

## AGREE Monthly News

AGREE is a real estate marketing group focused on identifying and implementing creative means to facilitate transactions. *The Group has met monthly since 1969.* The group's focus includes understanding clients' needs through counseling and identifying alternatives to all cash transactions. In this challenging market, how can a client's needs be met without an all cash transaction, and the Broker earn a fee?

### **6 Hr CE Course Broker Estate Building**

On Tuesday, January 26, 2016 from 9:00 am to 4:30 pm AGREE and SEC Education Foundation in cooperation with Georgia Institute of Real Estate will offer "Estate Building through Real Estate Investing". It will help prepare agents to help grow his/her clients' estates through the use of real estate. Both instructors, John Brennen and Gary Vandenberg, have taught the class with much success in the past and they also implement what they teach. Come join us...you won't be disappointed. See more below.

### **Marketing Your Properties**

Our monthly meetings give you an opportunity to be proactive and initiate action. Knowing your client's needs gives you the best chance at starting a transaction. We provide visual aids to showcase your photos, pro forma and marketing aids. If you would like ideas on how to get the best results at the meeting, contact Nick Nichols at 678-612-5362 and then complete the AGREE Marketing Form attached.

### **Speaker of the Month**

Our speaker for January is our Georgia Real Estate Commissioner, William L. Rogers, Jr. His primary role includes overseeing the day-to-day operations of the state agency for implementing license law regulating over 90,000 real estate brokers and salespersons in our state and the law regulating Georgia's 5,000 real estate appraisers. Prior to being sworn in as commissioner he was a partner at Whelchel, Dunlap, Jarrard & Walker LLP in Gainesville practicing real estate and banking law. The topic of discussion at our meeting will be Georgia Real Estate and License Update Plus Do's and Don'ts.

### **What You Missed & Upcoming Events**

If you were unable to attend last month's meeting not only did you miss our Christmas gathering but a great discussion by Rick Hale on Business Planning for 2016 and habits to develop that will lead to a very lucrative Brokerage Career.

Upcoming events include the topic of Property Management and a 3 Hour CE Class on License Law.

AGREE now has a Yahoo Members Only group. As a benefit of AGREE membership, you will soon be receiving an invitation to join the group. Be sure to join and be able to instantly communicate your haves and needs with AGREE members.

### **OUR NEXT MEETING IS:**

**Thursday, January 21, 2016**  
**Wingate Atlanta Galleria Hotel**  
**2762 Cobb Parkway SE**  
**Atlanta, GA 30339**  
**678-214-6000**

### **Did You Know?**

You can earn a **Free Meeting** just by bringing in a New Member.

That AGREE has a new website? Check it out at [AgreeGA.com](http://AgreeGA.com). Members can upload their information and listings for added exposure nationwide through our collaboration with NCE.

Become a member of AGREE's Meet Up Group. Follow this link <http://www.meetup.com/Association-of-Georgia-Real-Estate-Exchangers/> and sign up to become a member of the group.

Our group Admin Assistant, **Sandra Bell**, is available, for a fee, to aid & assist you with Support Services & our Website.

**ATTENTION ALL MEMBERS!** If you have had changes in your information (phone number, email, etc.) please email Jim McKetchnie at [jim@georgiacommercialbroker.com](mailto:jim@georgiacommercialbroker.com)

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## **THE AGREE JANUARY MEETING AGENDA**

**When:** Thursday, January 21, 2016

**Where:** Wingate Atlanta Galleria Hotel, 2762 Cobb Parkway, SE, Atlanta, GA 30339. I-285 West to Hwy. 41 (Cobb Parkway). The ramp deadends into Hwy. 41. Turn Right on Hwy. 41 for 100 yards, then left on Spring Rd. The Hotel is on the left, a 4 Story building. COPY AND PASTE to your browser: <http://www.mapquest.com/us/georgia/hotels-motel-atlanta/wingate-by-windham-atlantagalleria-center-269976512>

**Cost:** JUST \$10 or \$25 for guests (guests who join will receive a \$15 credit toward annual dues). Members who bring a quest, if the quest joins, your meeting is FREE. Annual Membership dues are \$75. Associate Membership (attorneys, lenders, appraisers, etc.) due are \$125. Dues can be paid on site, or mailed to AGREE Board of Directors, c/o Atlanta Board of Realtors, 5784 Lake Forrest Drive, Atlanta, GA 30328. AGREE accepts credit cards presented at the meeting.

**8:00-8:45:** A Free Full Buffet Breakfast served until 8:50 a.m. So get there early and partake with other AGREE folks. Start a Transaction and Network, then Register for the Meeting and enjoy another cup of coffee and/or breakfast roll.

**8:45-9:00:** A brief session will be taught (for new attendees, or not so new attendees) on "How to Participate and Succeed in a Marketing Session".

**9:00-11:45:** Marketing Session. New Sessions to Create Transactions, Verbal and Written Haves and Wants, Formal Presentations, Suggestions from Attendees on Creation Transactions, Cash and Mortgages available for deals. Enter your properties on the NEW AGREE WEBSITE. It's a great tool for AGREE members, so take advantage of it at no cost.

**11:45-12:15:** Speaker, William L. Rogers, Jr., GREC Commissioner

**12:15-12:45:** A free delicious vitamin and nutrition packed lunch is provided. This is a great time to talk about potential deals, continue your transaction discussions from breakfast or just find out something you did not know about others at your table. This opportunity is really more important than one might think.

**12:45-2:00:** Additional marketing, problem solving, brandstorming and deal initiating sessions.

**The Group only gets together once a month. Use the Power of the Group to help You solve needs and issues.**

Prepare for the meeting. Give yourself the best chance to start transactions. **COUNSEL - COUNSEL - COUNSEL** your clients to find out their real needs from a transaction. An all cash deal is great, but in this environment, are you going to limit yourself to just that? Are your Clients expectations reasonable? Find out about the existing debt on the property. If your Client will not reveal such info, do you really need them?

# Broker Estate Building Course

[AGREE](#) (Association of Real Estate Exchangers) and  
[S.E.C. Education Foundation](#)  
in cooperation with  
Georgia Institute of Real Estate  
*present:*

## “Estate Building through Real Estate Investing”

*Approved by GA Real Estate Commission for 6 CE Hours*

**Date:** Tuesday, January 26, 2016 • 9:00 a.m. to 4:30 p.m. (Registration begins at 8:30 a.m.)  
**Cost:** \$80.00 Agree Members / \$110.00 Non-Members  
CE Credit is Included in the Price or receive a \$25.00 Discount without CE Credit  
*Early Bird Registration through January 22, 2016 – After January 22<sup>nd</sup>, add \$25.00*  
**Lunch is included in the cost of the class!**

**Registration:** Contact the Georgia Institute of Real Estate – 800-633-3583  
**Location:** Atlanta REALTORS® Center – 5784 Lake Forrest Drive, Atlanta, GA 30328  
Contact Ernie Eden: (404) 310-6659 or Nick Nichols: (678) 612-5362 for Information

### Course Description

*This course will prepare the practicing real estate agent to help grow his/her clients' estates through the use of real estate. The instructors have developed and implemented the systems they teach. The course is packed with techniques, formulas, and actual life experiences. Attendees will learn how commercial practitioners can help create and accumulate wealth for their clients. Come and discover how to build your clients' estates!*

#### What You Will Learn:

- The Importance of Client Goals for their Real Estate Portfolio
- How to Implement the Safety First Formula in Real Estate Investment
- Alternative Ways to Use Real Estate Exchanges
- The Use of Various Types of Real Estate Options
- How to Work with Banks to Buy More Property
- How to Enhance Your Client's Ability to Sell through Creative Seller Financing
- How to Use Creative Real Estate Formulas to Increase Your Clients' Wealth

### Instructors



**John P. Brennan, S.E.C., CCIM**

John Brennan attended Miami University B.S. in Accounting in 1981. Prior to entering the commercial real estate audit department of Arthur Anderson, and in the tax department of Price Waterhouse in Dallas, TX. John started his commercial real estate investment, leasing, brokerage and management company in Dallas in 1988.

Mr. Brennan has served on the Board of the North Texas CCIM Chapter, was the President of the Society of Exchange Counselors in 2015, and has been a member since 1994. John is a CCIM (Certified Commercial Investment Member) and he obtained his CPA designation in Ohio in 1981.



**Gary Vandenberg, S.E.C., CCIM**

Gary Vandenberg obtained his B.A. in Economics and Political Science in 1973. A year of law school with classes in real estate and contract law inspired him to pursue a real estate career. He twice served as Michigan Realtors' Land Institute President, was twice Michigan RJ Marketer of the Year and sat on the RJ National Executive Council. Gary is an active member of the National Council of

Exchangers. Mr. Vandenberg was the [Society of Exchange Counselors](#) President in 2013 and twice won the SEC's Cliff Weaver award for most creative real estate transaction. He is a CCIM (Certified Commercial Investment Member) and ALC (Accredited Land Consultant). Besides representing clients with properties around the country, Gary has personally had real estate investments in 16 states.

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Questions or comments? E-mail us at [agreega@gmail.com](mailto:agreega@gmail.com) or [www.AGREGA.com](http://www.AGREGA.com)

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