

Affiliate Business Partners Meeting #22 Minutes

Tuesday, December 2, 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 Republic Mortgage Home Loans
Linda Goldfarb LSG Consulting Services
Brian Chase Tampa Law Source
Denise Drews Sierra Pacific Mortgage
Francine Villa Sierra Pacific Mortgage
John Barcelo Applied Technology Resources

NOT PRESENT:

Gayle LaBonte Consumer Title & Escrow
George Martin Bullseye Surveying

2015 Affiliate Directors:

Scott Tennant Access Reverse Mortgage
Samantha McDermott Florida Bank
Dylan Barrie Rock's Moving Co (not present)

Affiliate Mentors:

Edina McGuire Sierra Pacific Mortgage
Amber Petersen LegalShield
Rick Haupricht GreenLeaf Title
Diana Harvey DFC Designs
John Barie JB Health & Life Solutions

NOT PRESENT:

Melissa Rodgers SEC Inspection/Pest Control

2015 Affiliate Mentors:

Nelson Garcia Sierra Pacific Mortgage
Deb Hicks Suddath Relocation Systems
Marc Walker Waddell & Reed
Laureen Lofgren Florida Bank (not present)

Penny Lee Todd PennyRich Pool Services
Dan Brave Expert Mold Test/Inside Homes
Barry Beote EverBank
Lisa Mills Sheriffs Ranches Enterprises
Sonja Jovetic Total Title Solutions
Joyce Smith Somers Title
Jerick Johnston GadgitKids
Courtney Davis Bright Light Solutions
Cindy Lukehart MD Plus

Alexandria Bystrycki
Thomas Murray
Mike Trimis
Mary Lehman
Sonia Pfizenmaier
Gary Guarino
John Napolitano
Bridgid Miller
Bob Elmore
Michelle Rothwell
Audra Snyder
Diana Schwarz
Michael Ludwig
Jay Marshall
Tracy Baer
David Moss
Dr. Clark Walters
Steve Wichlenski
Tammy Leventis
Sherry Keenan
Kathryn Driver
Rick Moss
Heather Joie
Jim Tizzano
Frank Gemma
Mary Lobdell
Betsy Braden
Carol Meyer
Jackie McMahon
Linda Blanton
Elena Reed
Jerry Smith
Jay Craig Wright

REALTOR® Members:

Cindy Lukehart Carrington Real Estate
Michael Baker Keller Williams Gulfside
Sylvia Lusink Beach Time Realty Group
Ana Devine Century 21 RE Champions
Mike Quintin Holland Associates

Coast to Coast Title & Escrow
Edge of 9
CertaPro Painters
Fidelity National Title
Kron & West A/C
Security One
Restoration 1
West Coast Insurance
Evermore Income
Bay National Title Co.
Hughes Exterminators
Fiduciary Funding
Strategic Insurance Group
House to Home Relocation
North Shore Insurance
Paddock's Coffee
Hand & Foot Chiropractic
DFC Designs
MailCo
Best View Photography
Housing Finance Authority
Paddock's Coffee
Rick's Home Theatre Store
Jim Tizzano Photography
Caliber Home Loans
A Buyer's Choice Home Inspection
Colonial Mortgage
Embassy Mortgage
Third Federal Savings & Loan
Third Federal Savings & Loan
Third Federal Savings & Loan
A Snoop Inspection
The Mortgage Firm

There were 2 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
- \$110 was raised for All Children's Hospital*

4. Announcements

- Thanksgiving Potluck Luncheon was attended by around 135 members
- 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
- Special thanks to Kron & West for their work on PRO's air conditioning system
- 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
- Executive Suites will be available soon – contact Evelyn if you're interested in renting one, 727-216-3016
- RSVP for the Christmas Luncheon and Installation if you haven't done so
- Bring an unwrapped toy into PRO or to any upcoming Affiliate meeting – they will be given to All Children's Hospital
- 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 do a random draw of those interested
- 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 John-Paul will do a random draw of those interested. They will also be providing gift baskets for the families.
- Membership dues are due 4:30 p.m. on January 2
- 2015 Affiliate Directory deadline to submit full payment and ads is December 17. You must pay your dues in order to be included.
- 2015 Affiliate Meetings are now posted on PinellasRealtor.org under the Affiliate section

5. Marketing Session (Pitch)

- Anti-Trust Policy was reviewed including topics that shall not be discussed
- Sylvia Lusink shared:
785 Nina Dr in Tierra Verde, 3/1, \$1,399,000, Open House this Sunday 1pm to 3pm
3910 Gulf Blvd in St Pete Beach, 4/3.5, \$3,000,000, Brokers Open on December 11 4pm to 6pm
- Mike Quintin shared:
1713 Long Bow Lane in Clearwater, \$549,900, 5/4
1746 South Lake Ave in Clearwater, \$144,900, 2/1
- Cindy Lukehart shared:
5111 Stardale in Holiday, \$28,000
906 Seminole St in Clearwater, \$53,100, 2/1
5322 Spanish Trail in Holiday, \$56,000, 3/1
2288 Citrus Ct in Clearwater, \$104,900, HOA is \$130, 2/1
1813 West Dr in Clearwater, \$132,600, 2/2

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

- Tracy Baer – Susan Brown, Sierra Pacific Mortgage team, Frank Gemma, Third Federal Savings & Loan team, Laureen Lofgren
- Sherry Keenan – Kron & West
- Amber Petersen – Dr. Clark Walters, John-Paul Mario
- Joyce Smith – Sherry Keenan, John Barcelo

- Sonia Jovetic – Edina McGuire
- Frank Gemma – Jackie McMahon, Tracy Baer
- John-Paul read cards from Realtor Ellie Lebohner, a patient at All Children’s Hospital, and a Realtor who saw the article about the Wine and Food Fest in the newspaper

Upcoming Events

Dec 8 – Access Reverse Mortgage’s ‘Using a Reverse Mortgage to Buy a Home’ at PRO, 1pm to 3pm

Dec 10 – SavvyCard’s ‘Basic Training’ at PRO, 10:30am to 11:30am

Dec 12 – Best View Photography’s ‘Business Portrait Session’ at PRO, 9am to 3pm

Dec 15 – LSG Consulting Services’ “Masterminds for REALTORS®” meeting 8:45 a.m. to 10:30 a.m.

Dec 16 – PRO Connect at Red Mesa Cantina, 530pm to 7pm, Erika Sheldahl hosting

Dec 17 – PIC’s ‘International Marketing Session’ at PRO, 3pm to 4:30pm – 2 Affiliates that were chosen to sponsor are Audra Snyder and David Nixon

Dec 22 – Brian Heckman’s ‘Communication and Follow Up Plan’ at PRO, 10am to noon

NEXT MEETING

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