

**Affiliate Business Partners Meeting #14 Minutes**

Friday, July 25, 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>	Ed Kiekens	All in the Family Home Inspections
<i>Gayle LaBonte</i>	<i>Consumer Title and Escrow Services</i>	Emily Smith	Goodwill Suncoast
<i>Robyn Fiel</i>	<i>Sierra Pacific Mortgage</i>	Bill O'Connor	Goodwill Suncoast
<i>John Barcelo</i>	<i>Applied Technology Resources</i>	Heather Joie	Rick's Home Theater Store
<i>Francine Villa</i>	<i>Sierra Pacific Mortgage</i>	Chris Cox	CJs Carpet Cleaning
<i>Brian Chase</i>	<i>Tampa Law Source</i>	Christal Kotchman	Trust Business Systems
<i>George Martin</i>	<i>Bullseye Surveying</i>	Kadi Tubbs	Trust Business Systems
<i>Linda Goldfarb</i>	<i>LSG Consulting Services</i>	Kristine Hartland	Peace Wealth Management

**Affiliate Mentors:**

<i>Edina McGuire</i>	<i>Sierra Pacific Mortgage</i>	David Johnson	Scarr Insurance
<i>Amber Petersen</i>	<i>LegalShield</i>	Dave Foster	Exchange Resource Group
<i>Rick Haupricht</i>	<i>GreenLeaf Title</i>	Melissa Jayme	Hancock Bank
<i>John Barie</i>	<i>JB Health Care</i>	Mary Lobdell	A Buyer's Choice Home Inspection
<i>Diana Harvey</i>	<i>DFC Designs</i>	Barbara Favreau	Florida Blue

**NOT PRESENT:**

<i>Melissa Rodgers</i>	<i>SEC Inspection/Pest Control</i>	Cindy Bush	Neighborhood Home Solutions
Joyce Smith	Somers Title	Scott Pendleton	E Mortgage Management
Joel Morris	Somers Title	Charles Gee	CGEE Electric
Pat Smoot	SecurityNational Mortgage Co.	Christine Gree	CGEE Electric
Jon Galane	Mountain West IRA	Michelle Rothwell	Clear Title America
Christian Rava	North American Title Co.	Mike Trimis	Certa Pro Painters
Penny Lee Todd	PennyRich Pool Services	Brian Weiner	BAM Landscaping
Laraine Chulla	TLC Home Improvement Coordination	Karen Garris	Habitat ReStore
Dr. Clark Walters	Hand & Foot Chiropractic	Jay Craig Wright	The Mortgage Firm
Nelson Garcia	Sierra Pacific Mortgage	Sara Biggs	Scarr Insurance
Susan Brown	S & L Interiors	Ruth O'Leary	SavvyCard
Maria Walkiewicz	East Lake Woodlands Country Club	Dave Vangsness	Buzzazz Internet Marketing
Sally Petersen	LegalShield	Starr Armstrong	Five Starr Staging & Redesign
Tim Jaskiewicz	Smart Move Moving & Storage	Jay Marshall	House to Home Relocation
Brian Brown	Old Republic Home Warranty	Kathy Britts	Uptown Title
Dylan Barrie	Rock's Moving Co.	Cindy Lukehart	MD Plus
Scott Tennant	Access Reverse Mortgage	Jackie McMahon	Third Federal Savings & Loan
Diana Schwarz	Fiduciary Funding	Brandon Rimes	The Real Estate Quarterback Show
Lynn Allison	Team Stapleton of VanDyk Mortgage	Jamie Lynch	Rising Point Solutions
Deb Hicks	Suddath Relocation Systems	Rob Taylor	Rising Point Solutions
Cathy Burdette	Hand & Foot Chiro/GreenLeaf Title	Vanessa Verbosh	Raymond James Financial
Abbie Lewin	Tampa Bay Title	Debbie Kampel	Wells Fargo
Jerry Smith	A Snoop Inspection	Kristin Lacey	Keystone Painting
Jay Smith	A Snoop Inspection	Tab Brown	Storm Fitters
Ben Friedlander	Ben's Pens & More	Leona Broussard	AFLAC
Christy Smith	Levy Marketing + Awards	Debra Lee	Innovation Cabinetry
Tammy Leventis	MailCo	Bob Dorian	Tampa Bay Times
		Marino Cecchi	Fiduciary Funding
		Richard Minton	PennyRich Pool Service

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**

- \$472 was raised for All Children's Hospital during introductions
- July's birthdays were acknowledged

### **4. Reminders/Announcements**

- Make sure your business cards show the correct contact information
- Help us promote the Wine & Food Festival, bring in silent auction items, major sponsorships are still available – contact John-Paul, 50/50 is up to \$1,580
- August 27 is the next Bar Louie PRO Connect
- Affiliate Pins are available for \$20 – proceeds benefit All Children's Hospital – contact John-Paul
- There's been 3,563 possible connections through various PRO events
- Spotlight Affiliates August:
  - Week of August 4 – Fifth Third Bank and Storm Fitters
  - Week of August 11 – Currencies Direct and Paramount Mortgage
  - Week of August 18 – Third Federal Savings and Loan and A Buyer's Choice Home Inspection
  - Week of August 25 – Title Security and SEC Inspection Services

### **5. Topic: Brilliant Service is the Bottom Line**

- Passion is a major component to providing great service
- Is it important to you? Is it what you stand for? What do you want to be known for?
- You want to be known for providing brilliant service – do you believe in doing that? You must.
- The level of service you provide has a proven and direct impact on your financial results
- Belief is the foundation of action – when you believe, you begin to think
- You become personally accountable to ensure customers receive an exceptional experience

### **6. Affiliate's Presentations:**

David Johnson and Sara Biggs – Scarr Insurance  
Kristine Hartland – Peace Wealth Management  
Dave Foster – Exchange Resource Group

Email John-Paul ([johnpaulsid@gmail.com](mailto:johnpaulsid@gmail.com)) to sign up to speak at a future meeting.

### **7. Gift Bag Program – June**

Jay Smith, Victoria Prast, Marc Blackburn, and Todd Christofferson were randomly chosen to assemble and deliver gift bags for June's top agents on July 30 at noon.

### **8. PRO's Annual Meeting**

18 tables were raffled off to these companies:

1. Raymond James Financial
2. Scarr Insurance
3. Goodwill Suncoast
4. Tampa Bay Times
5. PennyRich Pool Services
6. SavvyCard
7. Fiduciary Funding
8. JB Health & Life Solutions
9. LegalShield

10. Access Reverse Mortgage
11. Levy Marketing + Awards
12. House to Home Relocation
13. MD Plus
14. S & L Interiors
15. The Real Estate Quarterback Show
16. Hand & Foot Chiropractic
17. SecurityNational Mortgage (Pat Smoot)
18. Neighborhood Home Solutions

## 9. Affiliates Visiting Offices

7 Affiliates were chosen to visit offices to promote our upcoming events:

1. Jerry Smith with A Snoop Inspection
2. Pat Smoot with SecurityNational Mortgage
3. Joel Morris with Somers Title
4. Ruth O'Leary with SavvyCard
5. Nelson Garcia with Sierra Pacific Mortgage
6. Lynn Allison with VanDyk Mortgage
7. Christy Smith with Levy Marketing

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

- Cindy Lukehart – Jon Galene and Vanessa Verbosh
- Sally Petersen – John-Paul Mario, Jerry Smith
- David Johnson – Ruth O'Leary
- Amber Petersen – Annamarie Dotson, Vanessa Verbosh, Amanda Cole, Leonna Broussard, Charles Gee, Laraine Chulla, Rick Haupricht
- Brandon Rimes – Laraine Chulla, Jerry and Jay Smith, Tim Jaskiewicz, Jon Galane, Pat Smoot
- Linda Goldfarb – Diane Luttmann, Kristine Bredeau, Ben Friedlander
- Kadi Tubbs – Linda Goldfarb, Julya Kemp, Joe Hassani
- Diana Schwarz – John Barcelo, Debbie Kampel
- Mike Trimis – Starr Armstrong
- Tab Brown – John-Paul Mario, Laraine Chulla
- Penny Lee Todd – Dr. Clark Walters, Rick Haupricht
- An email was read from an Affiliate who spoke at the May meeting saying they received business from it
- Jon Galane – everyone that attended and supported his Open House
- John-Paul Mario – Gina Couture
- John-Paul read an email from a Realtor who received a gift bag from the Gift Bag Program and uses the Affiliate Directory, and read another email from an Affiliate happy to receive a name badge

## 11. Upcoming Events

- July 30 – Broker Business Council Meeting – 2 Affiliates selected to sponsor are Rick Shook and Mary Lobdell
- Aug 7 – SecurityNational Mortgage Co.'s "Work With Any Type of Client: Communication Strategies" class 9:30 a.m. to 10:30 a.m.
- Aug 8 – GadgitKids' "10 Tech Tools for Mobile Agents" workshop 10:00 a.m. to noon
- Aug 13 – Exchange Resource Group's "An Intro to 1031 Exchanges" at the St Pete Library, 1:30 p.m. to 3:30 p.m.
- Aug 18 – LSG Consulting Services' "Masterminds for REALTORS®" meeting 8:45 a.m. to 10:30 a.m.
- Aug 19 – PRO Connect at Red Mesa Cantina in St Pete, 5:30 p.m. to 7:00 p.m., Abbie Lewin is hosting
- Aug 21 – Tampa Bay Title's "Municipal Lien Searches – What Every Real Estate Agent Should Know" class 9:30 a.m. to 11:30 a.m.

- Aug 21 – Exchange Resource Group’s “An Intro to 1031 Exchanges” at the Palm Harbor Library, 1:30 p.m. to 3:30 p.m.
- Aug 27 – PRO Connect at Bar Louie in the Countryside Mall in Clearwater, 5:30 p.m. to 7:00 p.m.

**NEXT MEETING**

August 5 | 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/>