

Affiliate Business Partners Meeting #21 Minutes

Friday, November 14, 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
Amber Petersen LegalShield
Rick Haupricht GreenLeaf Title
Melissa Rodgers SEC Inspection/Pest Control

NOT PRESENT:

John Barie JB Health & Life Solutions
Diana Harvey DFC Designs

Jerry Smith A Snoop Inspection
Penny Lee Todd PennyRich Pool Services
Cindy Lukehart MD Plus
Dylan Barrie Rock's Moving Company
Laureen Lofgren Florida Bank
Dan Brave Expert Mold Test/Inside Homes
Samantha McDermott Florida Bank
Sally Petersen LegalShield
Scott Tennant Access Reverse Mortgage
Marc Walker Waddell & Reed
Deb Hicks Suddath Relocation Systems
Barry Beote EverBank
Donna Garland Dyer Mortgage Group
Lisa Mills Sheriffs Ranches Enterprises

Sonja Jovetic
Nicolas Rosado
Bob Elmore
Matt Friesz
Sandree Elliott
Dylan Barrie
Robin Emanuel
Joel Morris
Joyce Smith
Jerick Johnston
Melonie Harris
Hannah Peters
Kathryn Driver
Tab Brown
Debbie Kampel
Kurt Young
Diane Luttmann
Nelson Garcia
Diana Schwarz
Brian Aber
Rondi Frisch
Darien Goodloe
Barry Beote
Courtney O'Bannon
John Papageorge
Courtney Davis
Megan Galane
Abbie Lewin
Maryellen Crowder

Total Title Solutions
Mid-blink
Evermore Income
Properly Inspected
Dynamic Technology Services
Rock's Moving Co.
Budget Self Storage
Somers Title
Somers Title
GadgitKids
Wallace Welch & Willingham Ins.
Smart Move Moving & Storage
Pinellas Housing Finance Authority
Storm Fitters
Wells Fargo Short Sales
Scarr Insurance Group
Fidelity National Title
Sierra Pacific Mortgage
Fiduciary Funding
Rising Point Solutions
The Efficiency Factor
Central Bank
EverBank
Scarr Insurance Group
Alpha Environmental Diagnostic
Bright Light Solutions
Mountain West IRA
Tampa Bay Title
MD Plus Telemedicine

REALTOR® Members:

Cindy Lukehart Carrington Real Estate
Martha Vasquez Coastal Property Groups Intl
Nancy Zeimetz Charles Rutenburg Realty
Kurt Young Berkshire Hathaway Home Services

There were 5 guests in attendance.

AGENDA ITEMS

1. Mission Statement

2. Introductions: John-Paul Mario, Affiliate Board, David B. Bennett, Kim Sonefeld, Affiliate Mentors. Also introduced at this meeting were:

- 2015 Incoming Affiliate Directors: Scott Tennant, Samantha McDermott, and Dylan Barrie
- 2015 Incoming Affiliate Mentors: Nelson Garcia, Deb Hicks, Laureen Lofgren, Marc Walker
- 2015 Ambassador Mentors: John Barie and Edina McGuire

3. Introductions:

- Guests
 - REALTOR® Guests
 - New Members
 - Existing Members
- \$90 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
- Affiliate Open House is December 10 at 9:30 a.m. at PRO – invite anyone who you think would be interested in joining the Affiliate Program
- If you move or your office moves, contact Kim to update your information with PRO's records
- Executive Suites will be available soon – contact Evelyn if you're interested in renting one
- 2015 Affiliate Directory deadline to submit deposits is November 26 here:
- 2015 Affiliate Meetings are now posted on PinellasRealtor.org under the Affiliate section
- RSVP for the Thanksgiving Luncheon here **if you haven't done so:**
- On December 22 John-Paul will be going to All Children's Hospital to pass out Christmas gifts – 10 spots are available – if you want to help email him at AffiliateChairman@gmail.com
- John-Paul will be cooking for families at Ronald McDonald House on Christmas Day at 3pm – if you want to help email him at AffiliateChairman@gmail.com
- The Affiliate Expo was attended by roughly 210 members and was full of energy. John-Paul received numerous emails from members who attended – almost all were very positive. Members felt the energy all the Affiliates had.

5. Marketing Session (Pitch)

- Anti-Trust Policy was reviewed including topics that shall not be discussed
- Nancy Zeimet shared:
Open House this Sunday from noon to 4pm at 111 17th St in Belleair Beach, \$427,000, 3/2
Open House this Sunday from noon to 4pm at 115 16th St in Belleair Beach, \$466,000, 2/2.1
- Martha Vasquez introduced herself, praised the Affiliate Directory, thanked Affiliates for sponsoring PIC's International Marketing Session, needs a condo for rent \$1,600/month or lower in the Belleair area, needs a 3/2 single family home under \$300,000 located anywhere from Belleair to Seminole preferably near the beach
- Cindy Lukehart shared:
7448 Cypress Dr in New Port Richey
1492 S Washington Ave in Clearwater, \$26,600, 2/1
906 Seminole St in Clearwater, \$53,100, 2/1
8119 Sheldon Shores #10 in Tampa, HOA is \$295
4413 W Henry Ave in Tampa, \$95,000, 3/2
537 Orangewood Dr in Dunedin, \$131,600
1813 West Dr in Clearwater, \$132,600, 2/2, Open House this weekend

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

- Deb Hicks – John-Paul Mario, Kim Sonefeld, PRO staff, Francine Villa, Dylan Barrie, Hannah Peters, Linda Goldfarb, Bob Watts, Sue Barber
- John Barcelo – Sierra Pacific Mortgage team, Denise Drews, Edina McGuire, Dave Perkins, Rick Haupricht, Joyce Smith, Cindy Lukehart, Laureen Lofgren
- Robin Emanuel – Nelson Garcia
- Melonie Harris – Melissa Rodgers
- Melissa Rodgers – Jerick Johnston, Sonja ?, Angie Haddon, Linda Hunsinger, Maryellen Crowder

- Penny Lee Todd – John-Paul Mario
- Edina McGuire – Samantha McDermott, John Barcelo, Melissa Rodgers, Tara Tagliarino
- Tab Brown – Susan Brown, Brandon Rimes, Cindy Lukehart
- Amber Petersen – Sandree Elliott
- Cindy Lukehart – Brian Chase, John Barcelo, Jerick Johnston
- Megan Galane – Deb Hicks
- Lisa Mills – Affiliate Program

Upcoming Events

Nov 17 – LSG Consulting Services ‘Masterminds for Realtors’ at PRO, 8:45am to 10:15am

Nov 18 – PRO Connect at Red Mesa Cantina, 5:30pm to 7pm, Pat Smoot hosting

Nov 19 – PIC’s ‘International Marketing Session’ at PRO, 3pm to 4:30pm – 2 Affiliates chosen to sponsor are Denise Drews and John Barcelo

Nov 21 – SavvyCard’s ‘Basic Training’ at PRO, 11am for Realtors and 2pm for Affiliates

Nov 21 – Affiliate Thanksgiving Potluck Luncheon at PRO, noon to 2pm

Nov 24 – Brian Heckman’s ‘Database Magnet’ at PRO, 10am to noon

NEXT MEETING

Friday, November 21 at noon (Thanksgiving Potluck) at PRO – 4590 Ulmerton Rd. Clearwater, FL

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