

ASSOCIATION OF GEORGIA REAL ESTATE EXCHANGORS

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

JULY 2008 - SPEAKERS & TOPIC

Mark your calendar to attend the **AGREE's Monthly Marketing Meeting** on **Thursday, July 17, 2008**. This month's speaker will be **Jeff Ledford, the Georgia Real Estate Commissioner** and **Hal Morrison** will be the moderator. Please arrive on-time as Mr.Ledford will speak at 9:00AM instead of the typical 11:30AM.

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 the remaining months of 2008, try to bring a guest or invite someone you know who may benefit from attending an AGREE Marketing Meeting.

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

9:00-9:30AM: Keynote speakers: John Ledford, the Georgia Real Estate Commissioner.

9:30-11:59AM: 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, **Ernie Eden** will lead a discussion on, "**The Essential Elements of an Outstanding Back-up Package**" and will include both what should be included in the package, and also how to go about finding this information from generally available sources (if the seller does not have it).

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!

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.**

✚ 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

GROUND LEASE

The owner grants a long-term lease of the land (usually 99 years) and allows the lessee to build and use the land as agreed. At the end of the term, the land and all improvements revert to the owner.

GREENBELT

Situation - Our exchangor, Able, owns a 2000 acre ranch, Blackacre, which is adjacent to Pleasantville, California. Able would like to divide Blackacre into 100 "ranchette" parcels of 20 acres each, but the local planning commission is unwilling to allow such a subdivision. Pleasantville prides itself for its "no-growth" orientation which places "quality of life" for its citizens above development rights.

Solution - Able should offer Pleasantville a major portion (1500 acres) of Blackacre for Pleasantville to use as parkland and greenbelt. In this way the citizens of Pleasantville will permanently add to their quality of life. In exchange for the parkland/greenbelt dedication,

Able will negotiate to subdivide the remainder of Blackacre into 100 five acre lots.

Benefits to Pleasantville - The town will forever have a permanent greenbelt and parkland. It will have this in the face of the risk that Blackacre might one day be fully developed.

Benefits to Able - Able owned only a single ranch. Now Able has 100 saleable parcels of real estate. Since these parcels are now adjacent to a permanent greenbelt, they will command a premium price. In the end, Able will get almost as much for the 100 five acre parcels as he would have for 100 twenty acre parcels. It pays to think win-win.

Variation - The greenbelt is offered as a common area to all purchasers of the five acre parcels. Future

development on the greenbelt is prohibited. To many folks, 15 acres of greenbelt plus 5 acres of usable land is just about the same thing as 20 acres of usable land.

🚧 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.

🚧 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

🚧 WEBSITE UPDATE

We are still actively adding to AGREE's new website. Let us know if you have any suggestions. Check it out at www.agreega.org

🚧 2008 OFFICERS & DIRECTORS

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

President	Nick Nichols, Nichols Properties 770-579-0810 nnichols@mindspring.com
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Thank you for your continued membership! Remember to visit the AGREE website to post your properties.

www.agreega.com