage*  
*Rudy Grecco Saw Dust Studios*  
*Jeff Jones Liberty Inspections*  
*Susan Brown S & L Interiors*  
*Joel Morris Somers Title*  
*Pat Smoot SecurityNational Mortgage Co.*  
*Dr. Clark Walters, DC Hand & Foot Chiropractic*  
*Cathy Burdette Hand & Foot Chiropractic*  
*Sherry Keenan Best View Photography*  
*Jack Pyle NRE Systems*  
*Christina Bosworth Wallace Welch & Willingham Insurance*  
*Melonie Harris Wallace Welch & Willingham Insurance*  
*Kathy Britts Uptown Title*  
*Jerri Connell Title Agency of Florida*  
*Christy Smith Levy Marketing + Awards*  
*Traci Gaughan Summit Title*  
*Vanessa Verbosh Raymond James Financial Services*  
*Robin Emanuel Budget Self Storage*  
*Fred Levine Eagle Home Mortgage*  
*John Tedesco IPA Family*  
*Sue Duhamel Redefined Moving*  
*Brian Weiner BAM Landscaping*  
*Mark Fantozzi Nations Lending Corporation*

*Debra Lee – Family Connect member*

**REALTOR® Members:**

Ben Friedlander	Big Ben Realty
Marilyn Kagan	Charles Rutenberg Realty
Annie Fleeting	Beach Time Realty
Patricia Lugo	Lion's Heart Realty
Anna Darring	Keller Williams Gulfside Realty
Jeanene Soltis	Keller Williams Gulfside Realty
Karen Gutapfel	Keller Williams Gulfside Realty
Leslie Kaye	Future Home Realty
Leisa Erickson	Keller Williams Realty Suncoast
Cindy Lukehart	Florida Suncoast Realty
John Noell	Holland and Associates

There were 6 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
- \$264 was raised for All Children's Hospital*

**4. Announcements**

- The Affiliate Directory is being printed and will be mailed
- Susan Brown and Ernesto Camera do not work for John-Paul's interior design company – they are all designers that work together on projects
- Replenish business cards on the Affiliate Wall
- Reminder – there is a maximum of 2 hours on using PRO's meeting rooms
- Please continue to promote the Realtor Professional Development Scholarship – the Affiliates as a group contribute to the fund
- SavvyCard – if you want one-on-one training please contact them directly
- The Affiliates will begin donating food to the Ronald McDonald House on the weekends

**5. Marketing Session (Pitch)**

- Anti-Trust Policy was reviewed including topics that shall not be discussed
- Ben Friedlander shared 1249 Sutherland Ct #1484 in Dunedin, \$127,999
- Anna Daring shared 2830 E Thistle Ct in Palm Harbor, \$209,500
- Annie Fleeting shared 12077 Gandy Blvd N #341 in St Petersburg, \$285,000 and 7140 Pebble Beach Ln in Seminole and a gated townhouse development on 1<sup>st</sup> St E in Treasure Island
- Karen Gutapfel shared 3379 Harbor Lake Dr in Largo, \$275,000 and 1421 Maple St SW in Largo, \$234,000
- John Noell shared 2119 Little Brook Ln in Clearwater, \$214,877 and 30 Turner St in Clearwater, \$329,800
- Marilyn Kagan shared 1716 Nebraska Ave in Palm Harbor, \$325,000 and 3034 Eastland Blvd #103 in Clearwater, \$54,900
- Leisa Erickson shared a Broker's Open Monday the 17<sup>th</sup> 11:30 p.m. to 1:00 p.m. at 7630 Paradise Point Cir in St Petersburg, \$2.5 million and 2450 32<sup>nd</sup> Ave N in St Petersburg, \$49,500 and 4435 6<sup>th</sup> Ave N in St

Petersburg, \$139,000 and there is an Open House there on Sunday 1:00 p.m. to 4:00 p.m. She is interested in hiring a home stager and a pool person.

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

- John-Paul Mario – Denise Drews, Melonie Harris, Christina Bosworth, Ernesto Camera, other Affiliates that he's given business to – over \$24,000 this week
- Cindy Lukehart – Brian Chase, Deb Hicks, Robin Emanuel, Dylan Barrie, Amber Petersen, Linda Hunsinger, David Gerald
- Debra Lee – John-Paul Mario and the ability to be a "Family Connect" member, she will announce her new position soon
- Brian Chase – Robyn Fiel, Renee Mott, Scott Tennant, other Affiliate clients
- Robyn Fiel – Courtney Davis
- Mary Ellen Zurawski – Tammy Boldt, Denise Drews
- Jon Marshall – Drew Corazza, John Barie, Michelle Powell
- Linda Goldfarb – Courtney Davis, Affiliates who sponsored PIC's Global Symposium, John-Paul Mario, Kim Sonefeld, Jan Dean, Joe Farrell
- Robin Emanuel – Tracy Baer, Cindy Lukehart
- Francine Villa – all mortgage professionals who work well with each other, not against each other
- Cathy Burdette – John Barie, Diana Harvey, Steve Wichlenski, Laraine Chulla, Courtney Davis
- Christy Smith reported she's done \$3,315 in business with other Affiliates

Tammy Boldt and Jeff Jones were chosen to sponsor the International Marketing Session on March 19

#### **March Affiliate Spotlight**

Week of March 17	GadgitKids and Brightway Insurance
Week of March 24	GreenLeaf Title and Wells Fargo Short Sales
Week of March 31	Florida Bank and DFC Designs

#### **Upcoming Events**

March 17	LSG Consulting Services' 'Masterminds for Realtors' at PRO, 8:45 a.m. to 10:15 a.m.
March 18	PRO Connect at Red Mesa Cantina, 5:30 p.m. to 7:00 p.m., Gayle LaBonte hosting
March 18	Tampa Bay Title's 'Preparing and Conducting a RE Transaction' at PRO noon to 3:00 p.m.
March 19	Stewart Title's 'An Economic and Real Estate Outlook' seminar at PRO 10:00 a.m. to 11:30 a.m.
March 19	GadgitKids' '10 Tech Tools for Mobile Agents' class at PRO 3:00 p.m. to 5:00 p.m.
March 27	Tampa Law Source's 'Coffee with Counsel' session at PRO 10:00 a.m. to noon

#### **NEXT MEETING**

Friday, March 28 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 12:15 p.m. that day

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