

Affiliate Business Partners Meeting #11 Minutes

Friday, June 13, 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:

Francine Villa *Sierra Pacific Mortgage*
Robyn Fiel *Fifth Third Bank*
Brian Chase *Tampa Law Source*
John Barcelo *Applied Technology Resources*
Gayle LaBonte *Consumer Title & Escrow*
George Martin *Bullseye Surveying*
Denise Drews *Sierra Pacific Mortgage*

NOT PRESENT:

Linda Goldfarb *LSG Consulting Services*

Affiliate Mentors:

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

NOT PRESENT:

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

Laureen Lofgren *Florida Bank*
Sally Petersen *LegalShield*
Dylan Barrie *Rock's Moving Co.*
Dr. Clark Walters, DC *Hand & Foot Chiropractic*
Cathy Burdette *H & F Chiropractic/GreenLeaf Title*
Christy Smith *Levy Marketing + Awards*
Jon Marshall *SavvyCard*
Marc Walker *Waddell & Reed*
Michelle Rothwell *Clear Title America*
Lynn Allison *Team Stapleton VanDyk Mortgage*
Jeff Beerbohm *Total Title Solutions*
Dave Gerald *Active Security*
Dave Foster *The Exchange Resource Group*
Ben Friedlander *Ben's Pens and More*
Tom DeMint *GreenLeaf Title*
Christian Rava *North American Title Co*
Jerry Smith *A Snoop Inspection*
Michelle Rothwell *Clear Title America*
Diana Schwarz *Fiduciary Funding*
Nelson Garcia *Sierra Pacific Mortgage*
Karen Garriss *Habitat for Humanity Restore*
Jim Pello *Brightway Insurance*
Julya Kemp *New Outlook Home Staging*

Rick Shook *Rick's Home Theatre Store*
Christian Cookson *Baxter Title*
Tim Jaskiewicz *Smart Move Moving & Storage*
Dave Engdahl *Palm Harbor Kitchens*
George Zhouf *Pro Realty Pix*
Jerick Johnston *GadgitKids*
David Drozdowski *Heritage Bank Mortgage*
Deborah Scanlan *Neighborhood Home Solutions*
Steve Wichlenski *DFC Designs*
Zac Hickey *Baxter Title*
Brandon Rimes *The Real Estate Quarterback Show*
Robin Emanuel *Budget Self Storage*
Jeanene Soltis *Atlantic Mortgage Direct*
Linda Hunsinger *Scott & Fenderson, PA*
Samantha McDermott *Florida Bank*
Cindy Lukehart *MD Plus*
Pat Smoot *SecurityNational Mortgage Co*
David Vangsness *Buzzazz Internet Marketing*
Ben Friedlander *Ben's Pens & More*
Aaron Reed *AC4S Consulting*
Joel Morris *Somers Title*
Sherry Keenan *Best View Photography*
Jeannette Hackett *Wells Fargo Home Mortgage*
Ken Cornelius *Wells Fargo Home Mortgage*
Albert Franco *Wells Fargo Home Mortgage*
Russell Flock *Wells Fargo Home Mortgage*
Steve Cooper *Wells Fargo Home Mortgage*
Jeff Scott *Wells Fargo Home Mortgage*
Angela Haddon *Total Title Solutions*
Sara Biggs *Scarr Insurance*
Starr Armstrong *Five Starr Staging & Redesign*
Jason Nordin *American Momentum Bank*
Annamarie Dotson *Dotson Accounting Services*
Lori Stuller *Stuller Drywall*
Tracy Baer *North Shore Insurance*
Fran Erdle *BB&T Mortgage*
Courtney O'Bannon *Scarr Insurance Group*
Bryan Bejar *Disaster Restoration*
Linda Blanton *Third Federal Savings & Loan*
Joyce Smith *Somers Title*
Maria Walkiewicz *East Lake Woodlands C.C.*
Marsha Rantala *Clearwater PT and Massage*
Donna Moore *High Tech Lending*
Mary Lehman *Fidelity National Title*
Audra Carpenter *First American Title*

Dylan Barrie	Rock's Moving Company
Christal Kotchman	Trust Business Systems
Penny Lee Todd	Penny Rich Pool Services
Christina Bosworth	Wallace Welch & Willingham Ins.
Gina Couture	Mr. Rekey
Abbie Lewin	Tampa Bay Title
Meghann Nieves	GreenLeaf Title

REALTOR® Members:

Anna Darring	Keller Williams Gulfside Realty
Jeanene Soltis	Keller Williams Gulfside Realty
Cindy Lukehart	Carrington Real Estate
Nancy Caplan	Keller Williams Palm Harbor
Quyen Trujillo	RE/MAX Realtec Group
Eva Aldrich	Homefront Realty
Ben Friedlander	Big Ben Realty
Marsha Rantala	Charles Rutenberg Realty
Roberta Milo	RE/MAX Realtec Group

There were 13 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
- \$200 was raised for All Children's Hospital*

4. Announcements

- The current pot for the 50/50 raffle is \$944 – the winning ticket will be pulled at the Wine & Food Festival on October 17
- \$10,000 committed and \$3,000 confirmed for sponsorship of the Wine & Food Festival thus far – see attached flyer for sponsorship information. The goal is to raise \$25,000 for All Children's Hospital
- Silent auction items for the Wine & Food Festival are being accepted now
- Only paid Affiliate members may be active here – that includes placing business cards on the Affiliate Wall, speaking at sponsorships, attending events, etc.
- Do not rearrange the business cards on the Affiliate Wall – they are organized by company category
- New Member Welcome will be the second Wednesday of each month starting in September
- The Pre-4th-of-July celebration will be at PRO on July 1 from 11:30 a.m. to 3:30 p.m. Six Affiliates will be chosen at the next Affiliate meeting to come help prepare the food that day, no charge, they will be promoted as sponsors of the event.
- "Like" the PRO Affiliates Facebook page – <http://www.Facebook.com/PROAffiliates> – Nelson Garcia was the 500th person to "like" the page
- Additional Executive Suites will be available in October, construction begins in 30 days. If you're interested in leasing an office, contact Evelyn at esatriano@tampabayrealtor.com

5. Marketing Session (Pitch)

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

- Brandon Rimes shared:
5506 Beamin Dew Loop in Land O Lakes, \$1.335 million, 5/5.5
3928 West Eden Rock Circle in Tampa, \$650,000, 3/3.5
17013 Aspen Meadows Drive in Lutz, \$549,000, 4/4
1850 and 1870 Main Street in Safety Harbor, \$950,000, commercial income property, 11 units
5603 E Longboat Blvd in Tampa, \$199,000, vacant lot
- Nancy Caplan shared:
2403 Huntington Blvd in Safety Harbor, \$799,000, HOA is \$240/month, 3/4
- Quyen Trujillo shared:
2152 Glenbrook Close in Palm Harbor, \$799,000, 4/3
- Anna Darring shared:
Broker's Open next Thursday, June 19 from 4pm to 7pm at 519 Belle Isle Drive in Belleair Beach
- Marsha Rantala shared:
3299 Covered Bridge Drive East in Dunedin, \$194,900, HOA is \$225/month, 2/2.5
- Jeanene Soltis has a client who is looking for 7 day rental on the Gulf, 727-424-2890

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

- Brandon Rimes – Pat Smoot, Smart Move Moving & Storage, Jon Galane, Jay Smith
- Lynn Allison – she had a meeting at Smith & Associates and was able to refer Affiliates by using the directory
- Edina McGuire – Laureen Lofgren, Christy Smith, FAST of Florida
- Julya Kemp – Debbie Kampel, John-Paul Mario
- Starr Armstrong – Christal Kotchman
- Debbie Kampel – Melissa Rodgers, Julya Kemp
- Tracy Baer – Anna Darring, Samantha McDermott, Laureen Lofgren, Sierra Pacific Mortgage team, Brad Toyne
- Bryan Bejar – Home Depot team (guests)
- Robin Emanuel – John Barie, Christina Bosworth, Marc Walker
- Amber Petersen – John Barcelo, Laureen Lofgren
- Rick Haupricht – Fran Erdle, Sally and Amber Petersen, Home Depot team (guests), John Barcelo, Dylan Barrie, Affiliate Mentor part of the Affiliate program
- Laureen Lofgren – Rick Haupricht, Sally and Amber Petersen, Edina McGuire, others who have sent her referrals, John-Paul Mario
- Edina McGuire – Jon Galane, Quyen Trujillo
- George Zhouf – PRO
- Robyn Fiel – Deborah Scanlan,
- Gayle LaBonte – Quyen Trujillo, April Gayle Guasman

Upcoming Events

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 – drink sponsor chosen is Brandon Rimes, The Real Estate Quarterback Show

June 18 – American Nationwide Mortgage Company's "Credit Repair for your Homebuyers" at PRO, 9am to 11am - sponsor chosen is Jeff Beerbohm, Total Title Solutions

June 18 – PIC's International Marketing Session at PRO, 3:30pm to 5pm – sponsor chosen is Amber Petersen, LegalShield and Tom DeMint, GreenLeaf Title

June 24 – SavvyCard's "Basic Training" at PRO, 12:30 p.m. to 1:30 p.m.

June 27 – Wells Fargo's "CineMeeting Lunch and Learn with Tony Robbins and Brian Buffini" at PRO, 11:30am to 1:30pm

Spotlight Affiliates for June

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

NEXT MEETING

Tuesday, June 24 at 10:30 a.m. at PRO – 4590 Ulmerton Rd. Clearwater, FL

Six spots to sponsor the Pre-4th-of-July Celebration on July 1 will be raffled off at this meeting.

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/>