

# ASSOCIATION OF GEORGIA REAL ESTATE EXCHANGORS

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

## **MAY 2008 - SPEAKERS & TOPIC**

Mark your calendar to attend the **AGREE's Monthly Marketing Meeting** on **Thursday, May 15, 2008. This month**, Ernie Eden will be the moderator and our keynote speakers will be **Andrew Topeka and John Harman of Blue Oak Wealth Management, LLC.**

**Andrew Topka** is the co-founder of Blue Oak Wealth Management, LLC and Blue Oak 1031 Advisors. He is responsible for the firm's private placement practice, including 1031 Tenant-In-Common investments, oil and natural gas royalty exchanges, timber exchanges, and land banking interests/exchanges. Andrew graduated from Bentley College in Waltham, Massachusetts and has lived several places in the country during his professional career.

**John Harman** specializes in managed equities and tax-favored private placements for institutional and individual investors. John focuses in the areas of portfolio management, tax-efficient real estate and oil & gas investments, and long-term trust and estate planning. John is a graduate of Hampden-Sydney College with a degree in and lives in downtown Charleston, SC with his wife Ashkia.

**\*\*\*See information below on a special 12-Hour CE Course being offered in June!!!**

Sorry if you missed last month's meeting. As always, it was very productive filled with a ton of opportunity and phenomenal educational opportunities. For 2008, try to bring a guest or invite someone you know who may benefit from attending an AGREE Marketing Meeting.

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

**9:00-11:30AM:** 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, feel free to bring written information on all your haves and wants (flyers, brochures etc.).

**11:30-12:00 PM: Keynote speakers:** Andrew Topeka and John Harman of Blue Oak Wealth Management, LLC.

**NOON:** **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 – 2:00 PM \*\*\*After Lunch Discussion \*\*\*** Please plan to attend a special **After Lunch Discussion ~** Stick around for an additional hour of marketing, brainstorming and education. 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!

**\*\*\*12- HOUR CE CREDIT COURSE – JUNE 5-6, 2008**

The distinguished Wayne Palmer, (EMS, CCFMB) and owner of National Note of Utah will teach attendees how to use created mortgages to achieve a higher level of success in your business. Discussions will include calculating yields and discounts on proposed note purchases, using notes as the ultimate facilitator in virtually any negotiation, earning double-digit yields on your clients' investments starting today, making over \$1 million in a single transaction and MORE!

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!

**TUITION:**

**AGREE MEMBERS: \$150 (THROUGH MAY 23<sup>RD</sup>), NON MEMBERS: \$200**

**\*\*\*AFTER MAY 23RD ADD \$50\*\*\***

~ FLYER WITH MORE INFORMATION ATTACHED ~

**UPDATE**

AGREE's website is temporarily down for maintenance. We will be launching a NEW website shortly and will keep you informed on our progress.

**MEETING ETTIQUITE\*\*\*PLEASE READ!!!**

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 brining marketing materials, be sure to bring at least 45 copies to the meeting.** Don't forget your landlords and tenants needs as well. The Holiday Inn provides wireless internet access. Feel free to bring your laptop to take notes or make presentations as we have the ability to project images and information to enhance the AGREE Marketing Meeting experience.

**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

### CONTRACT FOR DEED

Also known as a Land Contract or Land Installment Contract. A method of financing where title remains in the Seller's name until the Buyer has paid the full purchase price. A Contract for Deed will normally trigger the [DUE ON SALE CLAUSE](#) in a [DEED OF TRUST](#) or [MORTGAGE](#).

### BUYING ON STOCK CREDIT

Situation - Our exchangor, Able, would like to acquire some income producing real estate to diversify his investment portfolio. Able is currently heavily invested in the stock market. However, Able is not interested in selling the stock to generate the cash necessary to purchase real estate. At this point Able wants to hang onto the stock, too.

Solution - Able retains ownership of the stock. Instead of selling the stock, Able creates a personal note, secured by the stock, to purchase Blackacre in a "nothing down" transaction from Baker. Able uses the stock as security to buy the real estate.

Benefits to Able - Able keeps the stock and gets the real estate, too. In this way, the income from the real estate will cover the payments on the personal note, even though the note is secured by the stock. Since the stock is not being sold, there is no gain to be recognized on the stock.

Benefits to Baker - Baker sells Blackacre for a well-secured note. If Baker needs additional assurances, Able and Baker may agree to secure the note all or in part, with Blackacre, as well as the stock. They may make arrangements to release the security on Blackacre or parts of the stock, under a mutually agreed set of circumstances. i.e. part of the security may be released upon a successful payment history, or if the stock appreciates a certain amount, etc.

## ✚ 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:

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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)