

Minutes

Marketing and Publicity Committee

2/27/09

The following people were in attendance

Hal Hufford Chairman, John O'Shay, Nancy Sweeny, Robin, Bob, and Tut

The Committee voted to do the following:

1. The referral list of Realtors will be established based on those who advertise regularly in the Tipster and/or those who have closed 6 sides in Sun City in the last year. (The 6 may be changed after a study is made)
2. The Committee voted to give Realtors who advertise 3 or more business cards an extra referral. Those who advertise 1 to 2 business cards will receive one referral to the 3 to 4 card Realtor's 2 referrals. Robin is responsible to make this work.
3. The referral fee will be the standard 25%.

The following items will be accomplished by the each attendee.

1. Robin will redesign the Visitor information to include the information suggested in the email sent out by Hal. This information will then be transferred into a data based program so it can be sorted and used by Chris.
2. John O'Shay will use the multilist and determine how many sides were handled by each Realtor over the past year. From this information, we will establish who qualifies for referrals based on the number of sides handled and if the 6 sides is the right number to qualify under #1 above. John will report this to Bob and the committee will take this up at the next meeting. John will also determine how to access this information and show Bob how to do it.
3. New Realtors who want to qualify must advertise in the Tipster for 3 consecutive months unless they qualify under the 6 side rule.
4. Bob will check out exactly what we need to do to be properly registered as a Real Estate Company.
5. The name of the company shall be Sun City Realty or Sun City Vistoso Realty. This will be decided by the committee in another meeting.
6. Robin and Nancy will implement all procedures as stated in our Procedures writeup.
7. Tut will contact the magazine specialist that we want to join our committee and get that worked out if possible.

8. Bob will work on a procedure to have the sign put up and taken down at the corner of Rancho Vistoso and Oracle. Hal will get the sign made after Bob works this out.
9. Nancy reported that we have had 13 visitors and the Ambassadors have given 10 tours and two referrals to Realtors in the past 10 days. She will be holding a meeting with the Ambassadors and will be reviewing all procedures and rules regarding any type of steering away from any area in Sun City.
10. Hal advised the committee that no abuse of visitors of any kind will be tolerated by our front office staff and if it ever happens he will take it straight to the Board.
11. Hal will start checking out billboard sign companies

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