

Affiliate Business Partners Meeting #13 Minutes

Monday, July 7, 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
Amber Petersen LegalShield
Melissa Rodgers SEC Inspection/Pest Control

NOT PRESENT:

Mary Ellen Zurawski ThinkQuik
John Barie JB Health & Life Solutions
Diana Harvey DFC Designs

Dr. Clark Walters, DC Hand & Foot Chiropractic
Christy Smith Levy Marketing + Awards
Ben Friedlander Ben's Pens and More
Christian Rava North American Title Co
Jerry Smith A Snoop Inspection
Penny Lee Todd Penny Rich Pool Services
Melissa Jayme Hancock Bank

REALTOR® Members:

Ben Friedlander Big Ben Realty
Brandon Rimes Re/Max
Cindy Lukehart Carrington Real Estate
Diane Hayes Charles Rutenberg Realty

Jacqueline Phillips
Kathryn Driver
Judy Petitt
Jamie Lynch
Sherry Keenan
Joel Morris
Annamarie Dotson
Deborah Scanlan
Christal Kotchman
Cindy Lukehart
Brian Brown
Sally Petersen
Deb Hicks
Debra Lee
Jay Craig Wright
Tracy Baer
Tom DeMint
Sue Duhamel
Scott Tennant
Bruce Weber
Dave Vangsness
Courtney O'Bannon
Linda Blanton
Joyce Smith
Marc Walker
Barry Beote
Courtney Davis
Pat Smoot
Robin Emanuel
Linda Hunsinger
Julya Kemp

Trust Business Systems
Pinellas Housing Finance Authority
Hand & Foot Chiropractic
Rising Point Solutions
Best View Photography
Somers Title
Dotson Accounting Services
Neighborhood Home Solutions
Trust Business Systems
MD Plus
Old Republic Home Warranty
LegalShield
Suddath Relocation Systems
Innovation Cabinetry
The Mortgage Firm
North Shore Insurance
GreenLeaf Title
Redefined Moving
Access Reverse Mortgage
Bruce Weber Inspections
Buzzazz Internet Marketing
Scarr Insurance Group
Third Federal Savings & Loan
Somers Title
Waddell & Reed
EverBank
Bright Light Solutions
SecurityNational Mortgage Co
Budget Self Storage
Scott & Fenderson, PA
New Outlook Home Staging

There were 7 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
- \$60 was raised for All Children's Hospital*

4. Announcements

- Please help us promote our upcoming Wine & Food Festival
- If you want to be a major sponsor of the Wine & Food Festival, please see attached flyer
- Affiliate pins are available for \$20 – proceeds go to All Children's Hospital – see John-Paul if you're interested
- PRO Connect at Bar Louie has been moved to August 27 from 5:30 p.m. to 7:30 p.m.
- At the next Affiliate meeting, spots to go visit real estate offices to help promote our upcoming events will be raffled off

5. Marketing Session (Pitch)

- Anti-Trust Policy was reviewed including topics that shall not be discussed
- Brandon Rimes shared:
 - 108 Carlyle Cir in Palm Harbor, \$730,000, 5/3.5
 - 1870 and 1850 Main St in Safety Harbor, income property, \$950,000
 - 17748 Long Point Dr in Redington Shores, vacant land, \$750,000
 - 3928 W Eden Roc Cir in Tampa, \$645,000, 3/3.5
 - 4217 W Culbreath Ave in Tampa, \$848,000, 5/2.5
 - 1990 Hidden Lake Dr in Palm Harbor, \$344,900, 3/2.5
 - 5506 Beamin Dew Loop in Land O Lakes, \$1.335 mil, 4/5.5
- Amber Petersen shared:
 - A pool hall for sale w/liquor license, \$340,000, cannot disclose exact location due to confidentiality but is south of Ulmerton Rd

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

- Cindy Lukehart – Gayle LaBonte, Tracy Baer, Robin Emanuel, John-Paul Mario
- Pat Smoot – Joel Morris
- John Barcelo – Tom DeMint, Francine Villa, Diane Schwarz
- Denise Drews – Tracy Baer, Johnny Dean
- Scott Tennant – Tom Cruxon
- Debbie Kampel – Melissa Rodgers, everyone that attended her CineMeeting last week, Jan Dean, Kim Sonefeld, Tim Stanley
- Tracy Baer – Ben Friedlander, Robin Emanuel, Sierra Pacific Mortgage team, Cindy Lukehart, Linda Blanton
- Linda Blanton – Tracy Baer
- Sue Duhamel – Robin Emanuel, Dietz real estate team, John-Paul Mario
- Rick Haupricht – Dylan Barrie
- John-Paul received many emails thanking the Affiliates for putting on the 4th-of-July Celebration, read one from Ellie Lebohner, one from a Coldwell Banker agent, and an agent that hadn't been to PRO in 15 years. He thanked the Board, the event's sponsors and everyone that attended.

Upcoming Events

- July 8 – SavvyCard's 'Basic Training for Affiliates' at PRO, 10:30 a.m. to 11:30 a.m.
- July 9 – Open House at Mountain West IRA, 3:00 p.m. to 7:00 p.m. at 609 Court St in Clearwater
- July 15 – PRO Connect at Red Mesa Cantina, 5:30 p.m. to 7:00 p.m., Michele Ondrey of National Heating & Air is hosting
- July 16 – PIC's 'International Marketing Session' at PRO, 3:30 p.m. to 5:00 p.m.
- July 17 – Mountain West IRA's 'Building Wealth in Self-Directed IRAs' at the Palm Harbor Library, 1:30 p.m. to 3:30 p.m.
- July 21 – LSG Consulting Services' 'Masterminds for REALTORS®' at PRO, 8:45 a.m. to 10:15 a.m.
- July 21 – SavvyCard's 'Basic Training for Affiliates' at PRO, 12:30 p.m. to 1:30 p.m.

July 21 – Mountain West IRA's 'Building Wealth in Self-Directed IRAs' at the St. Pete Main Library, 1:30 p.m. to 3:30 p.m.

Spotlight Affiliates for July

Week of July 7: Green Tech Termite & Pest Control and Neighborhood Home Solutions

Week of July 14: Sierra Pacific Mortgage and Lakewood Ranch Communities

Week of July 21: Patriot Lending and Old Republic Home Warranty

Week of July 28: Fiduciary Funding and Commission Express

NEXT MEETING

Friday, July 25 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/>