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Highlights:

- ◆ Check out our NEW website at www.AgreeGA.com and let us know what you think
- ◆ Bring a guest to the next AGREE Marketing Meeting
 - ◆ You must be a licensed Real Estate Agent to be a "Regular Member" of AGREE. Affiliate memberships are available.

Upcoming August AGREE Meeting



Mark your calendar to attend
AGREE's Monthly Marketing Meeting on

Thursday, August 21, 2008.

This month's speaker will be **Charles King**, of King Realty, Inc./CORFAC International and **Nick Nichols** will moderate the meeting. Mr. King will speak on, **"The State of Industrial Real Estate"**, the most popular program of the year.

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: Charles King of King properties. **Subject:** "The State of

Industrial Real Estate".

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, **David Thomas** will lead a discussion on, **"Syndication of Small Properties ~ How to Pool Funds, Real Estate Equities and Talent to Make Money and Stay Out of Trouble "**.

After the discussion, please plan on staying 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.

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.

Real Estate Formulas & Definitions

JOINT OWNERSHIP AGREEMENT

An agreement between owners defining their rights, ownership, monetary obligations and responsibilities. This could be between an investor and an occupant or the occupants. If an investor is involved, the investor does not take depreciation deductions and none of the occupant's payment is deemed rent for tax purposes.

HIGHER DENSITY

Situation - Our exchangor, Able, owns Blackacre, some residential land which is suitable for building. Baker, a developer, would like to do some residential development. Able is asking

a pretty serious price for the property which has Baker hesitating.

SOLUTION

Baker puts the land under contract with Able "subject to Baker receiving final approval to develop the parcel with the number, type, and size of residential unit(s) desired by Baker".

DISCUSSION

In many jurisdictions there is some flexibility in the density to which a property can be developed. There are often incentives for builders who are willing to create what the community considers needed housing. And, in some communities, increases in density are

being considered as an alternative to expansion of municipal boundaries.

BENEFITS TO BAKER

Baker avoids almost all of the uncertainties inherent in the process of developing Blackacre and he guarantees himself a favorable number, type and size of development. He can hedge his price by pushing for more density than Able may have considered.

BENEFITS TO ABLE

Able moves out of Blackacre at what Able considered to be a fair price.

*There's no such
thing as luck. Luck
is when preparation
meets the opportunity.*

Make the Most of AGREE Meetings

Since AGREE meets for a few hours per month, only 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!**

Bring A Guest & 2008 Membership Dues

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.

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.



Meeting Etiquette ***Please Read!



Please arrive to the meeting on time. Choose your **"HOTTEST"** properties to present during the Have/Want 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.

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.



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

A.G.R.E.E

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2008 Officers & Directors

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

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All information is subject to change without notice.