

## Monthly Meeting Only 2 Days Away!!!

### AGREE's Monthly Marketing Meeting **Thursday, April 16th!**

- ◆ This month's speaker TBA.
- ◆ **David Thomas** will moderate
- ◆ Ernie Eden will be doing a formal presentation on a few of his Alabama properties

#### **8:30 AM:**

Registration, coffee, danish & 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: TBA**

#### **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 - 4:15 PM:**

**\*\*\*After Lunch Discussion \*\*\***

**Topic: TBA**

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.

If you have an idea for a future topic for the Main Speaker or the After-Lunch Discussion, let us know! We are always looking for additional topics of interest to the member body.

#### **MEETING LOCATION**

The AGREE monthly Marketing Meetings are held at the [Holiday Inn Select - Perimeter Dunwoody](#), 4386 Chamblee Dunwoody Rd, Atlanta 30341 (770.457.6363). Hotel entrance 50 yds south of I-285.

**Parking in rear is best.**

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#### **Inspirational Vitamin:**

"Difficulties mastered are opportunities won."

- Winston Churchill (1874-1965)

British Prime Minister

## 10 Reasons to Attend!

1. Dispose of Property
2. Acquire Property/Project
3. Combination #1 & #2
4. Solve a problem
5. Obtain Funding
6. Provide Funding
7. Obtain Expertise
8. Provide Expertise
9. Provide Services
10. Learn

## April's Real Estate Formulas & Definitions

### BOND

An amount of money, often posted with the Court, to guarantee against loss as a result of a possible claim. For example, if there is a **LIEN** against the property, the owner may post a bond and the lien is removed from the property and the parties argue over the money rather than the property.

### BORROW AGAINST NOTE TAKEN

#### Situation

Our exchangor, Able, is trying to get rid of Blackacre, which has \$75,000 equity. Baker, who deals in paper, has

offered Able a \$75,000 note secured by Whiteacre, for the full equity in Blackacre. Able is interested in getting rid of Blackacre, but needs to come up with some cash (\$25,000) at the end of the transaction for costs, some other expenses, and spending money.

#### Solution

Able negotiates to borrow \$25,000 from Baker at the close of the transaction. The \$25,000 loan is to be secured with the \$75,000 note that Able receives from Baker for Blackacre.

Benefits to Able - Able ends up with the cash needed. There will be payments to make on the loan, but those payments will be more than offset by the income from the \$75,000 note.

#### Benefits to Baker

Baker is a dealer in paper. Baker undoubtedly bought the \$75,000 note at a discount in the first place. Now, Baker is able to make another loan, \$25,000, in the process. The new loan is very well-secured. Baker now has some more paper which can either be sold or traded!

**Your Ideas Are Music  
to Our Ears!**

Let us know what you would like to see, hear and read. **AGREE's Board of Directors welcomes your suggestions on featured speakers, discussion topics, newsletter content or any other aspect of your AGREE experience. We're always looking for ways to keep you informed, entertained and ahead of the market. Tell us how we can enhance your AGREE experience and help you grow your business.**

## 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).

\*Affiliated Membership is available for those who do not have a real estate license, pending upon approval by the Board of Directors. Annual dues are \$250.

## AGREE's Economic Stimulus Package Continues!

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](mailto:Ernie@agreega.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.



## 2009 Officers & Directors

For more information contact one of the 2009 Directors and Officers below:

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*All information is subject to change without notice.*