

Affiliate Business Partners Meeting #10 Minutes

Friday, May 23, 2014 | 10:30 a.m.

Auditoriums A, B & C

PRO STAFF

Kim Sonefeld

AFFILIATE MEMBERS

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

Affiliate Board Members:

<i>Denise Drews</i>	<i>Sierra Pacific Mortgage</i>	<i>Penny Lee Todd</i>	<i>PennyRich Pool Services</i>
<i>Gayle LaBonte</i>	<i>Consumer Title and Escrow Services</i>	<i>Linda Hunsinger</i>	<i>Scott & Fenderson Attorneys at Law</i>
<i>Robyn Fiel</i>	<i>Sierra Pacific Mortgage</i>	<i>Lynn Allison</i>	<i>VanDyk Mortgage, Team Stapleton</i>
<i>John Barcelo</i>	<i>Defined Technology Resources</i>	<i>David Vangsness</i>	<i>Buzzazz Internet Marketing</i>
<i>Francine Villa</i>	<i>Sierra Pacific Mortgage</i>	<i>Vanessa Verbosh</i>	<i>Raymond James Financial Services</i>
<i>Linda Goldfarb</i>	<i>LSG Consulting Services</i>	<i>Linda Blanton</i>	<i>Third Federal Savings & Loans</i>
NOT PRESENT:		<i>Scott Tennant</i>	<i>Access Reverse Mortgage</i>
<i>Brian Chase</i>	<i>Tampa Law Source</i>	<i>Samantha McDermott</i>	<i>Florida Bank</i>
<i>George Martin</i>	<i>Bullseye Surveying</i>	<i>Jon Marshall</i>	<i>SavvyCard</i>
		<i>Kadi Tubbs</i>	<i>Trust Business Systems</i>
Affiliate Mentors:		<i>Laraine Chulla</i>	<i>TLC Home Improvement Coordination</i>
<i>Edina McGuire</i>	<i>Sierra Pacific Mortgage</i>	<i>Khoa Nguyen</i>	<i>Buyers Protection Group</i>
<i>Debbie Kampel</i>	<i>Wells Fargo Short Sales</i>	<i>Marsha Rantala</i>	<i>Clearwater Personal Train & Massage</i>
<i>Mary Ellen Zurawski</i>	<i>ThinkQuik</i>	<i>Dr. Clark Walters</i>	<i>Hand & Foot Chiropractic</i>
<i>Amber Petersen</i>	<i>LegalShield</i>	<i>Jerry Girona</i>	<i>RBC Bank</i>
<i>Rick Haupricht</i>	<i>GreenLeaf Title</i>	<i>Rick Smith</i>	<i>All in the Family Home Inspections</i>
<i>John Barie</i>	<i>JB Health Care</i>	<i>Karen Kay Garris</i>	<i>Habitat for Humanity Restore</i>
NOT PRESENT:		<i>Robin Emanuel</i>	<i>Budget Self Storage</i>
<i>Melissa Rodgers</i>	<i>SEC Inspection/Pest Control</i>	<i>Ben Friedlander</i>	<i>Ben's Pens & More</i>
<i>Diana Harvey</i>	<i>DFC Designs</i>	<i>Kathy Britts</i>	<i>Uptown Title</i>
		<i>Jason Buchanan</i>	<i>SunTrust Mortgage</i>
<i>Laureen Lofgren</i>	<i>Florida Bank</i>	<i>Dave Gerald</i>	<i>Active Security</i>
<i>Cathy Burdette</i>	<i>Hand & Foot Chiro/GreenLeaf Title</i>	<i>Tammy Leventis</i>	<i>MailCo</i>
<i>Joel Morris</i>	<i>Somers Title</i>	<i>Starr Armstrong</i>	<i>Five Starr Staging & Redesign</i>
<i>Joyce Smith</i>	<i>Somers Title</i>	<i>Michele Ondrey</i>	<i>National Heating & Air</i>
<i>Pat Smoot</i>	<i>SecurityNational Mortgage Co.</i>	<i>Maria Walkiewitz</i>	<i>East Lake Woodlands Country Club</i>
<i>Jon Galane</i>	<i>Mountain West IRA</i>	<i>Nelson Garcia</i>	<i>Sierra Pacific Mortgage</i>
<i>Meera Parekh</i>	<i>Mountain West IRA</i>	<i>Susan Brown</i>	<i>S & L Interiors</i>
<i>Christian Rava</i>	<i>North American Title Co.</i>	<i>Janet Burch</i>	<i>First International Title</i>
<i>Brian Weiner</i>	<i>BAM Landscaping</i>	<i>Jay Smith</i>	<i>A Snoop Inspection</i>
<i>Christy Smith</i>	<i>Levy Marketing + Awards</i>	<i>Jerry Smith</i>	<i>A Snoop Inspection</i>
<i>Diana Schwarz</i>	<i>Fiduciary Funding</i>	<i>Dave Foster</i>	<i>Exchange Resource Group</i>
<i>Michelle Rothwell</i>	<i>Clear Title America</i>	<i>Judy Petitt</i>	<i>Hand & Foot Chiropractic</i>
<i>Debra Lee</i>	<i>Innovation Cabinetry</i>	<i>Deborah Scanlan</i>	<i>Neighborhood Home Solutions</i>
<i>Dave Perkins</i>	<i>GreenLeaf Title</i>	<i>Kathryn Driver</i>	<i>Housing Finance Authority</i>
<i>Jay Marshall</i>	<i>House to Home Relocation</i>	<i>Aaron Reed</i>	<i>AC4S Consulting</i>
<i>Ben Sommers</i>	<i>Stewart Title</i>	<i>Melissa Delwiche</i>	<i>SunTrust Mortgage</i>

Also in attendance were 11 guests.

AGENDA ITEMS

1. Mission Statement

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

3. Introductions: guests, new members, existing members

- \$122 was raised for All Children's Hospital during introductions
- May's birthdays were acknowledged

4. Reminders/Announcements

- The Affiliate Wall is only for Affiliates
- PRO Connect is only open to Realtors and Affiliates of PRO – non-members may only attend once
- **If you send an email to John-Paul, he will reply "got it" if he received it**
- Name badges will be ordered and Mentors will be assigned after you have completed Affiliate Orientation
- The 50/50 raffle for All Children's Hospital is up to \$900
- We have \$2,000 in major sponsorships for the 4th Annual Wine & Food Festival. Sponsorships are still available – all major sponsors are guaranteed a table at the event. All major sponsors receive the same benefits no matter how much they contribute.
- Special thanks to Denise Drews and Gayle LaBonte for helping with this month's New Member Welcome
- Jerick Johnston with GadgitKids is our youngest member
- John-Paul is going to Playa del Carmen, Mexico tomorrow, will be there for 12 days, and will only communicate via email in the mornings
- The Affiliate Board makes decisions for the Affiliate Program
- The Scholarship Committee makes decisions for the Realtor Professional Development Scholarship
- There will be a cookout at PRO on July 1 – all members are invited from 11:30 a.m. to 3:30 p.m. – we'll raffle off 2 volunteer spots at the next Affiliate meeting
- Spotlight Affiliates June:
 - Week of June 2: Trust Business Systems and High Tech Lending
 - Week of June 9: Five Starr Staging and AC4S Consulting
 - Week of June 16: Heritage Bank Mortgage and JDK Heating & Air Conditioning
 - Week of June 23: The Mortgage Firm and Somers Title
 - Week of June 30: Debbie Wallace Designs and Target Surveying

5. Topic: Should you refuse work?

- Don't refuse business **off the bat** – you never know what will happen
- Just because someone might not be a good fit for you doesn't mean they won't have referrals for you
- Don't judge a potential client before getting to know them
- John-Paul gave the example of his experience with a small job that turned into numerous high dollar jobs and lots of referrals

6. Affiliate's Presentations:	Fiduciary Funding	Diana Schwarz
	Levy Marketing + Awards	Christy Smith
	Hand & Foot Chiropractic	Dr. Clark Walters

Email John-Paul (johnpaulasid@gmail.com) to sign up to speak at a future meeting.

7. Gift Bag Program – April

Linda Goldfarb, Sara Biggs, Brian Chase, and Barbara Brown were randomly chosen to assemble and deliver gift bags for April's top agents on June 6 and 2:00 p.m.

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

- Scott Tennant – Jay Smith, Scarr Insurance
- Linda Goldfarb – Affiliates for helping PIC with their International Marketing Sessions, John Barie
- Kadi Tubbs – Kim Sonefeld, Jan Dean, Affiliates who came to her seminar

- John Barcelo – Cathy Burdette, Dave Perkins, Rick Haupricht, Tom DeMint, Angela Haddon, Jeff Beerbohm
- Robyn Fiel – Deborah Scanlan, Kathryn Driver
- John-Paul read an email from Jim Pello where he shared a thank you letter from a Realtor who received a bag from the Gift Bag Program

9. Upcoming Events

- June 9 – LSG Consulting Services’ “Masterminds for Realtors” at PRO, 8:45am to 10:15am
- June 11 – Best View Photography’s “Business Portrait Session” at PRO, 9am to 3pm
- June 11 – On The Road Training w/Sierra Pacific Mortgage “Unknown and Surprising Financing Options for Foreign Nationals/VA Financing” at Palm Harbor Library, 1:30pm to 3:30pm
- June 12 – GadgitKids’ “10 Tech Tools for Mobile Agents” at PRO, 10:00am to noon
- June 12 – Raymond James’ “Maximize your S.S. and Medicare Benefits” at PRO, 11:30am to 1:30pm
- June 16 – Copywriting Services Pro’s “SEO, Blogging, and Social Media for Realtors” at PRO, 10am to 11:30am
- June 16 – On The Road Training w/Sierra Pacific Mortgage “Unknown and Surprising Financing Options for Foreign Nationals/VA Financing” at St Pete Main Library, 1:30pm to 3:30pm
- June 17 – PRO Connect at Red Mesa Cantina, Gayle LaBonte hosting
- June 18 – American Nationwide Mortgage Company’s “Credit Repair for your Homebuyers” at PRO, 9am to 11am
- June 27 – Wells Fargo Short Sales’ “CineMeeting Lunch and Learn with Tony Robbins and Brian Buffini” at PRO, 11:30am to 1:30pm

2 sponsors chosen for the Maximize Your S.S. and Medicare Benefits seminar – Susan Brown and Linda Hunsinger

NEXT MEETING

June 13 | 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 2014 Affiliate Meeting schedule is located here: <http://pinellasrealtor.org/affiliate-advisory-committee-meetings/>