

Affiliate Business Partners Meeting #9 Minutes

Friday, May 9, 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
John Barcelo Applied Technology Resources
Gayle LaBonte Consumer Title & Escrow

NOT PRESENT:

Linda Goldfarb LSG Consulting Services

Affiliate Mentors:

Debbie Kampel Wells Fargo
Rick Haupricht GreenLeaf Title
Amber Petersen LegalShield
Edina McGuire Sierra Pacific Mortgage
John Barie JB Health & Life Solutions

NOT PRESENT:

Melissa Rodgers SEC Inspection/Pest Control
Mary Ellen Zurawski ThinkQuik
Diana Harvey DFC Designs

Laureen Lofgren Florida Bank
Sally Petersen LegalShield
Dylan Barrie Rock's Moving Co.
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 H & F Chiropractic/GreenLeaf Title
Christy Smith Levy Marketing + Awards
Deb Hicks Suddath Relocation Systems
Jon Marshall SavvyCard
Marilyn Corazza Coastal Property Services
Drew Corazza Coastal Property Services
Diane Luttmann Fidelity National Title
Marc Walker Waddell & Reed
Mair Pinta PNC Mortgage
Michelle Rothwell Clear Title America
Tammy Boldt On Q Financial
Meera Patel Mountain West IRA
Dave Perkins GreenLeaf Title
Scott Tennant Access Reverse Mortgage
Elena Reed Third Federal Savings & Loan

Walter DeVenne Brightline Title
Michelle Rothwell Clear Title America
Craig Rice Baldwin Krystyn Sherman Insurance
Marsha Rantala Clearwater Personal Training & Massage
Fran Erdle BB&T
Janet Burch First International Title
Christal Kotchman Trust Business Systems
Karen Garris Habitat for Humanity Restore
Diana Schwarz Fiduciary Funding
Brian Hiatt SecurityNational Mortgage Co
Cindy Walker Coastal Interiors
Nelson Garcia Sierra Pacific Mortgage
Jackie McMahon Third Federal Savings & Loan
Christian Rava North American Title Co
Jerry Smith A Snoop Inspection
Carter Layne Chase Bank
Ben Friedlander Ben's Pens and More
Tom DeMint GreenLeaf Title
Rebecca Dalton Lakewood Ranch Communities
Bryan Bejar Master Restoration
Courtney O'Bannon Scarr Insurance Group
Joshua Lerette Carrington Mortgage
Sara Biggs Scarr Insurance
Shelly Grover Verizon
Gina Couture Mr. Rekey
Michele Ondrey National Heating & Air
Dave Gerald Active Security
Dave Foster The Exchange Resource Group
Starr Armstrong Five Starr Staging & Redesign
Bob Dorian Tampa Bay Times
Bruce Weber Bruce Weber Inspections
Corey Brophy Prime Protection
Jeff Beerbohm Total Title Solutions
Jay Marshall House to Home Relocation
Kathy Britts Uptown Title
Diane Cape RP Funding
Vanessa Verbosh Raymond James
Lynn Allison Team Stapleton VanDyk Mortgage
Mair Pinta PNC

REALTOR® Members:

Cynthia Grambers Charles Rutenberg Realty
Marsha Rantala Charles Rutenberg Realty
Keith Lawes Charles Rutenberg Realty
Ben Friedlander Big Ben 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
- \$177 was raised for All Children's Hospital*

4. Announcements

- John-Paul will be out of the state this Sunday through the following Saturday
- Gayle LaBonte and Denise Drews are in charge of this month's New Member Welcome in place of John-Paul
- Save the Date for the 4th Annual Wine & Food Festival – October 17, 2014 – we've already started collecting donations and have over \$1,000 contributed thus far. 50/50 tickets are currently on sale at PRO Connect events and at PRO's front desk. Major sponsorships are currently available – see attached flyer.
- On Tuesday the Realtor Rewards Program was started – a punch card system. The reward to each member who completes 20 punches will be in the form of a gift certificate (\$500) toward their future education classes at PRO. They can earn punches at in person at education classes (PRO sponsored), On-the-Road Trainings (North & South), PRO Connect networking events (North & South), Affiliate Marketing Sessions, Wine & Food Festival, Fall Expo. The \$500 doesn't expire.
- Help us promote the Realtor Professional Development Program – see attached flyer that you can use

5. Marketing Session (Pitch)

- Anti-Trust Policy was reviewed including topics that shall not be discussed
- Rebecca Dalton shared 7328 Haddington Cove in Lakewood Ranch for \$879,000 - there's a catered Open House on May 22 from 11:30 a.m. to 1:30 p.m.
- Marsha Rantala shared 157 Woodcreek Dr N in Safety Harbor for \$424,900 and 3299 Covered Bridge Dr E in Dunedin for \$194,900
- Keith Lawes shared Brittany Park Townhomes in Tarpon Springs

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

- Edina McGuire – Jon Marshall
- Gayle LaBonte – Michele Ondrey
- Christy Smith – Edina McGuire, Francine Villa
- Brian Hiatt – Christian Rava, Courtney O'Bannon
- Deb Hicks – Dylan Barrie, Brennan Hervey
- Courtney O'Bannon – Brian Hiatt
- Craig Rice – Pat Smoot
- Brian Chase – Scott Tennant, Rick Haupricht
- George Martin – Drew and Marilyn Corazza
- Sara Biggs – Marc Walker, Scott Tennant, Jim Pello
- Sally Petersen – Rick Haupricht
- Rick Haupricht – Sally Petersen, Brian Chase, John Barcelo, Jon Marshall
- Jon Marshall – Rick Haupricht, Sierra Pacific Mortgage
- Walter DeVenne – Tammy Boldt
- Brian Brown – Tom DeMint, Debbie Kampel

- Michele Ondrey – Jerry and Jay Smith
- Edina McGuire – Christy Smith
- John Barie – Sally Petersen
- Gayle LaBonte read a thank you note from a Realtor who was awarded a scholarship

Upcoming Events

May 13 – SavvyCard Basic Training at PRO, 1:15 p.m. to 2:15 p.m. and 3:30 p.m. to 4:30 p.m.

May 14 – Fidelity National Title's "Using 1031 Tax Deferred Exchanges" at PRO, 11:30am to 3pm

May 15 – Boss, Arrighi & Hoag's "Legal Issues: What Realtors Need to Know" at PRO, 10am to noon

May 16 – Best View Photography's "Business Portrait Session" at PRO, 9am to 3pm

May 19 – LSG Consulting Services' "Masterminds for Realtors" at PRO, 8:45am to 10:15am

May 19 – Trust Business Systems' "Journey to a Trusted Brand" at PRO, 1pm to 4pm

May 20 – PRO Connect at Red Mesa Cantina, Erika Sheldahl hosting

May 21 – Tampa Law Source's "Coffee with Counsel" at PRO, 10am at noon

May 21 – Tampa Law Source's "Avoiding Litigation Through Better Contract Drafting" at the Palm Harbor Library, 1:30pm to 3:30pm

NEXT MEETING

Friday, May 23 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/>