

# ASSOCIATION OF GEORGIA REAL ESTATE EXCHANGORS

*Please forward and distribute the following information to agents who want to do more commercial transactions.*

## MARCH SPEAKERS & TOPIC

Mark your calendar to attend the **AGREE's Monthly Marketing Meeting** on **Thursday, March 20, 2008**. This month, Hal Morrison will be the moderator. Sorry if you missed the February AGREE Marketing Meeting. As always, it was a productive meeting filled with a ton of opportunity and phenomenal educational opportunities. For 2008, try to remember bring a guest or invite someone you know who may benefit from attending an AGREE Marketing Meeting.

**\*\*\*SPECIAL\*\*\*** This month, David Thomas will provide a **3-Hour CE course** from 1:00-4:15PM on "**How to Successfully Sell Land**". During this class, attendees will learn more about tools that save you time, make you money while providing a valuable service to your clients. Learn first hand from an instructor that is active in the marketplace, practicing what he preaches!

The price for the CE Course is as follows:

- AGREE Members - \$25 for the Marketing Meeting and CE Class
- Non-Members - \$50 for the Marketing Meeting and CE Class
- Non-Members - \$40 for the Marketing Meeting ONLY
- Non-Members - \$45 for the CE Course ONLY

**Also this month, 10<sup>TH</sup> Annual Marketing Meeting ~ Jekyll Island on March 31<sup>st</sup> and April 1<sup>st</sup>**. Don't miss this creative real estate exchange forum that will help you refine your skills of creating transactions that close. Enjoy two days of exceptional education combined with marketing, networking and an opportunity to experience Jekyll Island. Hundreds of millions of dollars in vertical development will soon change the face of the island, experience the true island feel of the area before it evolves into something else! Shopping, restaurants and additional entertainment in St. Simons is less than 15-minutes away!

Location: Jekyll Island Clarion nResort (800.736.1046). Rooms are \$89 + tax or \$109 + tax for an oceanfront room. You can also shop hotel rates at popular travel sites such as Travelocity.com, Priceline.com and a number of others.

For additional information and to reserve your space at the meeting, Contact:

Michael Martin – 828.697.2131 [equitymgt@juno.com](mailto:equitymgt@juno.com)

Nick Nichols – 770.579.0810 [nnichols@mindspring.com](mailto:nnichols@mindspring.com)

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

**9:00 AM:** Marketing properties you *HAVE*, and presenting Buyer needs you *WANT*. Be knowledgeable about the property and be prepared to verbally present your most motivated HaveWants to bring your transactions to fruition. Additionally bring written information on all your haves and wants. Be prepared, as you may be able to make a formal presentation.

**12:00:** **FREE** lunch & networking. Break bread with fellow commercial brokers.

**1:00 – 4:15 \*\*\*3-HOUR CE COURSE \*\*\*** Please plan to attend a special **After Lunch Discussion ~ A 3 Hour CE Course** on “How to Successfully Sell Land”. The After Lunch Discussions have proven to be very informative and beneficial. Some of the most recent discussions have been on The Benefit of Counseling, Go Zone Tax Credit Opportunities, Brownfield Issues - Is the Land Worth the Price?, working backwards from rents to determine max land value a commercial lender panel and the use of mortgage notes in putting together transactions. We recently have also had a discussion with one of Atlanta's most active retail developers.

Since AGREE meets for a few hours per month, 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. Take advantage of this opportunity and make plans to stay until 2:00 PM!

#### **COMING SOON!!!**

**12-Hour Credit CE Course** on June 5, 2008. The distinguished Wayne Palmer will teach attendees how to use created mortgages to achieve a higher level of success in your business. **PUT THIS DATE ON YOUR CALENDAR!** More information to come ~ keep your eyes open and keep reading AGREE's monthly newsletter!

#### **MEETING ETTIQUITE**

Please arrive to the meeting on time. Choose your “**HOTTEST**” properties to present during the HaveWant period. One property per member/guest can be presented at a time. If you hear a “Have” or a “Want” that fits your needs or that of your client(s), please fill out an AGREE Informal Offer Sheet (attached to this email) and give it to the member/guest who presented the property of interest. This helps move the meeting along in a timely manner and allows the moderator to quickly move around the room giving each member/guest multiple opportunities to present properties. If you would like additional time to go more in depth about a specific property **SEE BELOW (FORMAL PRESENTATIONS)**.

**If you are brining marketing materials, be sure to bring at least 45 copies to the meeting.** Don't forget your landlords and tenants needs as well. *Remember to bring your laptop to the meetings as the hotel provides wireless internet service. We have the ability to project images and information.*

#### **BRING A GUEST**

AGREE encourages you to bring a guest you think could be a good prospect for AGREE to the meeting. 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. **Please bring flyers with haves, wants, inventory, etc.**

#### **FORMAL PRESENTATIONS**

**Please make every effort to make a formal presentation.** 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.

## ✚ REAL ESTATE FORMULA AND DEFINITIONS

### ATTORNEY IN FACT

A type of agency relationship where one person holds a [POWER OF ATTORNEY](#) allowing him to execute legal documents on behalf of another. Decisions made by the attorney in fact are binding on the principal.

### APPROVAL BY ANOTHER NAME

Situation - Our exchangor, Able, is making an offer to purchase Blackacre from Baker, the seller. Able knows that Baker is heavily influenced by the advice of his attorney who just loves to poke holes in contracts. Able knows Baker is going to ruin the deal by his attorney. Baker is insistent the contract be written up "subject to the approval of Baker's attorney". Able is sure that the attorney will undoubtedly kill the deal, since that language will make the attorney the one who is ultimately "approving" the deal. It is unlikely that the attorney will want that kind of responsibility.

Solution - Able agrees to the following language: "this agreement is cancelled in the event that Baker's attorney gives Able written disapproval of the agreement within 5 days hereof."

Discussion - Able found himself in a situation where the likelihood of success was very low no matter what. Although the two statements may seem to say the same thing, they do not. In the first case the attorney is being asked to "approve" the deal. In the second case, he must take a positive act to approve killing the deal. It turns out that many folks are more reluctant to kill a transaction than to approve one. Able increased his chances of success with the chosen language.

## ✚ 2008 MEMBERSHIP BENEFITS

Dues for 2008 remains at \$130 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](mailto:nnichols@mindspring.com).

## ✚ 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

## ✚ LOCATION

The AGREE monthly Marketing Meetings are held at the [Holiday Inn Select - Perimeter Dunwoody](#) located at 4386 Chamblee Dunwoody Road Atlanta 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.**

## 2008 OFFICERS & DIRECTORS

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

President	Nick Nichols, Nichols Properties 770-579-0810 <a href="mailto:nnichols@mindspring.com">nnichols@mindspring.com</a>
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Thank you for your continued membership! Remember to visit the AGREE website to post your properties.

[www.agreega.com](http://www.agreega.com)