

**Affiliate Business Partners Meeting #7 Minutes**

Friday, April 11, 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*  
*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*

**NOT PRESENT:**

*Melissa Rodgers SEC Inspection/Pest Control*  
*Mary Ellen Zurawski ThinkQuik*

*Laureen Lofgren Florida Bank*  
*Samantha McDermott Florida Bank*  
*Dylan Barrie Rock's Moving Co.*  
*Steve Wichlenski DFC Designs*  
*Diana Harvey DFC Designs*  
*Sally Petersen LegalShield*  
*Dan Brave Carpet Docs/Detailed Insp. Svc.*  
*Joyce Smith Somers Title*  
*Barry Beote EverBank*  
*Scott Tennant Access Reverse Mortgage*  
*Brian Brown Old Republic Home Warranty*  
*Linda Hunsinger Scott & Fenderson, Attorneys*  
*Susan Brown S & L Interiors*  
*Joel Morris Somers Title*  
*Dr. Clark Walters, DC Hand & Foot Chiropractic*  
*Cathy Burdette Hand & Foot Chiropractic*  
*Christy Smith Levy Marketing + Awards*  
*Robin Emanuel Budget Self Storage*  
*John Tedesco IPA Family*  
*Brian Weiner BAM Landscaping*  
*Deb Hicks Suddath Relocation Systems*  
*Debra Lee Innovation Cabinetry*  
*Jeff Beerbohm Total Title Solutions*  
*Tammy Gizzi Bright House Networks*

*Justin Craft SavvyCard*  
*Joe Hamilton SavvyCard*  
*Jon Marshall SavvyCard*  
*Ben Friedlander Ben's Pens & More*  
*Julya Kemp New Outlook Home Staging*  
*Marilyn Corazza Coastal Property Services*  
*Diane Luttmann Fidelity National Title*  
*Marc Walker Waddell & Reed*  
*Heather Wilson ADT Security*  
*Jay Smith A Snoop Inspection*  
*Jerry Smith A Snoop Inspection*  
*Karen Garris Habitat for Humanity Resource Store*  
*Penny Lee Todd Penny Rich Pool Services*  
*Meera Patel Mountain West IRA*  
*Lynn Allison Team Stapleton of VanDyk Mortgage*  
*Dave Foster Exchange Resource Group*  
*Stephanie Brown Uptown Title*  
*Kate Bailey New Generation Title*  
*Diana Schwarz Fiduciary Funding*  
*Tammy Leventis MailCo*  
*Tom DeMint GreenLeaf Title*  
*Rebecca Dalton Lakewood Ranch Communities*  
*Cindy Lukehart MD Plus*  
*Tracy Baer North Shore Insurance Group*  
*Cory Jeffries Primary Residential Mortgage*  
*JeanMarie Suvoy Credit Information Corp.*  
*Tammy Boldt On Q Financial*  
*Diane Vance Fairway Independence Mortgage*  
*Mair Pinta PNC Mortgage*  
*Michelle Rothwell Clear Title America*  
*Joe Gabriel Fairway Independence Mortgage*  
*Carrie Esposito MetLife*

**REALTOR® Members:**

Ben Friedlander	Big Ben Realty
Patty Clark	Future Home Realty
Matt Erickson	Keller Williams St Pete Realty
Leisa Erickson	Keller Williams Realty Suncoast
Danielle Ratwani	Keller Williams St Pete Realty
Jay Ratwani	Keller Williams St Pete Realty
Randi Morgan	St Pete Beach Realty
Cindy Lukehart	Florida Suncoast Realty
Laura Bowman Salzsieder	Berkshire Hathaway Home Svc
Sharon Michel	Berkshire Hathaway Home Svc
Martha Matthews-Vasquez	Engel & Volkers Clw/Belleair
Cheryl Greenwood	Watts Realty Group
Tahisia Scantling	Future Home Realty
Joy Frishe	Charles Rutenberg Realty
Robert Archer	Charles Rutenberg Realty

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
- \$202 was raised for All Children's Hospital*

**4. Announcements**

- Cathy Burdette, Susan Brown, Laureen Lofgren, John-Paul Mario, and David Bennett will be going to All Children's Hospital and Ronald McDonald House on Monday to deliver the donated stuffed animals and dessert/cookie trays
- Ads on the TV screen – you must submit the info to Kim if you want an ad. Kim doesn't automatically put new members up on the screen.
- John-Paul will not be available April 16 through April 21 and won't be responding to email or phone calls
- PRO is closed on Good Friday
- Affiliate Spotlight – only paid Affiliate members may participate
- Affiliate Testimonials – only for mentioning PRO members, not outside companies or individuals

**5. SavvyCard**

- All PRO members get a basic SavvyCard – Affiliates and Realtors
- SavvyCard is a web app/mobile website/digital business card
- To talk to someone about your SavvyCard, call 727-502-6012
- See attached flyer for more information and visit <http://pro.savvy.com/>
- The Tampa Bay Home Directory will be launched soon – an online guide that includes PRO Affiliate members and ONLY PRO Affiliate members – it will be heavily promoted by SavvyCard

**6. Marketing Session (Pitch)**

- Anti-Trust Policy was reviewed including topics that shall not be discussed

- Ben Friedlander shared 4575 Cove Circle #904 in Madeira Beach, 55+, \$99,000; 1124 Robinson Dr N in St Pete, \$119,900; 1249 Sutherland Ct #1484 in Dunedin, \$127,900; 544 Pinellas Bayway S #302 in Tierra Verde, \$549,000
- Martha Matthews-Vasquez shared 327 Wildwood Way in Belleair, \$349,500
- Leisa and Matthew Erickson shared 1966 Shore Acres Blvd NE in St Pete, \$334,000 –Open House Saturday; 829 8<sup>th</sup> St. N is down to \$????
- Patty Clark shared 3285 40<sup>th</sup> Way S #B in St Pete, \$110,000
- Laura Bowman-Salzsieder shared 1736 87<sup>th</sup> Terrace in St Pete, \$315,000
- Danielle Ratwani shared 9681 W River Cove Pl in Homosassa, \$187,000; 10807 110<sup>th</sup> Ave in Seminole, \$139,000
- K Ratwani? shared 6820 Buckeye Rd in Palmetto, \$549,000; 6210 92<sup>nd</sup> Place #3404 in Pinellas Park, \$105,500 - Open House Sunday 11-3
- Rebecca Dalton shared 4908 Boston Common Glen in Lakewood Ranch, \$271,997; Open House on April 17 from 11:30 to 1:30 at 7327 Haddington Cove in Lakewood Ranch
- Cheryl Greenwood Shared 5865 37<sup>th</sup> Ave #23 in St Pete, \$41,000; 165 40<sup>th</sup> Ave NE in St Pete, \$95,000; 2171 Portofino Pl #24 in Palm Harbor, \$138,000; 930 40<sup>th</sup> Ave NE in St Pete, \$140,000; 218 21<sup>st</sup> Ave N in St Pete, \$579,000
- Joy Frisch shared 5441 Leeward Lane in New Port Richey, \$369,900; 5433 Leeward Lane in New Port Richey, \$269,900

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

- Joy Frisch – Jeff Beerbohm
- Sally Petersen – Penny Todd
- Tracy Baer – Samantha McDermott, Sierra Pacific Mortgage, Pam Smoot, Cindy Lukehart

Susan Brown and Joel Morris were chosen to sponsor the International Marketing Session on April 16

### **Upcoming Events**

April 15 PRO Connect social at Red Mesa Cantina, Denise Drews hosting, 5:30 p.m. to 7:00 p.m.  
 April 21 LSG Consulting Services' 'Masterminds for Realtors' at PRO, 8:45 a.m. to 10:15 a.m.  
 April 23 GadgitKids' '10 Tech Tools for Mobile Agents' at PRO, 10:00 a.m. to noon  
 April 23 Tampa Law Source's 'Coffee with Counsel' at PRO, 10:00 a.m. to noon

### **NEXT MEETING**

Tuesday, April 29 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 2014 Affiliate Meeting schedule is located here: <http://pinellasrealtor.org/affiliate-advisory-committee-meetings/>