



IREP Minutes

March 14, 2017

Happy St Patrick's Day. The meeting was called to order at 9:05AM by Kim Cooke, President and she opened with the Pledge of Allegiance. Gayle LaBonte, President Elect, followed with the inspiration of the day.

Speaker – Diane Luttmann introduced our speaker Bill Risser, VP Digital Strategy, Fidelity National Title. Bill gave us some great information on Digital Technology. Our business contacts are all about relationships. If you do not keep your Facebook page or Website relevant and updated, anyone searching for you might have the impression you are no longer in business. Stay updated and engaged. Tell stories about success on your site. As far as cyber fraud, Bill recommends using “Authenticator App” and use 2 factor authentication. This will help in protecting your emails from being hacked. If you would like more detailed information, please contact Diane Luttmann. Thank you Bill!

New Members and Guests – Welcome to our guests. We had two new guests, Donna Savercool and Pam Scheller from Allen Collins Realty. Both are now our newest members too! So happy to have you.

Birthday Greetings - Happy Birthday to all March Birthdays.

Education – Our next meeting David Bennett, President & CEO of PRO will speak on the “State of the Organization”. Future meeting ideas, mortgage lender panel and title company panel. It was suggested to have a Home Inspector provide information to educate the buyer/seller. Please see Ben Friedlander for program ideas.

Treasurer's Report – Barry Beote, Treasurer, balance is \$1979.39. Some members paid their dues for the entire year. Checks were mailed out this week to PARC and CASA Charities.

Minutes – Debbie Kampel, Secretary, will email out the minutes.

Announcements – April 11th, there is a PRO Affiliate Meeting with a marketing session for realtors to present their listings. Through this meeting 19 homes have been sold! Your listings will reach all 6000+ members and John Hopkins All Children's Hospital doctors. Ben asked to watch your email for “Call for Action”. Read it. It contains information on HB483, a hearing on the Estoppel Bill. It affects us all.

Pitch – Andrew Cabot, Holland and Associates – 549 8th St N, St Pete., wood frame north of 5th Ave and 8th St, property is down to the studs, lot size 60 x 130, \$234K. Kim Cooke, Charles Rutenberg, Mainlands, Pinellas Park, 2/2/1 \$159,500, wheelchair/walker accessible. Phyllis Apone, Apone Realty, 3/3/2 west of Park, 8226 33 Ave N, St Pete, Jungle area, total remodel, 1872 sq. ft., flood zone, there is room for a pool. \$375K.

Adjournment- The meeting was adjourned at 10:00AM.

Next meeting is **Tuesday, April 11, 2017** at PRO. 8:30 – 9:00 Networking. 9:00AM Meeting begins.