

AGREE Meeting **this** Thursday



Mark your calendar! **AGREE's Monthly Marketing Meeting** is this **Thursday, July 16th.**

This month, AGREE welcomes **Debbie Hammond of The Environmental Protection Division.**

Debbie will discuss **Lead-Based Paint, Asbestos and other subjects that we should have familiarity with as real estate agents.**

Nick Nichols 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: Debbie Hammond

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*****

“Determining if You Really Want the Listing”

Hal will provide the 4th Part of his agent counseling session!

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.



MEMO

Send us a memo...

Let us know what you think about our monthly marketing meetings.

What subjects would you like discussed? How can we make the meetings better?

Your input is important to us.

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10 More “Motivated” Transaction Ideas

1. Sell below appraisal
2. Add Cash
3. Provide Management
4. Take a risk
5. Take property anywhere
6. Client will guarantee the NOI
7. Client will offset mortgage payments
8. Client will add services
9. Client will accept unsecured note
10. Client will obtain entitlements for the property

July Real Estate Formulas & 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.

*** 12 Counseling Questions *** People & Problems

1. What would you like to accomplish? What are your goals?
2. Questions like "Why", "Oh, why is that?", "Could you explain?" and "I don't understand?" help to open up information, give clarification or insights if you doubt the intent or the answer.
3. Any tax problems? Cash sale, installment sale, or exchange?
4. What are your hobbies, vacation interests, toys, other special interests, etc. (They might be interested in a condo or land in Florida or even a boat.)
5. Do you own any other real property? (Gives idea of what they feel comfortable with. Find out location and value.)
6. Find out about family ~ How many, how old, where they live. All affect business decisions. Will they be involved in acquisition or management?
7. Who will you need to consult with to help you make this decision? (Third party influence: attorney, CPA, spouse, partner, friend etc...)
8. Who is your attorney? Who is your CPA? Will you introduce me to them if we determine their input is needed? (Setting up working relationships among professionals.)
9. What is your approximate annual income? (Lets you know financial strength, debt limitations, whether they need income from the property to live on.)
10. Do you have money for closing costs and my fees in the event of a "pure" exchange with no cash? (Now is the time to agree on how you are going to be paid for your services.)
11. How much debt are you comfortable with?
12. Have you ever been turned down for a loan? Bankrupt? How is your credit? May I order a credit report in anticipation of a closing? (you may find things they need to correct or address before the bank sees it.)

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
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All information is subject to change without notice.