

# ASSOCIATION OF GEORGIA REAL ESTATE EXCHANGORS

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

## JUNE 2008 - SPEAKERS & TOPIC

Mark your calendar to attend the **AGREE's Monthly Marketing Meeting** on **Thursday, June 19, 2008**. This month, **David Thomas** will be the moderator for the meeting.

Sorry if you missed "Understanding Notes & Mortgages", a 12-hour CE course offered earlier this month with Wayne Palmer. The following are just two comments from attendees of the class:

*"The mind-expanding class was an intellectual challenge and pleasant surprise. I have investment money now and I have already begun implementing Wayne's lessons."*


*"AGREE and other groups like AGREE have a great reputation for offering classes and opportunities that fall into the category of "Best Kept Secrets", and this was no exception. When I saw I could drive to Atlanta from Columbus, Ohio, and take a 2-day class from Wayne Palmer and the total investment for my rental car, hotel, gas, food, class tuition, etc, was less than most instructors of this quality would charge for a newsletter or workbook... I couldn't pass it up (and Wayne didn't try to sell us ANYTHING). You can learn at least ONE concept in a class with Wayne Palmer to make more money in a year than most people make in a lifetime and this was no exception. I learned many concepts that I will use in the near future to make money in ways I didn't even know I could. In fact, I got on [www.NamesForProfit.com](http://www.NamesForProfit.com) and bought a domain name to use in my note business: [www.NoteATM.com](http://www.NoteATM.com). I can't wait to share some of my success stories with people in our exchange group in Ohio. Thanks again!"*

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

**9:00-11:59AM:** 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.).

**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, Hal Morrison will lead a discussion on the concepts and implementation of those coccepts taught in the "Understanding of Notes & Mortgages" class last week. Learn how to profit as a real estate broker or as a principal from the creation and use of mortgages. After the discussion, please plan on sticking around for additional marketing. 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!

#### **WEBSITE UPDATE**

AGREE's website is still under construction but does have SOME information on it. Check it out at [www.agreega.org](http://www.agreega.org)

#### **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 bring 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**

##### **COVENANT**

A written agreement or restriction on the use of land or promising certain acts. Homeowner Associations often enforce restrictive covenants governing architectural controls and maintenance responsibilities. However, land could be subject to restrictive covenants even if there is no homeowner's association.

##### **CREATION OF WEALTH**

Situation - Our exchangor, Able, owns a rental property, Blackacre, which has proven to be a good investment. Able wants to acquire more rental property, but is reluctant to give up one good thing to get another.

Solution - Able creates a promissory note secured by all or part of the equity in Blackacre. Able then offers that note as down payment on another rental property, Whiteacre, which is owned by Baker. Able then owns both Blackacre and Whiteacre.

Benefits to Able - Able keeps Blackacre and also gets another rental property, Whiteacre. Able created the note that he will pay. You can bet he didn't pay a lot of points or closing costs. It has a longer due date than many notes would carry, too.

Benefits to Baker - Baker got rid of Whiteacre. And, if the transaction is structured properly, he will have the tax benefits of an installment sale. If Baker doesn't want to do this deal, then, Able will keep looking until he locates another seller who is willing to do such a deal.

Discussion - Able must have good discipline to use this formula. It creates not only wealth (as two properties appreciate instead of one), but it creates debt which must be maintained. This can have serious consequences for Able if the real estate market should suffer a significant downturn.

### ✚ 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)