

AGREE Meeting is **THIS** Thursday!!!

AGREE's Monthly Marketing Meeting
is this Thursday, October 15th.

Nick Nichols will moderate.

8:30 AM:

Registration, coffee, bagels, and networking with other AGREE members and guests.

9:00-11:29 AM:

Marketing properties you *HAVE*, and presenting buyer needs you *WANT*. Be knowledgeable about the property and prepared to verbally present your most motivated HavesWants to bring your transaction to fruition. There will be a place for written materials (flyers, brochures, etc.)

11:30-NOON:

Do you have stuff that you don't use? We will be doing a personal property trade segment. This method of marketing has different names, such as a zander or taker board. The purpose is to dispose of something you have and to acquire something you prefer to have. Have in mind more than one asset you would like to dispose of. You will have the chance to offer what you have for something you desire more, and others will have the same chance to offer their stuff on yours. This is a good way to watch the potential of multileg trades coming together.

We have done real estate trade boards, but it has been a long time since we have done a personal property segment. The parties are responsible for performing whatever level of due diligence they feel appropriate. This will help participants understand how a real estate trade segment can work. If time allows, possibly we will do a brief real estate segment.

Come prepared with pictures or some type of description, or possibly bring the item or items. Look forward to participating. Personal property might be cash, notes (existing or to be created), cars, electronics, books, collectibles, art. Basically, anything. No value is too big or too small.

NOON-1:00 PM:

FREE lunch and networking. Break bread with fellow commercial brokers, exchange information, and receive more details on items you heard about during the HavesWants Marketing Session.

1:00-2:00 PM:

*****After Lunch Discussion***** Please plan to attend this month's After Lunch Discussion, a roundtable led by AGREE Board Members on "Bridging the Gap Between Buyers and Sellers". We will be discussing techniques to prepare your clients to think in different ways in the current market. If you have clients who are stuck in old mindsets that are not applicable in today's real estate climate, you do not want to miss this meeting. The After Lunch Discussions have proven to be very informative and beneficial with interesting, educational subjects. These discussions are designed to provide relevant, valuable information to AGREE members and guests. Past After Lunch Discussions have covered topics such as:

- The Benefits of Counseling
- Go Zone Tax Credit Opportunities
- Brownfield Issues
- Working Backward from Rents to Determine Max Land Value
- Creative Financing in Troubled Times
- Selling the Unsellable
- Determining If You Really Want the Listing
- Discussion with One of Atlanta's Most Active Retail Developers
- And Much More!

MEETING LOCATION:

The AGREE Monthly Marketing Meetings are held at the Holiday Inn Select – Perimeter Dunwoody, conveniently 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.

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**Check out our
website:**

www.agreega.org

October Real Estate Formulas & Definitions

PARTITION

The forced division of land among parties who were formerly co-owners. A partition suit may ask to divide the land, or if that is not practical, sell the land and divide the proceeds.

IN LIEU TRANSACTION

Situation - Our exchangor, Able, would like to trade Blackacre, a farm, for some income producing rental property. Baker has offered Able a commercial building lot, Whiteacre, in exchange for Blackacre. Able doesn't want

Whiteacre. What should Able do?

Solution - Able should accept Whiteacre "in-lieu" of what he really wants. The acceptance basically says: "I'll take Whiteacre, but only if I can successfully trade it for what I really want".

Discussion - This is fundamental stuff. An exchangor will never get rid of a property without finding someone that is a "taker" for it. This is true in all circumstances, regardless of what the

taker is offering. In our example, Able has increased his chances of success by accepting the offer "in-lieu". Now, Able can offer either Blackacre or Whiteacre for property that he finds desirable. Additionally, he has made an ally of Baker, because Baker will get Blackacre if he can help Able find the property he really desires. It is an exceedingly rare situation when a taker should be turned down cold. Go "in-lieu" to increase your chances for success!

Take Advantage of AGREE's Economic Stimulus Package!



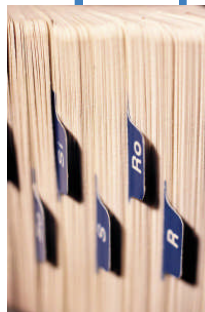
AGREE's 2009 membership dues have been reduced to \$99 for those with a verifiable real estate license. For those without a real estate license who work in a real estate-affiliated business, dues are \$250. (Affiliate membership requires approval by the Board of Directors.) Membership is active from the month dues are paid and valid for 12 months.

Direct any questions or comments to Ernie Eden at 404.874.1640 Ext. 156 or ernie@agreega.org.

Discounted Rate for First Time Visitors!

The cost for members to attend the Monthly Marketing Meeting is \$25, which includes a continental breakfast, the meeting, lunch, and information. The regular cost for guests/non-members to attend is \$40. However, we are offering a special rate of \$25 for FIRST TIME visitors!

Reminder: A non-member may attend up to two meetings as a guest, after which membership is required to attend future meetings.



Members Can Earn Free Meetings!

If you bring a guest who signs up to become an AGREE member, you get the next Monthly Marketing Meeting free!

There is no limit to the number of different guests you can bring or the number of free meetings you can earn!

Make Every Effort to Make A Formal Presentation

Make a FORMAL PRESENTATION of one of your properties. (Formal presentations must be on the AGREE form, available on our website, www.agreea.org.)

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.)

Come with the attitude that an all cash sale is only one of dozens of ways to make a deal. The verbal HavesWants are good, but they are no comparison to formal presentations as a means of marketing your properties.

Monthly Marketing Meeting Etiquette

- Please arrive to the meeting on time. All members and guests should arrive by 8:30 AM for orientation. The meeting begins promptly at 9:00 AM.
- Choose your hottest properties to present during the HavesWants period. One property per person can be presented at a time.
- If you hear a Have or a Want that fits your needs or the needs of your client(s), please fill out an AGREE Informal Offer Sheet (available at the meeting), and give it to the person 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 person multiple opportunities to present properties.
- If you would like additional time to go more in-depth about a specific property, refer to Formal Presentation procedures (above).
- If you are bringing marketing materials to the meeting, be sure to bring at least 45 copies.
- The hotel provides wireless Internet access, so bring your laptop to take notes or make presentations. Presentation packages with images enhance the AGREE Marketing Meeting experience.



2009 Officers & Directors

For more information about AGREE, contact one of the 2009 Directors and Officers below:

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