

Affiliate Business Partners Meeting #6 Minutes

Tuesday, March 24, 2015 | 10:30 a.m.

Auditoriums A, B & C

PRO STAFF

David B. Bennett, Kim Sonefeld, Linda Derrick

AFFILIATE MEMBERS

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

Affiliate Board Members:

John Barcelo Applied Tech Resources/ValueCentric
Dylan Barrie Rock's Moving Co
Denise Drews IBERIABANK
Scott Tennant Access Reverse Mortgage
Brian Chase Meridian Partners
Robyn Fiel Academy Mortgage

NOT PRESENT:

Linda Goldfarb LSG Consulting Services

Ambassador Mentors:

John Barie JB Health and Life Solutions
Edina McGuire Sierra Pacific Mortgage

Affiliate Mentors:

Nelson Garcia Sierra Pacific Mortgage
Deb Hicks Suddath Relocation Systems
Laureen Lofgren IBERIABANK
Marc Walker Waddell & Reed

Debbie Kampel Wells Fargo Short Sales
Gayle LaBonte Consumer Title & Escrow Services
Megan Galane Mountain West IRA
Michelle Rothwell GreenLeaf Title
Brian Brown Old Republic Home Protection
Penny Lee Todd PennyRich Pool Services
Sally Petersen LegalShield
Amber Petersen LegalShield
Marilyn Corazza Coastal Property Services Group
Courtney Nestler Brightlight Solutions
Audra Snyder Hughes Exterminators
Joyce Smith Somers Title
Paula Blanda West Coast Insurance Group
Ernesto Travieso Wells Fargo
Pat Smoot SNMC Reverse Mortgages
Diana Harvey Southland Mortgage Banc
Linda Blanton Third Federal Savings & Loan
Hannah Peters Smart Move Moving & Storage
Hannah Gross Guardian Restoration
Tammy Leventis MailCo
Sarah Hasch Equity National Title
Rick Haupricht GreenLeaf Title
Pat Stobie Total Title Solutions
Melissa Rodgers SEC Inspection Services and
5 Star Pest Control

Michael Ludwig
Carol Meyer
Bill Ciaccia
Dan Brave
Megan Coulson
Diana Harvey
Bob Elmore
Jerry Rooks
Debra Lee
Frank Gemma
Joel Morris
Rick Moss
Diana Schwarz
Barry Beote
Jon Galane
Heather Joie
Robin Emanuel
Lori Sigmund
Mike Trimis
Jerry Smith
Maryellen Crowder
Brian Heckman
Thomas Murray
Amy Young
Faith Knight
Dan Hagaman
Dr. Mike Lesyshyn
John Ricker
Didier Malagies
Barbara Pailley
Kris Gehl
Leanne Hendon
Erick Verdejo
Kim Bauer
Greg Adams
Ryen Linder
Emily Smith
Marcella Hayes
Debra Iannuzzi
Betsy Braden
Fran Erdle
Darien Goodloe
Ken Jones
Mary Lehman
Bryan Bejar
Nicholas Rosado
Cindy Evans

Strategic Insurance Services
Interlink Mortgage Services
Clear Vision Signs and Systems
Carpet Docs/Inside Homes
Title Agency of Florida
Southland Mortgage Banc
Evermore Income
John Galt Insurance Agency
Innovation Cabinetry
Caliber Home Loans
Somers Title Company
Paddock's Coffee Company
Fiduciary Funding
EverBank
Mountain West IRA
Rick's Home Theatre Store
Budget Self Storage
West Coast Insurance Group
CertaPro Painters
A Snoop Inspection
MD Plus
Heckman Group at SW Funding
Edge of 9
Strategic Insurance Services
GreenLeaf Title
Hagaman Promotions
Savvy Health
Baxter Title Corp.
FAMP
Oasis Outsourcing
KG Photography
A & B Capital Inc
Cosmopolitan Title
1-800-GOT-JUNK
Genesis One Insurance Group
Home Watch Network
Goodwill Suncoast
GreenLeaf Title
Sheriffs Ranches Enterprises
Colonial Mortgage
BB&T Mortgage
Central Bank
Wallace Welch & Willingham Ins.
Fidelity National Title
Master Restoration
Mid-Blink Screen Printing
AAA

Debbie Thomas	Habitat for Humanity ReStore	Starr Armstrong	5 Starr Staging and Redesign
Robert Drummer	iMapp	Elizabeth Madray	LegalShield
Gina Couture	Mr. Rekey	Tab Brown	Storm Fitters
Joe Flynn	Landy Insurance	Dr. Clark Walters	Hand & Foot Chiropractic
Susan Brown	S & L Interiors	Barry Carroll	Exclaimit! Inc

Realtor Members:

Cindy Lukehart	Future Home Realty	Dan Marshall	Fiduciary Funding
Sherrie Pesce	C21 Coast to Coast	Joannie Burnett	E Mortgage Management
Sue Melend	Charles Rutenberg Realty		
Andrew Cabot	Holland Associates		
Patricia Lugo	Beach Access Realty		

Also in attendance were 16 guests.

AGENDA ITEMS

1. Mission Statement

2. Introductions: John-Paul, Affiliate Board Members, Affiliate Ambassador Mentors, Affiliate Mentors

3. Introductions: major sponsors, guests, new members since last meeting, existing members

- \$235 was raised for All Children’s Hospital during introductions
- March’s birthdays were acknowledged

4. Announcements/Reminders

- Affiliate pins are available for \$20 – see John-Paul if you’re interested
- Construction on the Executive Suites is finalized – contact Evelyn if you’re interested in leasing a space – esatriano@tampabayrealtor.com or 727-216-3016
- PRO is closed on Good Friday – April 3
- John-Paul will be “off the grid” from March 30 to April 4 – no emails or phone calls will be returned until April 6 due to Holy Week
- There is now a limit on how many classes that Affiliates can host/teach – 4 per year, must be spaced 3 months apart
- 1,710 possible connections have been made since the beginning of the year

5. Scholarship/Gift Bag Program

- We are revamping the program due to lack of Realtor appreciation/acknowledgment
- Will no longer be called “Gift Bag Program”
- It is combined with the Scholarship Program
- Starting in May we will have the Affiliate’s Reward Program – various Realtors will be awarded: all members who make their first transaction, members who reach \$500,000 in productivity, and members who reach \$1,000,000 in productivity.
- The new Broker Relations Director, Katie, will work with the Broker to set up a meeting with the honoree in their office. Participants of the Affiliate’s Reward Program will be chosen throughout the year to attend these meetings. Honorees will get a special gift, such as a \$100 Visa gift card, and a scholarship to a class at PRO

6. Understanding Professionalism

- You can’t be successful with being professional
- How you handle mistakes is very important

7. Live Affiliate Professional Panel (WABP TV)

- Panelists: Marc Walker, John Barie, Brian Heckman

- The panel was asked the following questions:
In today's world, what does networking mean?
Should texting be part of your business world?
After receiving a call or email, how long should it take you to respond?
What negative words should you never use with your clients?
When should a simple "thank you" fit into the business world?
Should you know what you're selling?
How does one handle a referral?
How does one dress to meet a client?

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

- Cindy Lukehart – Brian Chase
- Penny Lee Todd – Debbie Iannuzzi
- Dylan Barrie – Hannah Peters, PRO

9. Upcoming Events

March 24 – SavvyCard's 'Lunch and Learn' for Affiliates at 12:30 p.m. at PRO

March 24 – Open House for Affiliate Rick's Home Theatre Store from 4:30 to 7:30 at 1128 Central Ave in St Pete

March 25 – Somers Title's 'From Contract to Commission Part 1' from 9am to noon at PRO

April 2 – Consumer Title & Escrow Services' 'How to Know if Your Transaction is Going South' from 9am to noon at PRO

April 16 – PIC's 'Global R.E. Symposium' – 2 Affiliates chosen for a guaranteed table: Habitat for Humanity ReStore and Mountain West IRA

10 Affiliates chosen as back-up in case registration numbers increase: Diana Schwarz, Sarah Hasch, Ryen Linder, Joe Flynn, Amy Young, Brian Brown, Barry Carroll, Megan Coulson, Maryellen Crowder, Michelle Rothwell

10. Affiliate Spotlight Companies for April:

Week of April 6 – Expert Mold Test and Title Agency of Florida

Week of April 13 – SNMC Reverse Mortgages and Welcome Home Credit Services

Week of April 20 – Clear Vision Signs and IBERIABANK

Week of April 27 – Bright House Networks and On Q Financial

NEXT MEETING

Friday, April 10, 2015 | 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 2015 Affiliate Meeting schedule is located here: <http://pinellasrealtor.org/affiliate-advisory-committee-meetings/>