

Affiliate Business Partners Meeting #15 Minutes

Tuesday, August 4, 2015 | 10:30 a.m.

Auditoriums A, B & C

PRO STAFF

Kim Sonefeld, Marketing and Communications Manager and Affiliate Liaison

Linda Derrick, Special Events & Projects Manager

AFFILIATE MEMBERS

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

Affiliate Board Members:

John Barcelo Applied Technology Resources/Valucentric
Dylan Barrie Rock's Moving Co
Brian Chase Meridian Partners
Robyn Fiel Academy Mortgage
Linda Goldfarb LSG Consulting Services
Samantha McDermott IBERIABANK
Scott Tennant Access Reverse Mortgage
Denise Drews American Bancshares Mortgage

Ambassador Mentors:

Edina McGuire American Bancshares Mortgage
John Barie JB Health and Life Solutions

Affiliate Mentors:

Nelson Garcia SunPoint Home Loans
Deb Hicks Suddath Relocation Systems

NOT PRESENT:

Laureen Lofgren IBERIABANK
Marc Walker Waddell & Reed

REALTOR® Members:

Cindy Lukehart Future Home
Andrew Cabot Holland Associates
Lorraine Bennett Future Home Realty
Lori Hopkins Pinellas Waterfront Homes
Dawn Lazzaro Coldwell Banker Palm Harbor
Barbara Willingham Keller Williams Seminole
Doug Merriott Blake Real Estate
Jackie Lynn Charles Rutenberg Realty
Caroline York Caroline York Real Estate
Mary Vattamattam JKC Florida Realty Inc
Matt Brooks Realty Executives Adamo

Major Affiliate Sponsors:

Francine Villa American Bancshares Mortgage
Michael Ludwig Strategic Insurance Services
Julya Kemp New Outlook Home Staging
Joyce Smith Somers Title
Joel Morris Somers Title
Jim Pello Brightway Insurance
Diana Schwarz Fiduciary Funding
Barry Beote IBERIABANK
Jeff Beerbohm Total Title Solutions
Jake Alexander Total Title Solutions
Megan Galane Mountain West IRA
Haley Murphy International Title Partners

Neil Wicks
Robin Emanuel
Debbie Kampel
Michelle Rothwell
Jerry Smith
Bob Elmore
Maria Walkiewitz
Penny Lee Todd
Stephanie Stephens
Nathan Gypin
Debbie Thomas
Kris Gehl
Bob Johnson
Amber Petersen
Steve Cohn
Tracy Baer
Dan Hagaman
Bob Elmore
Debra Lee
Gina Couture
Thomas Murray
Brian Randolph
Megan Coulson
Carol Meyer
Megan Willoughby
Ron Niquette
Sally Petersen
Katrina Moyer
Jay Marshall
Jerick Johnston
Elena Reed
Jackie McMahon
Dave Gerald
Josh Brown
Stuart Bromfield
Dr. Clark Walters
Sherry Keenan
Jeb Boulware
Ken Jones
Eric Lawson
John Phillippe
Barbara Pailley
Ashley Kruiise
Donna Kruiise
Brian Kruiise
Dana Kruiise
April Kalapp
John Ricker
Yvette Gaugh
Gary Dorman

Regal Home Inspections
Budget Self Storage
Wells Fargo Short Sales
Columbus Capital Lending
A Snoop Inspection
Evermore Income
East Lake Woodlands C.C.
Family Connect Member
Sapphire Title & Escrow Co.
TWS Home and Business Inventory
Habitat for Humanity ReStore
KG Photography
Homewatch Contractors Network
JDi Legal Shield
Commission Express
North Shore Insurance
Hagaman Promotions & Awards
Evermore Income
Innovation Cabinetry
Mr. Rekey
Edge of 9 Lounge & Events Center
Nations Lending Corp.
Title Agency of Florida
Interlinc Mortgage
GreenLeaf Title
Pest Control Solutions & Svc
JDI Legal Shield
State Farm Bank
House to Home Relocation
Johnston Consulting
Third Federal Savings & Loan
Third Federal Savings & Loan
Habitat for Humanity
AAA Insurance
On Q Financial
Hand & Foot Chiropractic
Best View Photography
Homestar Financial Corp
Wallace Welch & Willingham Ins.
360TourVision
360TourVision
Oasis Outsourcing
Seek Squad
Seek Squad
Seek Squad
Seek Squad
First American Title
Baxter Title
VineIT
GPS Inspection Services

Heather Joie
Sonia Pfizenmaier

Rick's Home Theatre Store
Kron & West A/C

There were 4 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
- \$400 was raised for All Children's Hospital*

4. Announcements

- October 16 – mark your calendar for the 5th Annual Wine & Food Festival – invite all your contacts, as this event is open to everyone, not just PRO members
- Please contribute silent auction items to the 5th Annual Wine & Food Festival. They will be showcased in the Computer Lab the two weeks leading up to the event, starting October 6. You may come in and browse the items and “buy now” or bid on them.
- August 12 – PRO Connect at Bar Louie in Clearwater from 5:30 p.m. to 7:00 p.m. – **MEMBERS ONLY** – one Realtor will win their 2016 Realtor membership dues, other door prizes will be raffled off
- If you receive an email from John-Paul, respond to him only, not Kim Sonefeld or anyone else
- At the next Affiliate Meeting, August 18, we will be raffling tables off for the Annual Meeting that will be on September 11
- At the next Affiliate Meeting, August 18, we will be raffling off major sponsorships for 2016. 9 spots will be open first to existing major sponsors, then the remaining 9 will be open to all others.
- Thanks to Steve Cohn for helping with the Broker Breakfast last week

5. Marketing Session (Pitch)

- Anti-Trust Policy was reviewed including topics that shall not be discussed
- Lorraine Bennett introduced herself to us as a Realtor – somewhat new to doing business in the Pinellas area, she is in need of mortgage and insurance contacts
- Lori Hopkins shared:
12960 Gulf Blvd #213 in Madeira Beach, \$284,999, \$504/month HOA, 2/1
- Linda Goldfarb shared:
2303 Eaton Ct in Safety Harbor, \$619,000, 5/4 ½ - Brokers Open tomorrow from 12pm to 2pm
- Dawn Lazarro?? Shared:
4151 Chesterfield Circle in Palm Harbor, 3/2, \$168,000, \$290/month HOA, Open House Sunday
- Doug Marriott shared:
6673 10th Ave N in St. Pete, 4/3, \$314,900
- Andrew Cabot shared:
3812 Cortez Dr Unit C in Tampa, 2/1, \$58,985, \$222/HOA
1300 Clearwater Largo Rd in Largo, commercial property, \$149,949
- Mary ?? shared:
3905 Snapper Pointe Dr in Tampa, 4/4 ½, \$1,595,000
- Caroline York shared:
917 Monticello Blvd N in St Pete, 3/2 ½, \$500,000
- Jackie Lynn shared:
12760 Indian Rocks Rd in Largo, 1/1, \$76,500, \$276.57/month HOA
- Barbara Willingham shared:
9775 78th Ave in Seminole, 5/3 ½, \$719,000

- Cindy Lukehart shared:
3048 Sandpiper Pl in Clearwater, Open House today from 4pm to 6pm, 3/2, \$390,000

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

- Diana Schwarz – Kim Sonefeld
- Michael Ludwig – Denise Drews, Scott Tennant, Melissa Rodgers
- Linda Goldfarb – Tracy Baer, Sherry Keenan
- Dylan Barrie – Robert Olmstead
- Dave Gerald – PRO's Young Professionals Network
- Tracy Baer – Linda Goldfarb, Fran Erdle
- John Barcelo – Michelle Rothwell, Carol Meyer, Cindy Lukehart, Rick Haupricht, Megan Willoughby
- Deb Hicks – Scott Tennant, Dylan Barrie, Hannah Peters
- Amber Petersen – Laureen Lofgren
- Megan Galane – Yvette Gaugh
- Andrew Cabot – Linda Goldfarb, April Kalapp, Steve Cohn
- Robin Emanuel – Ryen Linder
- Rick Haupricht – John Barcelo
- John-Paul read a letter from a Realtor who pitched a property and successfully sold it.
- PRO staff will be volunteering at All Children's Hospital/Ronald McDonald House – helping stuff and deliver backpacks for patients and families

Upcoming Events

August 5 and 6 - Wallace Welch & Willingham's 'Understanding NFIP Changes (On the Road trainings)' at the St. Pete Main and Palm Harbor Libraries, both sessions 1:30pm to 3:30pm

August 6 – A Buyer's Choice Home Inspection's 'Realtor Self Protection and Personal Safety Workshop' at PRO, 10am to noon

August 12 – SavvyCard's 'Basic Training for Realtors' at PRO, 2:30pm to 3:30pm

August 12 – PRO Connect at Bar Louie in Clearwater, 5:30pm to 7:00pm

August 17 – LSG Consulting Services' 'Real Estate Mastermind Group of Tampa Bay' at PRO, 8:45am to 10:15am

Affiliate Spotlight in August:

Week of August 3: Homestar Financial Corp and TWS Home Inventory

Week of August 10: Fiduciary Funding and First American Title

Week of August 17: Currencies Direct and Paramount Mortgage

Week of August 24: Third Federal Savings & Loan and A Buyer's Choice Home Inspection

NEXT MEETING

Tuesday, August 18 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 2015 Affiliate Meeting schedule is located here: <http://pinellasrealtor.org/affiliate-advisory-committee-meetings/>