

**2009 AGREE's
40th Anniversary**

Inside this issue:

Formulas and Definitions	2
FREE AGREE Meetings	2
Upcoming Events	3
Make the Most of AGREE Meetings	3
Formal Presentations	4
Counsel Your Clients	4
Board of Directors	4
Contact Information	

Highlights:

- ◆ Bring a guest to the next AGREE Marketing Meeting and receive FREE entry to the next meeting.
 - ◆ You must be a licensed Real Estate Agent to be a "Regular Member" of AGREE. Affiliate memberships are available.
- ◆ Upcoming Events...be sure to check out page 3 for additional details!
- ◆ Visit our website at www.AgreeGA.com

HAPPY NEW YEAR! AGREE Meeting **THIS** Thursday!!!



Mark your calendar! **AGREE's Monthly Marketing Meetings Thursday, Jan. 15th.** This month's speaker is **Debbie Rodkin of Bedford Cost Segregation.** **Nick Nichols & Hal Morrison** will co-moderate.

8:30 AM:
Registration, coffee, danish and networking with other AGREE members and guests.

9:00-11:29AM:
Marketing properties you *HAVE*, and presenting Buyer needs you *WANT*. Be knowledgeable about the property and prepared to verbally present your most motivated HaveWants to bring your transactions to fruition. Bring written information on all your Haves & Wants (flyers, brochures etc.).

11:30- NOON:
Keynote Speaker: Debbie Rodkin
Bio Bite: With over 10 years working in business development, marketing, sales, residential property management and event planning, Debbie is responsible for building relationships with commercial real estate brokers, developers, owners of real property and others to provide cost segregation studies.

In addition, she founded Re:Focus on Careers, a networking organization dedicated to helping professionals with career development.

Debbie received her MBA in Marketing from Georgia State University, and her BS in Telecommunications Production from the University of Florida.

NOON-1:00PM:
FREE lunch & networking. Break bread with fellow commercial brokers, exchange information and receive more details on items you may have briefly heard about during the HaveWant Marketing Session..

1:00 – 2:15 PM:
*****After Lunch Discussion ***** Please plan to attend the special **After Lunch Discussion** ~ This month, David Thomas will discuss "**Creative Financing in Troubled Times**".

After the discussion, please plan on staying for additional marketing. The After-Lunch Discussions have proven to be very informative and beneficial with interesting and educational subjects. Last year, After-Lunch Discussions included The Benefit of Counseling, Go Zone Tax Credit Opportunities, Brownfield Issues and working backwards from rents to determine max land value. We recently have also had a discussion with one of Atlanta's most active retail developers.

MEETING LOCATION
The AGREE monthly Marketing Meetings are held at the [Holiday Inn Select - Perimeter Dunwoody](#) located at 4386 Chamblee Dunwoody Road, Atlanta GA 30341 (770.457.6363). The entrance to the hotel is 50 yards south of I-285.

Parking in the rear of the building is your best bet.

January Real Estate Formulas & Definitions

ALTA OWNER'S POLICY

(American Land Title Association)

A type of title insurance policy issued by title insurance companies which expands the risks normally insured against under the standard type policy to include unrecorded mechanic's liens; unrecorded physical easements; facts a physical survey would show; water and mineral rights; and rights of parties in possession, such as tenants and buyers rights under unrecorded instruments.

ACCEPT A NOTE BUT BORROW BACK

Situation - Our exchangor, Able, is trying to get rid of Blackacre in which he has \$80,000 equity. He manages to get an offer from Baker. Baker is will-

ing to exchange an \$80,000 note, which Baker owns and which is secured by Whiteacre. (Baker has owned the note on Whiteacre since selling Whiteacre some time ago.) Able is interested in getting rid of Blackacre, but needs to receive some cash, \$30,000, at the close of the transaction. Able is hesitant.

Solution - Accept the Whiteacre note for Blackacre. But, condition the acceptance on Baker loaning Able the \$30,000 in cash that Able needs. Able will agree to secure the new \$30,000 loan with the note on Whiteacre, which he is to receive in the transaction.

Benefits to Able - Able gets rid of

Blackacre and gets the cash needed.

Benefits to Baker - Baker acquires Blackacre with his note. Baker has to loan some more money to make the deal, but the loan will be well secured by the Whiteacre note that is being given in the exchange. Baker will also be receiving payments on the newly created note.

Discussion - This formula actually can work on many transactions. What is basically being done is to make the receiver of the property become a lender in order to create the cash needed to make the deal close. (It is particularly useful when the cash needed is relatively small compared to the equity being traded.)

President Eden Announces AGREE's First Economic Stimulus Package!

Effective immediately, AGREE's 2009 Membership dues for have been reduced to \$99 for those with a verifiable real estate license. For those working in a real estate affiliated business & do not have a real estate license, dues are \$250. Affiliate membership requires approval by the Board of Directors. Membership is active from the month dues are paid and valid for 12 months.

Direct any questions or comments to Ernie Eden at 404-874-1640 Ext. 156 Ernie@agreega.com

Attend AGREE Meetings for **FREE!**

Members & guests should arrive by 8:30 a.m. for orientation. The meeting begins promptly at 9:00 a.m. The cost for members to attend the meeting is \$25, which includes a continental breakfast, the meeting, lunch & information. The cost for guests/non-members to attend the meeting is \$40. A reminder: a non-member may attend up to two meetings as a guest, after which membership is required to attend future meetings.

If you bring a guest who signs up to become an AGREE Member, you get the next meeting FREE!

There is no limit to the number of guests you can bring or the number of FREE meetings you can earn. We are always looking for ways to increase membership. If you have ideas, share them with a member of the Board of Directors (contact information can be found on the back page).

Mark Your Calendars for the following "CAN'T MISS" events presented by OCREA (Ohio Commercial Realtors Exchange Organization) in Columbus, OH.



February 21 & 22, 2009 - OCREA Presents: Jim Brondino's 2-day "Counseling for Action" Class

February 23 & 24, 2009 - OCREA's Annual 2-day Marketing Session

The fee of \$179 for the class includes TWO full days of valuable instruction by Jim Brondino, SEC, CCIM. It includes lunch on both days and refreshments, along with instructional materials and a solid understanding of "Counseling For Action". Mr. Brondino comes to us from Ontario, California, and practices what he preaches while giving back to the commercial real estate community.

FEE: \$149 and includes TWO full days of commercial/investment real estate marketing opportunities to some of the most active and results-oriented brokers in the country. This session will have Lead Moderator Jim Wilson, SEC, CCIM, from Orlando, FL, helping us all put transactions together, find hidden opportunities and building relationships that all can benefit and profit from for years to come. Lunch and refreshments are also included for both days, along with all marketing materials and contact information for all attendees. You will be guaranteed at least one valuable opportunity to present from the podium and many opportunities to quick-pitch properties, cash, and client needs.

Drop what you are doing and go online right NOW and do it before you forget! Both are invaluable opportunities!!! Any questions, visit www.OCREAonline.com, or contact Nick Nichols at nnichols@mindspring.com or 770 579 0810. Nick knows the instructor and meeting moderator very well and agrees that they are two of the brightest real estate minds in the US.

Coming April 6 & 7, 2009 (Monday & Tuesday) ~ Jekyll Island, GA

11th Annual Creative Real Estate/Exchange meeting. Learn or expound on your current skills to improve your chances of creating transactions that close. Marketing intermingled with education. Brokers and investors from primarily the southeast US will attend. Additional details coming soon. Contact Nick Nichols for more info at nnichols@mindspring.com

Make the Most of AGREE Meetings



Since AGREE meets for a few hours per month, only 12 times a year, we've come to the realization that three hours in the morning is just not long enough to expose all of the opportunities in the room. Bring a formal presentation and more importantly, an attitude that you are there to form the beginnings of at least one transaction. AGREE provides a forum that allows you to be proactive and accelerate results.

Members & guests should arrive by 8:30 a.m. for orientation. The meeting begins promptly at 9:00 a.m. The cost for members to attend the meeting is \$25, which includes a continental breakfast, the meeting, lunch and information. The cost for guests/non-members to attend the meeting is \$40.

AGREE's 2009 Membership Dues have been reduced to \$99 for those who have a real estate license (licenses will be verified). For those working in a real estate affiliated business & do not have a real estate license, dues are \$250. Affiliate membership is pending upon approval by the Board of Directors. Membership will be active from the month you pay your dues and will be valid for 12 months.

Direct any questions or comments to Nick Nichols at 770-579-0810, nnichols@mindspring.com.

Formal Presentations

Please make every effort to make a FORMAL PRESENTATION of one of your properties. Formal presentations must be on the AGREE Form. This is another opportunity for you to showcase your property to all of the attendees at this month's meeting. Come to the

meeting with the intent of actively pursuing *at least* one transaction. Please prepare a package on your most motivated property/person and provide graphics with your presentation. An overhead projector will be provided and a formal presentation

form is enclosed in this mailing. Come with the attitude that an all cash sale is only one of dozens of ways to make a deal. The verbal Have/Wants are good, but they are no comparison to formal presentations as a means of marketing your properties.



Counsel Your Clients

Come to the AGREE meeting with an aggressive approach to doing business. The basis of this aggressive attitude begins with **Counseling your Client**. Practicing the art of counseling can take your business efforts to a new level. **Consider this as your prepare for the next AGREE meeting.** As a market slows, the practice of counseling may allow you and your clients to achieve the results they need, that might otherwise be unobtainable. Attend the meeting with the intents of beginning a transaction.

Jim Brondino in his "Counseling for Action" class describes the counseling process:

- Involves the past, present, and future
- Identifies what lies beyond wants, addresses, how a client understands their situation, and identifies what the client actual needs
- Requires inquiry, observation and listening to obtain and convey data
- The counseling process is an unfolding that focuses on understanding the entire picture of the client's circumstances
- Does not use argument, coercion nor the traditional "selling" techniques
- Counseling is coaching
- Counseling is the process of discovering how we get from HERE-to-THERE
- Counseling is the process of seeking the relationship, **NOT** the Listing

Welcome our 2009 Officers & Directors

For more information contact one of the 2008 Directors and Officers below:

President	Ernie Eden, CCIM, S.E.C., Bull Realty 404-874-1640 Ext. 156 Ernie@agreega.com
1st Vice President	David Thomas, CCIM, RE/MAX Commercial 404-845-2280 David@agreega.com
2nd Vice President	Hugh Brannen, Brannen Property Appraisals 404-250-1288 Hugh@agreega.com
3rd Vice President	TBA
Secretary	Don Laido, Buckhead Realty Investment Group 404-255-5304 Don@agreega.com
Treasurer	Jim McKechnie, Keller Williams Realty 404-272-5000 Jim@agreega.com
Directors	Dan Melnick, Daniel Melnick Real Estate 404-257-8787 Dan@agreega.com Doug Burggraaf, King Realty dburggraaf@kingrealty.net Hal Morrison, Southeast Associates, Inc. 678-893-9084 Hal@agreega.com William Walgren, First Investment Realty Services 404-457-9001 William@agreega.com Mary Vidarte, Vidarte Properties LLC 404-245-1245 Mary@agreega.com
Past President	Nick Nichols, Nichols Properties 770-579-0810 Nick@agreega.com

All information is subject to change without notice.