

**Affiliate Business Partners Meeting #17 Minutes**

Friday, September 5, 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:**

*Robyn Fiel*                      *Sierra Pacific Mortgage*  
*Linda Goldfarb*                *LSG Consulting Services*  
*Gayle LaBonte*                *Consumer Title & Escrow*  
*George Martin*                *Bullseye Surveying*  
*Brian Chase*                    *Tampa Law Source*

NOT PRESENT:

*Denise Drews*                 *Sierra Pacific Mortgage*  
*John Barcelo*                 *Applied Technology Resources*  
*Francine Villa*                 *Sierra Pacific Mortgage*

**Affiliate Mentors:**

*Edina McGuire*                *Sierra Pacific Mortgage*  
*John Barie*                     *JB Health & Life Solutions*  
*Diana Harvey*                 *DFC Designs*  
*Melissa Rodgers*              *SEC Inspection/Pest Control*

NOT PRESENT:

*Amber Petersen*               *LegalShield*  
*Rick Haupricht*               *GreenLeaf Title*

*Dr. Clark Walters, DC*       *Hand & Foot Chiropractic*  
*Christian Rava*                *Stewart Title*  
*Jerry Smith*                    *A Snoop Inspection*  
*Penny Lee Todd*               *Penny Rich Pool Services*  
*Melissa Jayme*                *Hancock Bank*  
*Christal Kotchman*            *Trust Business Systems*  
*Cindy Lukehart*               *MD Plus*  
*Jeff Beerbohm*                *Total Title Solutions*  
*Megan Galane*                 *Mountain West IRA*  
*Maria Walkiewicz*            *East Lake Woodlands C.C.*  
*Dylan Barrie*                 *Rock's Moving Company*  
*Brandon Rimes*                *The Real Estate Quarterback Show*  
*Kristin Lacey*                 *Keystone Painting*  
*Heather Joie*                 *Rick's Home Theatre Store*  
*Laureen Lofgren*             *Florida Bank*  
*Scott Tennant*                *Access Reverse Mortgage*

**REALTOR® Members:**

*Brandon Rimes*                *Re/Max*  
*Cindy Lukehart*               *Carrington Real Estate*  
*Kim Cooke*                    *Charles Rutenburg Realty*  
*Ben Friedlander*              *Big Ben Realty*  
*Beth Snyder*                 *RMS Elite Properties*  
*Andrew Cabot*                *Holland & Associates*

*Cam Carlin*  
*Lisa Mills*  
*Mike Trimis*  
*Deb Hicks*  
*Debbie Kampel*  
*Tab Brown*  
*Linda Blanton*  
*Matt Squires*  
*Sherry Keenan*  
*Dan Brave*  
*Brighid Miller*  
*Susan Brown*  
*Ben Friedlander*  
*Albert Franco*  
*Ken Cornelius*  
*Steve Cooper*  
*Betsy Braden*  
*Joe Gabriel*  
*Tracy Baer*  
*Linda Hunsinger*  
*Emily Smith*  
*Jay Marshall*  
*Tina Cahill*  
*Judy Petitt*  
*Tom DeMint*  
*Sarah Hasch*  
*Marc Walker*  
*Abbie Lewin*  
*Michelle Rothwell*  
*Joel Morris*  
*Joyce Smith*  
*Samantha McDermott*  
*Robin Emanuel*  
*Scott Maurer*  
*Troy Locklin*  
*Marina Kron*  
*David Vangsness*  
*Tony Bertolotti*  
*Jerick Johnston*

*We Insure Florida*  
*Sheriffs Ranches Enterprises*  
*CertaPro Painters*  
*Suddath Relocation Systems*  
*Wells Fargo*  
*Storm Fitters*  
*Third Federal Savings & Loan*  
*Mutual of Omaha Bank*  
*Best View Photography*  
*Expert Mold Test/Inside Homes*  
*West Coast Insurance*  
*S & L Interiors*  
*Ben's Pens & More*  
*Wells Fargo*  
*Wells Fargo*  
*Wells Fargo*  
*Colonial Mortgage*  
*Fairway Lending*  
*North Shore Insurance*  
*Law Office of Scott Fenderson*  
*Goodwill Suncoast*  
*House to Home Relocation*  
*E Mortgage Management*  
*Hand & Foot Chiropractic*  
*GreenLeaf Title*  
*First International Title*  
*Waddell & Reed*  
*Tampa Bay Title*  
*Bay National Title*  
*Somers Title*  
*Somers Title*  
*Florida Bank*  
*Budget Self Storage*  
*Advanta IRA*  
*J & B Fine Cabinetry*  
*Kron & West A/C*  
*Buzzazz Internet Marketing*  
*Prime Protection*  
*GadgitKids*

There were 12 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
- \$135 was raised for All Children's Hospital*

### 4. Announcements

- It was voted that at the December PRO Connect at Red Mesa Cantina, Realtor membership dues will be raffled off to one lucky winner
- Major Sponsorships for 2015 are available now – contact John-Paul if you are interested in being one
- There were a few mistakes in the latest issue of the PROView Monthly – dates of the upcoming Affiliate Marketing Sessions are 10/7, 11/14, and 12/2, and the Affiliate Expo will be on November 4
- **If each Affiliate Member gave \$20, \$10,000 would be raised for All Children's Hospital**
- Executive Suites construction began on Monday, should be complete in November. If you are interested in leasing a suite, contact Evelyn at PRO – [esatriano@tampabayrealtor.com](mailto:esatriano@tampabayrealtor.com) or 727-216-3016
- Affiliate Pins are available for purchase for \$20 – proceeds benefit All Children's Hospital – contact John-Paul to purchase one
- Affiliate Open House is September 10 at 9:30 a.m. at PRO – invite anyone who you think would be interested in joining the Affiliate Program

### 5. Marketing Session (Pitch)

- Anti-Trust Policy was reviewed including topics that shall not be discussed
- Kim Cooke shared:  
2041 Australia Way W #53 in Clearwater, 55+ condo, \$323 monthly fee, \$89,900, 2/2  
10052 82<sup>nd</sup> Ln in Largo, \$189,900, 3/2, Open House this Sunday from 1pm to 4pm
- Cindy Lukehart shared:  
537 Orangewood Dr in Dunedin, property will be sold at auction, 3/1.5  
9134 Tudor Dr #M207 in Tampa, \$27,900, 2/1  
12207 Majory Ave in Tampa, \$45,000, 1/1  
11631 Foxworth Ln in New Port Richey, 55+, \$96,000  
1952 Laughing Gull Lane #1422 in Clearwater, \$68,000 property will be sold at auction  
1813 West Dr in Clearwater, \$139,600 property will be sold at auction  
656 Bayway Blvd #3 in Clearwater Beach, \$550,000 property will be sold at auction
- Beth Snyder shared:  
1110 Highland St S in St Pete, \$319,000, 4/2, Open House this Sunday from 1pm to 4pm
- Ben Friedlander shared:  
544 Pinellas Bayway S #302 in Tierra Verde, \$499,900, 2/2
- Andrew Cabot shared:  
9900 Eagles Point Circle #2 in Port Richey, \$345 monthly fee, \$59,595, 2/2  
1916 Ridgewood Dr in Clearwater, \$139,850, 3/2, Open House this Saturday from noon to 2pm  
8900 143<sup>rd</sup> St in Seminole, \$725,000
- Brandon Rimes shared:  
5506 Beamin Dew Loop in Land O Lakes, \$1.335 mil, 4/5.5  
31 Valencia Cir in Safety Harbor, 3/2  
0 N Jasmine Ave in Tarpon Springs, design/build, \$399,900

208 Crystal Beach Ave in Crystal Beach/Palm Harbor, \$269,900, 3/2  
2261 Tampa Rd in Palm Harbor, 3 different structures, \$1,399,000  
4823 Longwater Way in Tampa, \$620,000, 4/2  
636 Corey Ave in St Pete Beach, hotel property – 5 units and owners suite, \$595,000  
5710 White Ibis Lane in Land O Lakes, \$425,000  
11530 S US Hwy 41 in Gibsonton, property includes a bait shop and other structures, \$449,000

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

- Brandon Rimes – Pat Smoot, John Barcelo, John Galane, Megan Galane, Tab Brown, Tim Jaskiewicz, Jerry and Jay Smith, Louis Bakka???
- Robyn Fiel – Laureen Lofgren
- Deb Hicks – Sue Duhamel, Dylan Barrie, Beth Warren, Tim Jaskiewicz, Samantha McDermott, Tracy Baer
- Penny Lee Todd – Gayle LaBonte, Denise Drews, PRO, John-Paul Mario
- Melissa Rodgers – Robyn Fiel, John Barcelo, Christian Rava, Debbie Kampel, Gayle LaBonte, Edina McGuire
- Cindy Lukehart – Debbie Kampel, Gayle LaBonte, Amanda Cole
- Tracy Baer – Edina McGuire, Denise Drews, Robyn Fiel, Ben Friedlander, Linda Blanton
- Robin Emanuel – Tracy Baer, Mary Ellen Zurawski, John Barie, Dan Brave
- Dylan Barrie – Bruce Weber, John Barie
- Scott Tennant – PRO, Affiliate Program
- Tab Brown – Brandon Rimes, various PRO Realtors
- Susan Brown – Tab Brown, Troy Locklin, John-Paul Mario
- Sherry Keenan – Linda Goldfarb

**7. 2014 Wine & Food Festival** – the following Affiliate were chosen to have a (\$75) table at the event:

Storm Fitters – Tab Brown  
Tampa Bay Title – Abbie Lewin  
Stewart Title – Christian Rava  
Bay National Title – Michelle Rothwell  
Colonial Mortgage – Betsy Braden  
Wells Fargo  
North Shore Insurance – Tracy Baer

These Affiliates became major event sponsors, contributing \$250 or more:

Lakewood Ranch Communities – Rebecca Dalton  
E Mortgage Management – Scott Pendleton  
Mountain West IRA – Megan Galane  
Somers Title – Joel Morris  
S & L Interiors – Susan Brown  
A Snoop Inspection – Jerry Smith  
SEC Inspection Services – Melissa Rodgers  
Access Reverse Mortgage – Scott Tennant

6 volunteers for this event will be chosen at the next Affiliate meeting.

### **Upcoming Events**

Sept 11 – Bullseye Surveying’s “Boundary Surveys and Elevation Certificates – What a REALTOR® Needs to Know” at the Palm Harbor Library from 1:30 p.m. to 3:30 p.m.

Sept 15 – LSG Consulting Services’ “Masterminds for Realtors®” at PRO, 8:45 a.m. to 10:15 a.m.

Sept 16 – SavvyCard’s “Basic Training for Affiliates” at PRO, noon to 1:00 p.m.

Sept 16 - Bullseye Surveying’s “Boundary Surveys and Elevation Certificates – What a REALTOR® Needs to Know” at the St. Pete Main Library, 1:30 p.m. to 3:30 p.m.

Sept 16 – PRO Connect at Red Mesa Cantina in St Pete, 5:30 p.m. to 7:00 p.m.

Sept 17 – International Marketing Session at PRO, 3:30 p.m. to 5:00 p.m., 2 sponsors chosen were: Dylan Barrie and Jeff Beerbohm

Sept 19 – PRO’s Annual Business Meeting & Installation at PRO, 10:00 a.m. to 1:00 p.m.

Sept 23 – Consumer Title & Escrow Services’ “Sales Success & Rapid Rapport Building” at PRO, 9:00 a.m. to 11:00 a.m.

Sept 24 – Tampa Law Source’s “Coffee with Counsel Residential and Commercial Evictions” at PRO, 10:00 a.m. to noon

**Spotlight Affiliates for September**

Week of September 8: Hancock Bank and PRO

Week of September 15: Post Professionals Plus and TLC Home Improvement Coord.

Week of September 22: Walker Ford and Total Title Solutions

Week of September 29: Pinnacle Home Inspection and Regions Bank

**NEXT MEETING**

Tuesday, September 16 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/>