

Your Coaching Matters November Fall Member Monday!

November 6th, 2023

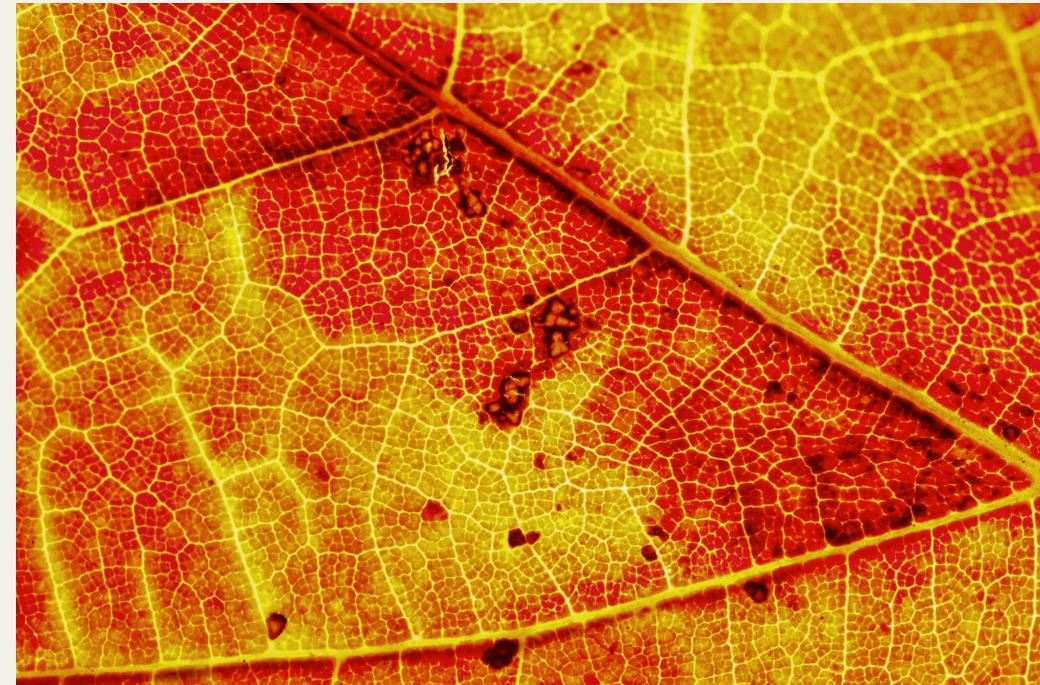
11amET/ 10am Central /8am Pacific



Coaches
Donna and
Mike Stott

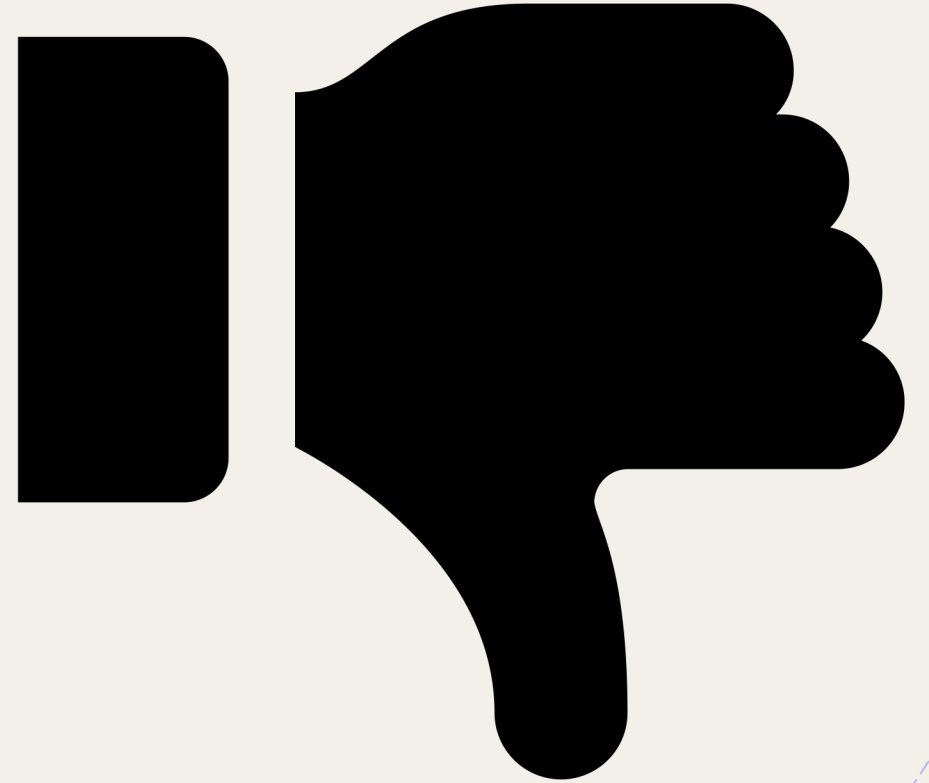
What we cover today!

- + Coaching Tool of the Month – because we start with TOOLS.
- + Current Market and NAR Discussion – **Do NOT Panic. We have this!**
- + What to DO about the Current Market! 100% Actionable Items to DO in November!
- + The VERY IMPORTANT November-December Monthly Challenge



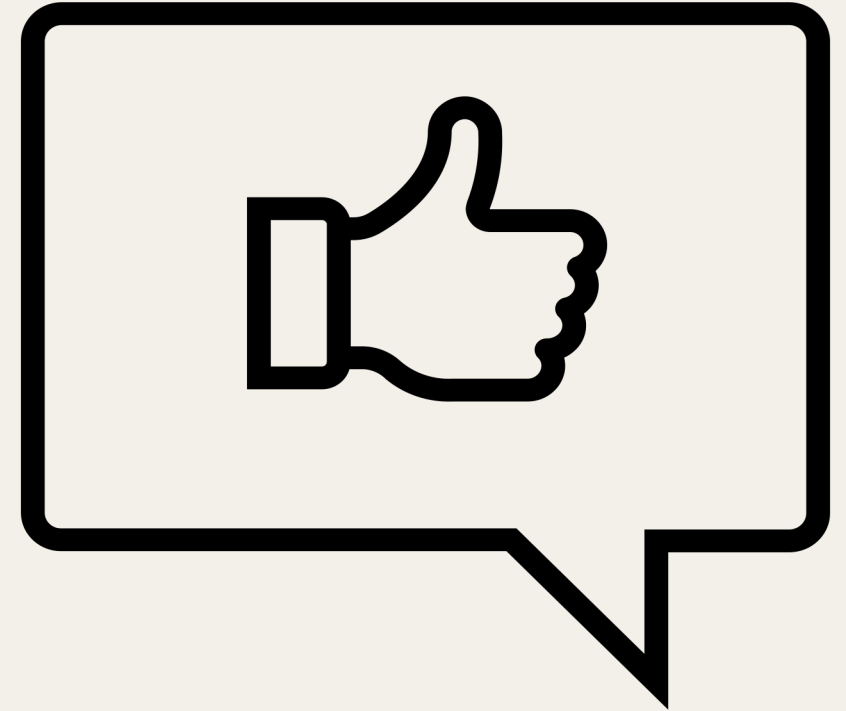
Do you think things
were easier in the
Mid 1800's?

- + Communication easier?
- + Transportation/travel easier?
- + Household chores easier?
- + Education easier?



We have it better today than EVER before.

- + It's almost been TOO easy.
- + So easy we forgot how to work.
- + Yet, with a bit of stretching and remembering and creativity and learning - we CAN work again!



Let's remember how to
THINK with our Coaching
Tool of the Month



Adapted from an article
by The Daily Coach

Coaching Tool of the Month!

The 5-Hour Rule

The 5-hour rule is the concept of spending at least one hour every workday consciously learning new things or practicing various activities.



If you ever visit the Henry Ford Museum, you may notice a picture of a young Thomas Edison from 1861.

It's Edison at the age of fourteen from working on the Grand Trunk Railway, selling popular newspapers, magazines, cigars, and candy to passengers traveling between his hometown of Port Huron, Mich., and Detroit. The job required Edison to board the train at 7 o'clock each morning, travel three hours to Detroit, then return late in the evening

The job gave Edison two things he badly wanted: reading time and money. He earned a lot - \$8 to \$10, which he shared with his mother.



In Detroit he would walk to the Detroit public library and read every single book.

Yep... every book, from technical journals, magazines, scientific papers, newspapers, engineering, mechanics, building, cement, building materials, drugs, water, gas, power, automobiles, railroads, aeronautics, philosophy, hygiene, physics, telegraphy, mining, metals, music, and so on.



His passion for learning came from his mother.

What Edison was doing was practicing what is now called **The 5-Hour Rule**.

The 5-hour rule is the concept of spending at least one hour every workday consciously learning new things or practicing various activities. Doing this can help you gain new skills and knowledge, which can lead to both personal and professional development.

It can also help you keep your knowledge of certain subjects current. Edison, at 14, became a professional student and remained one until the day he died.

Edison said, *“My mother taught me how to read good books quickly and correctly, and this opened a great world in literature. I didn’t read a few books; I read the library.”*



So how can we use the 5 Hour Rule? In 5 Steps.... Of course!

1. Decide on when to read

There are no set rules or times, only that you schedule an hour per day on your calendar. And then you DO it.

2. Find information sources

Besides books, there are many other sources of information that you can use to learn about what you're interested in. Audiobooks and Podcasts are an efficient way to get information while performing a repetitive activity, like driving, exercising, or cleaning your house.

3. Find ways to remember

When we write what we have learned, we can store the data in our brains. We need to read, write and review to retain. Then take an ACTION on it.

4. Expand your learning horizons.

Work your brain calories; don't read or consume the same stuff. Explore your interests and push yourself outside your comfort zone.

And Step 5 - Do it every Day

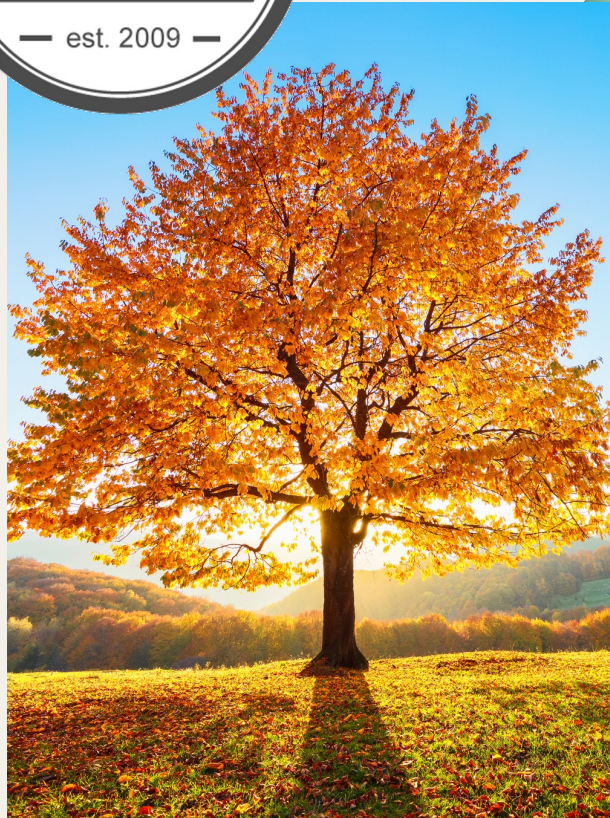
The 5-hour rule can only deliver positive results if you practice consistently over a long period. **This means you need the self-discipline to resist various opportunities to spend that time differently, which may not be as helpful for your long-term development.** You can improve your odds of staying committed by setting short and long-term *knowledge goals*.

When Jeff Bezos, the founder of Amazon, would visit his grandparents for the summer, his grandfather would share the Edison story with him as they drove to the library. Bezos has been using the 5-hour rule like Edison for his entire life.

If it's good for Thomas and Jeff, it may just be good for us.

Now... What are
the National Market
Conditions now that
here in NOVEMBER?

Well.. There's a LOT
CHANGE is
happening **FAST**





What's Changing?

Everything? No... And Yes...

1. Interest Rates. The Experts have all been wrong. Rates are high. They went down slowly and up FAST.
2. NAR Scandals and Lawsuit Loss. We'll touch on that. Questions will be coming. Have answers!
3. Moving from a Sellers Market to a Neutral or even a Buyers Market?? Let's look, see and tell the truth for YOUR market.

Current 30-Year Mortgage Rates: 2022-2023



Remember when rates
were below 3%?
Like it was yesterday...

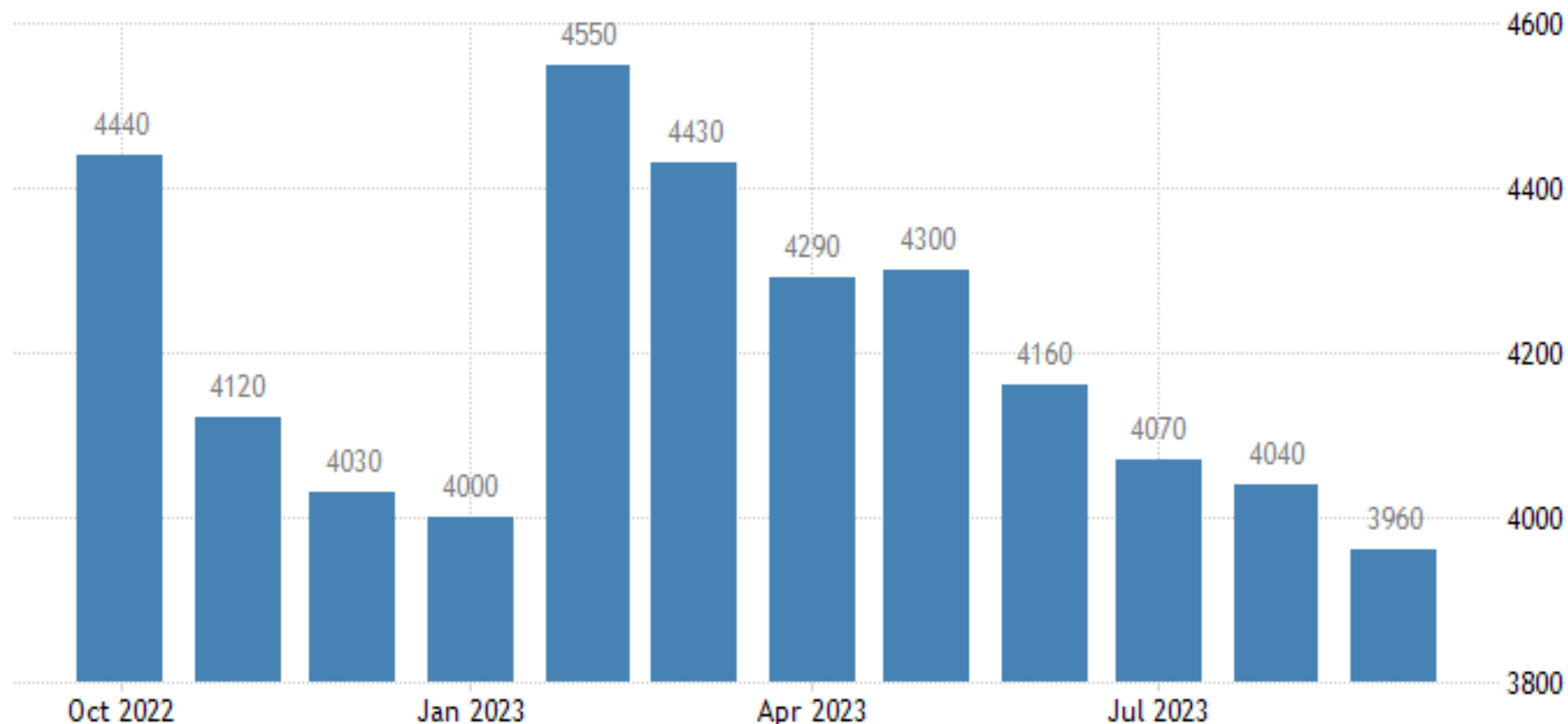
Historical 30-Year Mortgage Rates: 1971-2023



What is the Fallout from This?

- **It's not prices.** Because we've also had a low supply. Market is somewhat "balanced" in most areas.
- It's the **NUMBER of SALES** which we warned you to plan on the end of last year.
- HIGH prices and HIGH interest rates = LOW SUPPLY AND DEMAND
- Which equals FAR fewer sales.

Sales of previously owned homes in the United States fell by 2% from the previous month to a seasonally adjusted annualized rate of 3.96 million units in September of 2023, **the lowest estimate since October 2010.**



TRADEGECONOMICS.COM | NATIONAL ASSOCIATION OF REALTORS

SOURCE:

<https://tradegeconomics.com/united-states/existing-home-sales#:~:text=In%20the%20long%2Dterm%2C%20the,according%20to%20our%20econometric%20models.&text=In%20the%20United%20States%2C%20Existing,when%20the%20mortgages%20are%20closed.>

And Quite Frankly, I think it
may be worse than the current
guess from NAR at 3.96<

3.8M Donna

4.6M Mike

My personal estimate for this year, back in January, was 3.8M and I SO
5.0M wanted to be wrong....

These are Monthly Estimates of ANNUAL Sales... yes, that confuses people...

United States Existing Home Sales

In the United States, Existing Home Sales occur when the mortgages are closed. Mortgage closing usually takes place 30-60 days after the sales contract is closed.

Actual	Previous	Highest	Lowest	Dates	Unit	Frequency	
3960.00	4040.00	7250.00	1370.00	1968 - 2023	Thousand	Monthly	SA

In Mid 2000's the estimate went as high as 7.25M sales a year.



From the National Association of Realtors

The decline was consistent with other releases for the period, as soaring mortgage rates not only continue to discourage first-home buyers but also prevent homeowners from selling properties locked in at lower mortgage rates.

Single-family home sales fell to 3.53 million, while co-op sales dropped to 430,000 units.

Meanwhile, the median existing-home sales prices jumped by 2.8% year over year to \$394,300.

Source: [National Association of Realtors](#)



Remember when we had less than 1
month of inventory available
nationwide? NOW it's 3-4 months.

Despite the soaring prices, total housing inventory by the end of the month edged 2.7% higher to 1.13 million, equivalent to *3.4 months' supply at the current sales pace*.

Source: [National Association of Realtors](#)

Are we moving from a Sellers Market to a Neutral or Buyers Market?

It's possible...

What to watch: As always... YOUR INVENTORY.

Inventory will tell the story. How many months of remaining inventory does YOUR market have? At 4-5 months, if Sellers willing to WAIT that long and it stays the same, it's Neutral. If it goes over 5 months...or if Sellers don't WAIT 4 months... then it's a BUYER'S MARKET.

The Important Story for your SELLER CLIENTS is –
Prices are mostly hanging in there but unlikely to be going
up. *If anything, they may go down... unless Demand goes up.*

Caveats?

- Areas that sell mostly Cash
- Homes that come with an Assumable Loan
- Homes that come with a good Buy Down on Interest Rate
- Homes that come with Seller Held Mortgages under Market
- Unique and Highly Desirable Homes
- What else?

What causes Demand to go up or SEEM to go up?

Lack of Supply (more buyers than sellers)

Lower Prices

Lower Interest Rates

Lower Qualification Needs

Lenders producing something creative... *I heard a rumor... that some loans that are not assumable may find a way to be assumed...*

The Important Story for YOU is – There are going to be fewer sales... so you need a BIGGER % that are YOURS.

- What do you really need to close in 2024?
- How can you CUT expenses to focus ONLY on those marketing activities that are LIKELY to produce referrals and sales?
- What are you willing to do to make sure the goal happens?
- What can you begin NOW that will pay off 120 days from now?

Do you know that 120 days from now is almost MARCH 2024?



NAR

Scandals and Lawsuit

Let's talk...

There are way too many things I could put in here but we don't have time. In addition Mike and I will be at the NAR Annual Conference next week and we'll bring back more for December's Meeting...

So let's discuss the Nuts and Bolts:

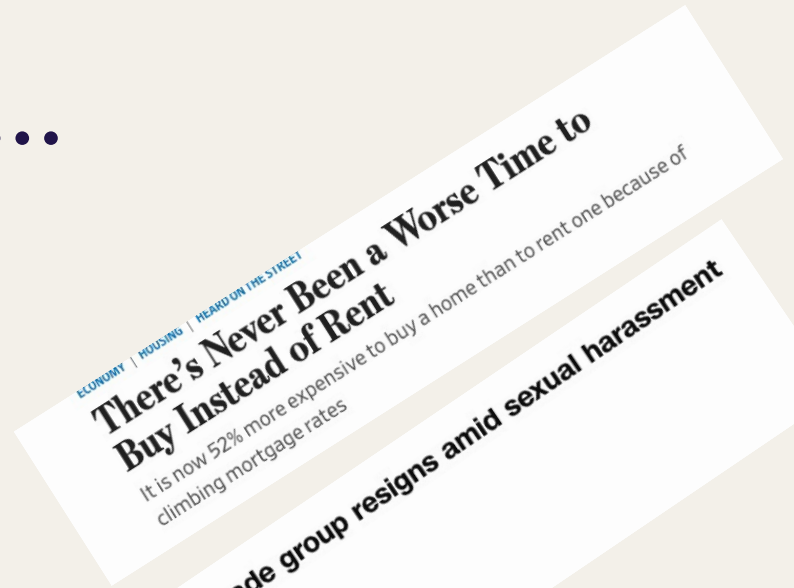
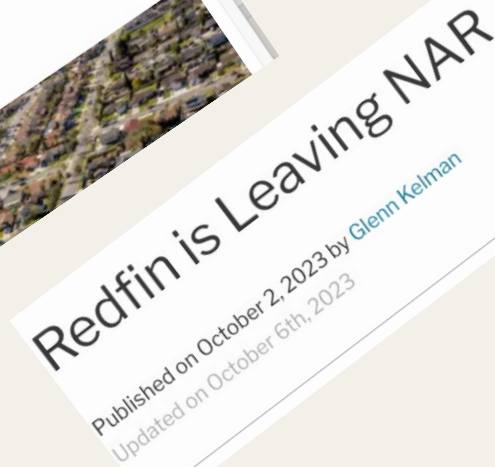
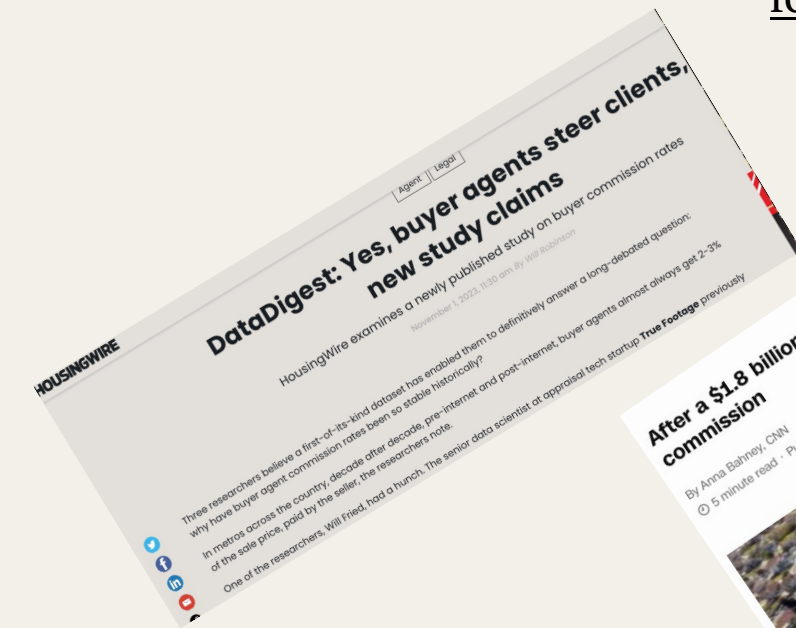
Sexual Harassment and \$5B Lawsuit Loss.

Headlines, Headlines, Headlines...

NAR President Resigns

- HousingWire article on STEERING (normally that's around race/religion... They've made it about income to buyer brokers)
- Wall Street Journal – NEVER Been A Worse Time To Buy Instead Of Rent....
 - CNN- Clock Ticking on 6% Commissions
 - NAR CEO Resigns
 - Redfin leaves NAR....

<https://www.cnn.com/2023/11/05/homes/nar-verdict-real-estate-commission-fee/index.html>



**WE do our JOBS.
PERIOD.**

**Our Sellers and Buyers need us
more than EVER.**

What Do We Do?

**We practice language to
overcome objections and
answer Questions that WILL
come up!**

**Just today we are defending our
commission on a buyer sale and
you will too.**

How about the Current Market Conditions where YOU are? Time to Report In.



REVIEW last month's Challenge

The Deliberate Dozen



Take 12 business cards EVERY DAY and leave your house/office with them. Do not come home until you've given them all away.

AND...

Get contact info from each person you give one to and DECIDE where they go in your Client Portfolio

#1 – Do they get added to your “**VIPs**” - *you know, that group of about 100-200 Past Clients, SOI/COI, Influencers, Active Clients, or Hot Potential Clients?*

#2 – Are they “**Email Only**” people? *Put on your Email Only List for your monthly/quarterly email*

#3 - Are they “**Done**” – Don't plan to reach out again but want them in there in case they call you, so you have a note of who they are? *Oh yeah... gosh... I think I remember giving you a card 2 years ago, right?*

#4 - Are they just a simple “**Follow-Up**” to determine where they belong (1, 2 or 3 above) so just need adding to your database with a next contact date?



REMINDER:
As the Market
Shifts, it's time for
YOU to as well...

**WORDS
MATTER**

- **Connecting** vs *prospecting*
- **My Pleasure** vs *no problem*
- **Real Estate Advisor** vs *Agent* (Agent is about the Broker, Advisor is about the Client) *I heard someone introduce themselves recently as a Used House Salesman. He uses it with new people to spark conversation and then says what he really does is advise and uses Real Estate Advisor after that...*
- **Potential Client** vs *lead*
- **Marketing Presentation** vs *listing presentation*
- **Professional Pricing Strategy** vs *CMA*
- **Success fee** vs *commission*
- **Closed Client** vs *past client*
- **Priority Service** vs *customer service*
- **Client Portfolio** vs *database*



**Who belongs
in your Client
Portfolio?
Maybe more than
we needed
before... Can you
handle 20% more?**

- “Where do I **FIND** the right people **FOR** my **Client Portfolio**?”
- “What do I **SAY** to the people in my **Client Portfolio** that is unique, meaningful, and noteworthy...”
- How is what I am doing **REMARKABLE?**
 - *If we want people to “remark” about us and our services to others... **we must BE “remark-able!”***
- “How **MANY** of the **Right People** do I **NEED NOW...** *with today’s conditions...* in my **Client Portfolio...** to meet my goals?

How many have worked real estate sales with interest rates over 7%?



WE CAN DO
THIS
YES....

WE MAY NEED MORE VIPS
WE MAY NEED TO ADD A
FARM AREA, and/or FSBO's/
EXPIREDS to meet our goals.
It's time to find out.



November – December Challenge

**Set a REASONABLE and REACHABLE GOAL for 2024
ALONG WITH A
DETAILED WRITTEN PLAN OF HOW TO REACH IT!**

- **It's going to take more Contacts... and not the “who do you know” ones... “The How ARE you?” ones...**
- **It's going to take getting to KNOW your VIP's better than you EVER have.**
- **It's going to take CREATIVITY.**
- **It's going to take UNTHOUGHT OF OPTIONS.**

**Remember over the Summer when I asked you to use “The Stott 58”
to get to know your VIPs? DO IT NOW.**

Watch for our Goal
Setting Form

NEXT WEEK

Get it done by end of
November at the LATEST.

Begin work on it
THIS WEEK.



What to do TODAY? Here's what one of you did LAST WEEK with GREAT RESULTS!

- Be sure your VIP's are UPDATED with all email addresses, phone numbers, and mailing addresses.
- Record a SHORT outdoor video to send to them before your Email NL and SAY in the recording the Email NL is coming.
- Get out that SHORT email Newsletter using our recommended format if you don't have one. KISS!

Smallville Area Real Estate Statistical Data for November 2023

- **54 new homes were listed for sale the last 30 days at an average price of \$385,200**
- **75 homes total are on the market this month at an average price of \$375,800**
- **62 homes sold in the last 30 days at an average price of \$388,200**

SUMMARY:

High buyer demand is only being impeded by a lack of inventory. If you have thoughts of selling, now is a great time to get **THE BEST** price in the history of Real Estate. Hit reply if you want to know what your home is worth. My bet is you will be very surprised. You may have options you aren't aware of, let's find out!

The Average price is up from last month, which was the highest average price since last month.

What's New and Exciting in RE News

Interest rates rose .25% the last month overall - still good, but creeping up. If you plan to buy, might want to do it sooner rather than later

California Pizza Kitchen will open spring of this year at ABC Mall - yippee!

The Groundhog Day Festival on Feb 2 will be held at 1234 Main St - begins at 7am. For details call 123-233-3456

Donna's Crystal Ball - Predictions for the next Quarter

You saw my predictions last projections and I was only off on one item. We'll follow those in this portion of the news. So far, I'm right on target about the # of sales increasing, but the rate of increase is slowing due to a lack of homes to sell. My Crystal ball this month says watch for **HIGHER** prices until we have some inventory. It's all supply and demand, right?

Monthly Reality TV - CASE STUDY

Names and details are changed to protect the innocent, but these are TRUE stories....

Mr. Jones listed his home with me at 14% over my recommended price. After 68 days, he agreed to reduce the price of the home by 5% and even though the market had continued to improve he was still at least 6-7% overpriced to get a buyer to offer. This month I recommended we go down another 5%. This time, Mr. Jones followed this advice. We sold the home at just 1% below that last price and he will be able to move in 30 days. Moral of the story... had Mr. Jones taken my recommended list price, he likely would have sold much more quickly and been moved by his goal date. Instead the maintenance and payments he made while listed wiped out any gains the market had and more. I will ALWAYS give you the best advice to sell at the highest possible price for THAT MOMENT IN TIME. If you take my advice, you are likely to sell FAST and for MORE MONEY. Let me know if you want an honest opinion on what your home is worth TODAY.

As always, I am so grateful for your introductions to others as well as your past and future business. I take the buying and selling of homes seriously and you can count on my to protect your interests when I represent you. Please let me know this month how I can serve YOU or someone you know. I'm here for you...

Your Realtor, Donna

Phone

Email

Upcoming YCM Calls

Member Mondays
11amET/8am Pacific

Once a Month

December 11th

January 8th – *the Annual BIG ONE!*

FORMAT

Part 1 - State of the Market

Part 2 - Recommendations
for YOU this month based
on the State of the Market

Part 3 - A Monthly
Challenge!

YCM Closed Dec 22, 2023, through
January 5th, 2024

The Coach is IN
11amET/8am Pacific

Twice a Month
11amET / 8am Pacific

Dec 5th and 19th

Jan 9th and 23rd

YCM Closed Dec 22, 2023, through
January 5th, 2024

15otoLife
11amET/8am Pacific

Average Twice a Mo.
11amET/8am Pacific

November 28th

December 12th

Jan 16th and 30th

YCM Closed Dec 22, 2023, through
January 5th, 2024

Private Coaching

NO CHANGES other
than we may need to
be less flexible on
Changing Pre-
Scheduled Dates

YCM Closed Dec 22, 2023, through
January 5th, 2024





Thank You!



- + Work HARDER in November and December... and get ready for 2024 with a clear reasonable Goal and a FIRM WRITTEN plan.
- + Talk to MORE PEOPLE – CONNECTIONS – DO those VIP Presentations!
- + Call us, text us, reach out when you need us. We are here for you!