

AGREE Meeting **this** Thursday ~ Three days away!!!

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7 More Good Reasons Why People Exchange Real Estate

1. To increase/decrease leverage
2. To assume a large mortgage indebtedness
3. Because they don't want what they have
4. For immediate rather than future income or vice-versa
5. The excitement of making a move
6. To anticipate or minimize functional obsolescence
7. For capital appreciation instead of current income



Mark your calendar! **AGREE's Monthly Marketing Meeting** is this **Thursday, June 18th.**

This month, AGREE welcomes **Charlie King of King Realty.**

Mr. King will provide an **Industrial Market Overview for the Atlanta Market** covering quarterly statistics

for sales, leasing, and development activity. He'll also analyze the the numbers from a historical perspective to see how the present market compares to past recessionary environments.

Ernie Eden will moderate the marketing session.

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: Charlie King of King Realty - See Page #2 for Mr. King's Bio.

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 Education***
"Selling the Unsellable"**

Bring your "problem property" that has a motivated/flexible seller to this month's interactive discussion where the AGREE team will help you come up with solutions to move your inventory!

Be prepared with the following:

- Complete Property Details (Existing debt terms, potential alternative uses of the property, rent rolls if applicable, income & expense statements if applicable, benefits the owner seeks from the transaction, benefits offered to a buyer, critical issues that may apply)
- Any existing Marketing Material that you may have

Even if you don't have a property Join Us to learn how to work through the issues before they arise.

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.

June Real Estate Formulas & 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 exchanger, 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.

UPCOMING 2-DAY MEETING

October 14th & 15th

*Additional details coming soon! Read future issues of **AGREE's Monthly Newsletter** for speaker info and educational opportunities.*

Charles B. King, Jr. - June's Keynote Speaker

Having worked within the Atlanta real estate market since 1968, Charlie King has extensive negotiating skills and market knowledge. He founded King Industrial Realty in 1980, choosing to focus on industrial real estate. At that time, he implemented the first industrial real estate database in Atlanta. From an initial start with two agents, the company has grown to over 30 agents, representing one of the largest industrial brokerage companies in Atlanta.

In 1987, he was one of the founding members that created CORFAC International, an international network of independent brokerage firms throughout the world widening the reach of King Realty internationally. He has

served on the board of directors, the executive committee and President of CORFAC International. He has also served as Chairman of the Board for the Atlanta Commercial Information Exchange, President of Georgia Chapter of SIOR, and President of FIABCI-USA.

- 2001 Realtor of the Year in Atlanta by the Atlanta Commercial Board of Realtors.
- Admitted to the Society of Office & Industrial Realtors (SIOR) in 1984 and served as a president of the Georgia chapter.
- Earned the CIPS and FIPC® designations through FIABCI, the Federation of International Real Estate Professionals
- Served as FIABCI-USA's 1996 President.

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.



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 (memberships now \$99 for a year!).

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).

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	Doug Burggraaf, King Realty dburggraaf@kingrealty.net
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 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.