

Affiliate Business Partners Meeting #19 Minutes

Tuesday, October 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:

Robyn Fiel *Sierra Pacific Mortgage*
Linda Goldfarb *LSG Consulting Services*
Gayle LaBonte *Consumer Title & Escrow*
George Martin *Bullseye Surveying*
Brian Chase *Tampa Law Source*
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*
Amber Petersen *LegalShield*
Rick Haupricht *GreenLeaf Title*
Melissa Rodgers *SEC Inspection/Pest Control*

Jerry Smith *A Snoop Inspection*
Penny Lee Todd *Penny Rich Pool Services*
Cindy Lukehart *MD Plus*
Maria Walkiewicz *East Lake Woodlands C.C.*
Dylan Barrie *Rock's Moving Company*
Brandon Rimes *The Real Estate Quarterback Show*
Laureen Lofgren *Florida Bank*
Deb Hicks *Suddath Relocation Systems*
Linda Blanton *Third Federal Savings & Loan*
Jackie McMahon *Third Federal Savings & Loan*
Matt Squires *Mutual of Omaha Bank*
Dan Brave *Expert Mold Test/Inside Homes*
Betsy Braden *Colonial Mortgage Group*
Linda Hunsinger *Law Office of Scott Fenderson*
Tina Cahill *E Mortgage Management*
Sarah Hasch *First International Title*
Michelle Rothwell *Bay National Title*
Samantha McDermott *Florida Bank*
Michael Benken *Michael Benken Photography*

Courtney Davis
Dave Foster
Pat Smoot
Melissa Jayme
Jim Tizzano
Erika Sheldahl
Karen Garris
David Moss
Elizabeth Madray
Lisa Mills
Kristin Lacey
Barry Beote
David Morris
Angela Haddon
Frank Gemma
Jamie Lynch
Sally Petersen
Pat Smoot
Jerick Johnston
Joe Gabriel
Heather Joie
Courtney O'Bannon
Sue Duhamel
Emily Smith
Kim Bauer
Kathryn Driver
Mary Lobdell
Tab Brown
Sonia Pfizenmaier
Nelson Garcia
Dr. Clark Walters
Joshua Lerette
Ruth O'Leary
Scott Tennant
Mike Trimis
Diana Schwarz
Craig Wright
Christian Cookson

Brightlight Solutions
Exchange Resource Group
Total Title Solutions
Hancock Bank
Jim Tizzano Photography
Stewart Title
Habitat for Humanity ReStore
Paddock's Coffee
The M Group
Florida Sheriff's Youth Ranches
Keystone Painting
EverBank
Haskell Termite & Pest Control
Total Title Solutions
Caliber Home Loans
Rising Point Solutions
LegalShield
SecurityNational Mortgage Co.
GadgitKids
Fairway Lending
Rick's Home Theater
Scarr Insurance Group
Redefined Moving
Goodwill Suncoast
1-800-GOT-JUNK
Housing Finance Authority
A Buyer's Choice Home Inspection
Storm Fitters
Kron & West A/C
Sierra Pacific Mortgage
Hand & Foot Chiropractic
Carrington Mortgage
SavvyCard
Access Reverse Mortgage
CertaPro Painters
Fiduciary Funding
The Mortgage Firm
Baxter Title Corp

REALTOR® Members:

Brandon Rimes *Re/Max*
Cindy Lukehart *Carrington Real Estate*
Martha Vasquez *Coastal Property Groups Intl*
Quyen Trujillo *Charles Rutenberg Realty*
Randi Morgan *Ann Rogers & Associates*

There were 8 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
\$116 was raised for All Children's Hospital

4. Announcements

- Affiliate Pins are available for purchase for \$20 – proceeds benefit All Children's Hospital – contact John-Paul to purchase one
- Major Sponsorships for 2015 are available now – contact John-Paul if you are interested in being one
- Wine & Food Festival is next Friday the 17th at 5:30 p.m. If you want to volunteer for the event, email John-Paul AffiliateChairman@gmail.com by 5pm today
- John-Paul selected Edina McGuire as 2014 Affiliate of the Year
- John-Paul read a few thank you notes from Realtors regarding the Annual Meeting & Installation
- Affiliate Expo and Fall Festival is November 13 – tables will be raffled off at the October 24 meeting
- Affiliate Open House is October 8 at 9:30 a.m. at PRO – invite anyone who you think would be interested in joining the Affiliate Program
- Kim Sonefeld will be out of the office from October 8 to 20 – if you have any questions email AffiliateChairman@gmail.com while she's gone

5. Marketing Session (Pitch)

- Anti-Trust Policy was reviewed including topics that shall not be discussed
- Martha Vasquez shared:
1492 Country Oaks Ln in Clearwater, \$559,997, 5/3
2500 Gulf Blvd #104A in Belleair Beach, \$560,000, 3/2
2500 Gulf Blvd #302B in Belleair Beach, \$533,000, 2/2
- Cindy Lukehart shared:
1492 S Washington Ave in Clearwater, \$31,600
316 N Bayshore Blvd in Safety Harbor, \$42,200
1952 Laughing Gull Ln, \$57,300
906 Seminole St in Clearwater, \$58,100, 2/1
8119 Sheldon Shores in Tampa, \$62,900, 2/2
537 Orangewood Dr in Dunedin, \$131,600, 3/1
1813 West Dr in Clearwater, \$139,600, 3/2
- Randi Morgan shared:
13265 Park Blvd, 4/3.5
17328 Kennedy Dr in N Redington Beach, \$850,000, 3/3.5
175 1st St S #2104 in St Pete, \$550,000, 2/2
- Brandon Rimes shared:
2261 Tampa Rd in Palm Harbor, 3 different structures, \$1,399,000
614 8th St N in St Pete, \$349,900, 4/3.5
3151 Landmark Dr #114 in Clearwater, \$109,500, 1/1 Open House noon to 2pm this Saturday and noon to 2:30pm this Sunday
4823 Longwater Way in Tampa, \$599,00, 4/2
1110 Drew St in Clearwater, 137,500, 2/2

619 Lyndhurst in Dunedin, \$194,000, Duplex
208 Crystal Beach Ave in Crystal Beach/Palm Harbor, \$269,900, 3/2
8325 W Hillsborough Ave in Tampa, \$425,000, commercial property

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

- John-Paul read a thank you note from a Realtor who received a GRI scholarship
- Edina McGuire – John-Paul Mario
- Nelson Garcia – Robin Emanuel
- Melissa Rodgers – Diana Harvey, Cindy Lukehart
- Dylan Barrie – Christal Kotchman
- Mike Trimis – John-Paul Mario
- Amber Petersen – Laureen Lofgren, Dr. Clark Walters
- Scott Tennant – Melissa Rodgers
- Penny Lee Todd – Dr. Clark Walters
- Diana Harvey – Dave Foster, Laureen Lofgren, Melissa Rodgers, Courtney Davis, Angela Haddon, Tina Cahill

Upcoming Events

Oct 8 – SavvyCard's 'Basic Training' at PRO, 10:30 a.m. for Affiliates and 1:30 p.m. for Realtors

Oct 9 – Exchange Resource Group's 'Intro to 1031 Exchanges' at PRO, 9:00 a.m. to noon

Oct 9 – Access Reverse Mortgage's 'HECM for Purchase' at the Palm Harbor Library, 1:30 p.m. to 3:30 p.m.

Oct 15 – PIC's 'International Marketing Session' at PRO, 3:30 p.m. to 5:00 p.m. – 2 Affiliates chosen to sponsor are Michelle Rothwell, Denise Drews

Oct 17 – 4th Annual Wine & Food Festival at PRO, 5:30 p.m. to 9:00 p.m.

Oct 20 – LSG Consulting Services' 'Masterminds for Realtors' at PRO, 8:45 a.m. to 10:15 a.m.

Oct 21 – Access Reverse Mortgage's 'HECM for Purchase' at the St. Pete Main Library, 1:30 p.m. to 3:30 p.m.

Oct 21 – PRO Connect at Red Mesa Cantina, 5:30 p.m. to 7:00 p.m., Linda Goldfarb hosting

Oct 22 – Best View Photography's 'Business Portrait Session' at PRO, 8:30 a.m. to 3:00 p.m.

Oct 31 – PIC's 'Cultural Differences Between Taiwanese and Chinese Buyers and Sellers' class at PRO, 1:00 p.m. to 3:00 p.m. – 2 Affiliates chosen to sponsor are Brandon Rimes, Linda Hunsinger

Spotlight Affiliates for October

Week of October 13: New Outlook Home Staging and East Lake Woodlands Country Club

Week of October 20: GadgitKids and Brightway Insurance

Week of October 27: Applied Technology Resources and Prime Protection

NEXT MEETING

Friday, October 24 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/>