



Carefully Setting 2024 Goals so, you can **ENJOY** next year

Goal Setting doesn't have to be a
"Stab in the Dark"

Let's Look See and Tell the Truth so it IS
Realistic and PROFITABLE for the New Market



Today we will cover

- **Coaching Tools of the Month** – YOUR GOAL SETTING FORMS. Who didn't get them? We'll send again NOW.
- **Current Market** & some **NAR Update** from our attendance. You really should go... when was the last one you attended??
- **How to set GOALS in the current market.**
- The Challenge this month is to **DO YOUR GOAL SETTING AND GET IT TO YOUR COACH** to review with you before your next call!

We are Making History



- Never have interest rates tripled or quadrupled within this short of time.
- Though prices have held up due to EXTREMELY low demand, we don't know when they will change. WATCH STANDING INVENTORY and MONTHS of REMAINING INVENTORY.
- **Real Estate is STILL the best place to put money, which is why investors keep buying entry level rentals AND why people are HOLDING on to their real estate.**
- Watch for Price Points that sell... and others that do not. *The math is the same in pricing... How many active comparables? How many sell a month? How fast do you want to sell?*
- **What does the Path to Success look like in 2024 for YOUR UNIQUE skill sets?**
- Look See and Tell the Truth about what you MUST do and what MORE you want in 2024.



Looking, Seeing and Telling the Truth

- Active and Pending Sales numbers are low... we have a historically Low Supply. Very few sell on multiple offers unless underpriced....because of Low Demand.
- Fact: A \$400K loan at 3.25% (Jan 2022) was \$1740/month. That same loan at 7.25% is \$2729/month. Think that rate is “too high” look at the next slide...
- To get a payment of \$1740 a month today, **you can only borrow about \$255K.**
- **Think about it:** What if Houses that were worth \$400K in January 2022 were only worth \$255K today. **What happens to the Real Estate market?**

Why the different rates?

Rates

Average rates

Dec 8, 2023

Loan amount

\$300K

Down payment

20%

State

Georgia

Credit score

700 - 719

30-yr fixed

7.982%

15-yr fixed

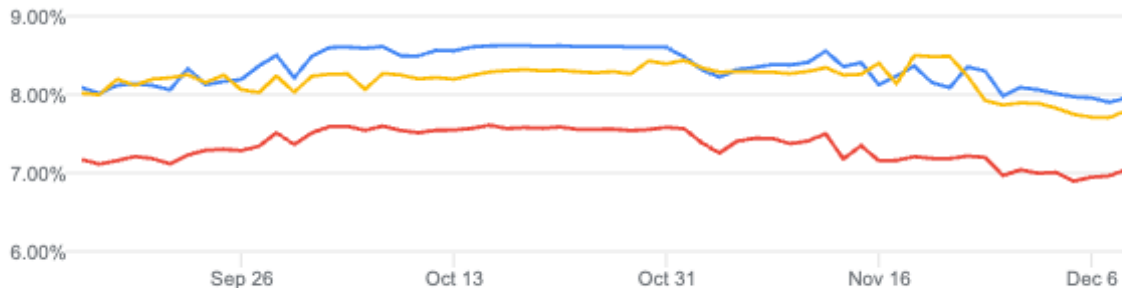
7.074%

10 / 6 ARM

7.82%

+ Add loan type to compare

History



Disclaimer • Feedback

Rates

Average rates

Dec 8, 2023

Loan amount

\$300K

Down payment

20%

State

Georgia

Credit score

800 an...

30-yr fixed

7.341%

15-yr fixed

7.067%

10 / 6 ARM

7.443%

+ Add loan type to compare

History



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And if the
Buyers Credit
is 680-699...

Rates

Average rates

Dec 8, 2023

Loan amount

\$300K

Down payment

20%

State

Georgia

Credit score

680 - 699

30-yr fixed

8.392%

15-yr fixed

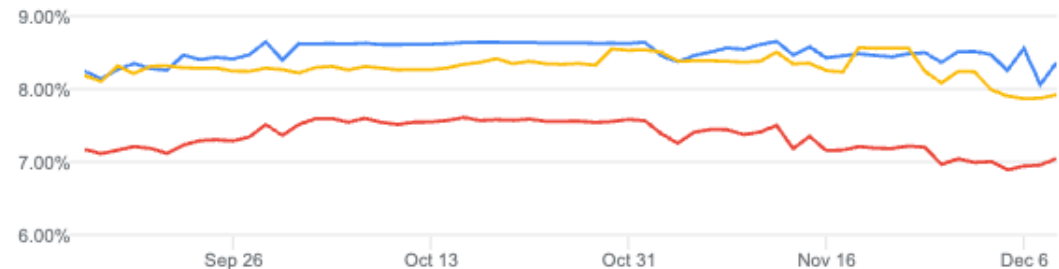
7.072%

10 / 6 ARM

7.946%

+ Add loan type to compare

History



Disclaimer

Feedback



What is the Truth about 2024?

- Demand changes downwards as “traditional buyers” needing loans will continue to shrink unless prices go down or buy-downs work or something unknown happens. This = Less Total Sales Available in the PIE of sales we want a slice of. The pie is smaller, so **we need a bigger slice.**
- Some Traditional Buyers getting a loan will be forced to make lower offers or put off buying.
- Supply will stay down as people stay “stuck” in their excellent payment situation they have now. Or.... **Supply COULD RISE if Sellers get worried that they may lose their equity** or if investors get cold feet if they see prices come down. We have more low-ball offers right now than ever before.
- Expireds and FSBOs will likely rise and will need your help more than ever to sell.
- **Pricing Correctly means looking at Actives, AND the Price-Point of Pendings** vs Solds. Don't IGNORE Solds, but if they are higher, ignore them then. They sold months ago... Today is today.
- If there is a **mortgage to sell** with the house (seller held or assumable) it may cause those homes to sell for more. *How the buyer bought will be a big factor in a property being a comparable.*



What is the Truth about 2024?

- More people will probably be forced to rent verses buy.
- Investors will buy cash-entry-level homes to rent out as rental demand increases even more.
- Agents will leave the business if they aren't prepared with a solid **VIP CLIENT PORTFOLIO** and a strong plan to work it... (JOIN 150toLIFE) and likely one additional source of business such as Open Houses, Investors, FSBO's or Expireds or a Farm area close to home/office.
- **Agents will likely need to make a lot more contacts to get the same number of potential clients.**
- **100% of the time use a Buyer Brokerage Presentation and get a Buyer Broker Agreement Signed. WE MUST educate our Potential Clients about our cost to do business... and how we profit, and when we LOSE money... the Profit must make up for the losses and the expenses we have.**
- Potential Clients must be pre-qualified... to not waste time. Many, if not most of leads will choose to wait.
- **Agents and Lenders/Banks and Sellers will need to be more creative to make homes attractive for a buyer to buy (Assumable loans, buy-downs, equity-share offers, etc.)**

What is the Truth about 2024

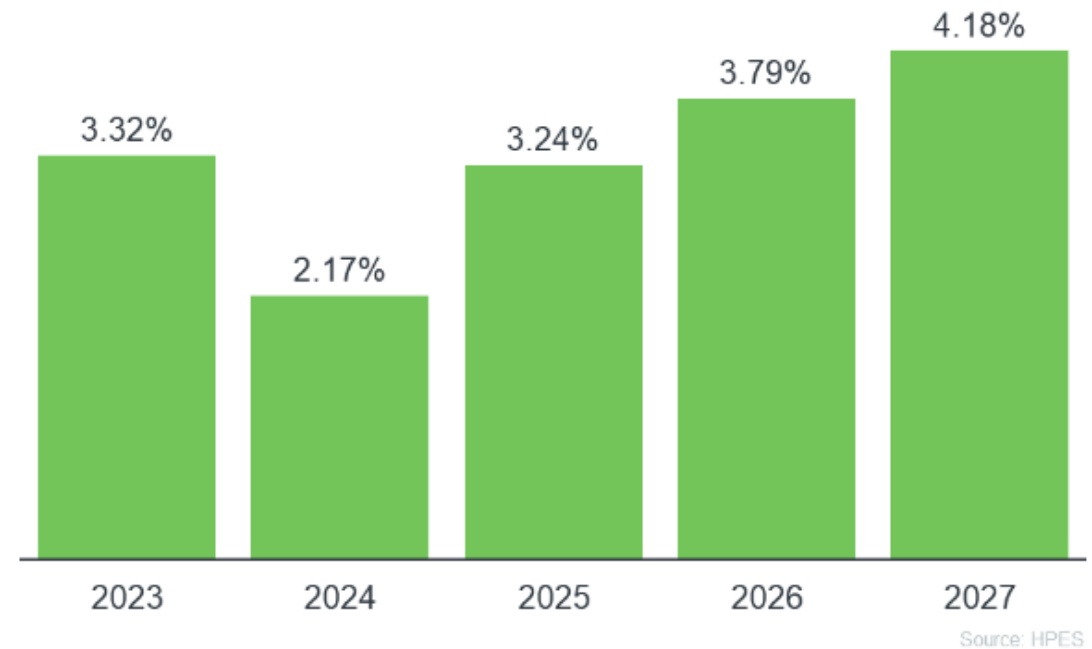
- **We will likely be asked to negotiate commission more than ever before.**
- **CRITICAL:** Get CRYSTAL CLEAR about what it costs you to take a listing or work with a buyer and what your minimum is. The worst thing you can do is do work and lose money.
- GENTLY educate people who ask us to work for less. Yes, they can hire someone cheaper... in fact, you are happy to refer them to someone else... (have some agents you know that will work for less ready)... *and* they won't get YOU. Get clear you are WORTH your fees and be ready to stand up for your value.
- If you are not prepared, you will lose income that is not necessary to lose.

Good News Bad News

- Prices are anticipated to go up... but not much.
- Buyers may wait and it not cost them much.
- Sellers may wait and it doesn't cost them much.
- We must look for people that **NEED** to buy or sell and who respect, like and trust us.

Estimated Home Price Performance

December to December, as Forecasted in Q3 2023



And while the projected increase in 2024 isn't as large as 2023, remember [home price](#) appreciation is cumulative. In other words, if these experts are correct after your home's value rises by 3.32% this year, it should go up by another 2.17% next year.

How can we
ENJOY the Goal
Setting Process
NOW and
ENJOY working
it in 2024?



Realistic Goals + A Solid Plan

Goals needs to consider

- Your Sources of Business & what they cost to run (best bang for buck)
- Your Experience in a variety of markets
- Your Creativity and how you will continue to cultivate it
- Your level of support by a Leader or Coach that KNOWS how to support you and has that experience
- Your willingness to work SMARTER than ever before.

Plan needs to consider

- Days & Hours you will work
- Minimum Standards
- Minimum Commission
- Running a Business vs doing Social Work
- Rock Solid Seller and Buyer Presentations
- Buyer Brokerage Agreements and how to handle those objections.
- SYSTEMS you follow to a T

“

2023 will have fewer transactions. It will be harder to sell and to buy. This will allow Great Agents to SHINE while causing less than Great Agents a lot of struggle.

~Coach Donna Stott, November 2022



Guess What?

The quote is the same except it's 2024...

”

Your Job: Spend December DECIDING to be a Great Agent.

Many of you have Played a lot the last few years. GREAT! It was time to play...

Now it's time to WORK and when you do, you will ENJOY 2024, while others may not.

In Residential Real Estate we set “Number Goals”

Example: 50 sales = \$400K GCI

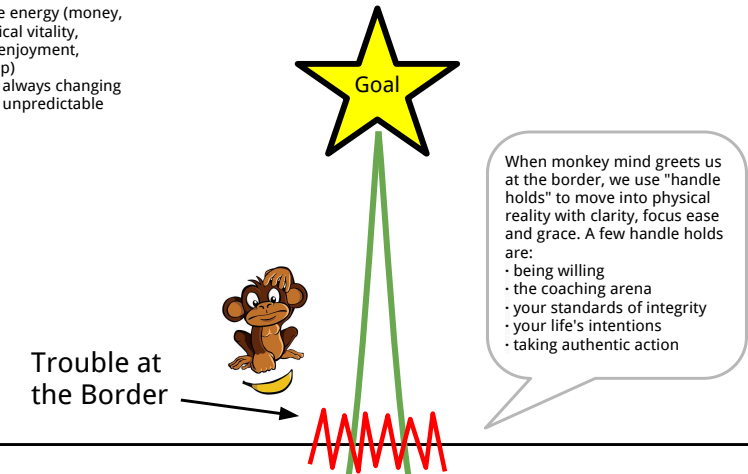
- Dreams live in Visionary Reality
- **Goals are in Physical Reality**
- Dreams take little or no Energy
- **Goals Achieved take Energy**
- We can Dream a Number but without energetic action that number will remain a Dream.
- **Dreams become achieved Goals when we make a realistic goal number, create a solid plan of action, and implement that plan every planned work-day.**



The Playing Field

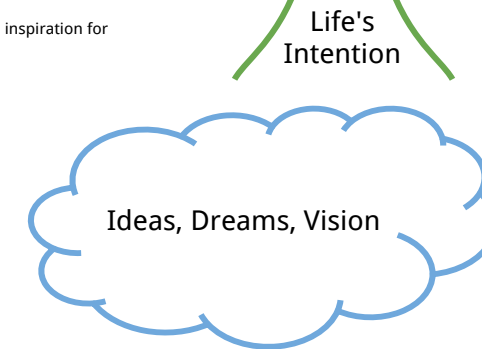
Physical Reality

- Things take energy (money, time, physical vitality, creativity, enjoyment, relationship)
- Things are always changing
- Things are unpredictable



Visionary Reality

- Energy is high
- Easy to get excited and inspired
- Easy to mistake inspiration for action



In a Normal Market, it's great to set a goal that is 20-23% more than the prior year. Yet this year, I recommend being VERY conservative.

Low Supply
+ Low Demand =
**FEWER
SALES**



What is
REALISTIC?
*Will your VIPs move
every 10 years?
Every 20 years?
Every 30 years???*

Do the Math.

- If I have 150 VIPs, and they move every 10 years that's 15 a year. Assuming 5 referrals from them = 20 transactions.
- If I have 150 VIPs, and they move every 20 years that's 8 a year. Assuming 5 referrals from them = 13 transactions.
- If I have 150 VIPs, and they move every 30 years that's 5 a year. Assuming 5 referrals from them = 10 transactions.

How many do you need? Do you have ENOUGH to meet your goals?

Where can you get MORE VIPs or MORE Business from another source?

For Years at Your Coaching Matters, we've worked on the 6 Energies that move us past Monkey Mind turning our dreams to REALITY

- Money
- Time
- Enjoyment
- Physical Vitality
- Relationship
- Creativity



In 2024 we will need to focus
HARDER on just a few.

*Give thought to which 2 or
3 are most important for
you in 2024?*

Let's look at each now...

Reviewing the 6 Energies

- **Money** – That which we invest... and that which we earn.
- **Time** – Unlike Money, it's limited by physical reality. Where you invest this Energy is going to be critical this year.
- **Enjoyment** – Without an element of joy, you will not do what you say you will do. How can you create a plan that, in doing the work itself, there is joy?
- **Physical Vitality** – Our bodies – required to do this work.
- **Relationship** – In a world of infinite possibilities, this is what makes the difference.
- **Creativity** – In a new year of Unknowns and Headlines it's all about how can we be **CREATIVE** to create **CERTAINTY** and **TRUST** with our Client Portfolio.

Who is willing to Chat?

*Which 2 or 3 Energies are
most important for you in
2024 and why?*



What could YOU be “Best” at in 2024?



**EDUCATING
HOMEOWNERS/SELLERS
ON OPTIONS**



**EDUCATING
INVESTORS/BUYERS
ON OPTIONS**



**BEING THE PERSON
PEOPLE WANT TO
REFER TO**



**MASTERING THE
ENERGY
OF CREATIVITY**



Agents whose Goal is to be the BEST...

Love what they do

and

Achieve financial security doing it.

Do You **Love** What YOU do?

Why?

What is the best thing about Real Estate Sales?

*Brainstorm
Session:*

What is the
Best Thing
about a Real
Estate Sales
Career?



What Motivates you to be the Best?

- Re-Identify your Primary Current Life Intentions and develop a goal around one or two *that selling real estate can help fulfill*.
- See it clearly and passionately. How does selling Real Estate allow you to fulfill your goal?
Example: I got into RE because I needed to make my own schedule to fulfill being a Loving Mother!
- Decide to Love **everything** you need to do to succeed - EVEN counting contacts (*start doing it again*) lead generation/follow-up, handwriting 5 notes a day, getting a regular Blog/NL out, etc. 😊
- **Be the Best Agent** – The absolute Best Salesperson of ANYTHING that your Clients and Leads have ever worked with. *Loyalty is everything and it must be earned again and again.*
- Don't cheat yourself with a bad attitude – you **GET** to sell real estate – you don't have to.
- Do be a life-long learner and **EMBRACE Creativity this year. You will need it.**

There are a
LOT of
ways to
WIN

- USE the high interest rates to your ADVANTAGE - figure out HOW.
- TAKE MORE LISTINGS – Control the market!
- Do more ADVISORY MEETINGS aka VIP PRESENTATIONS advising a lot of people to Wait... when that is right for them.
- Show Buyers and Sellers HOW to win in this market.

**THERE ARE WAYS TO WIN if you... And they...
are WILLING.**

**YOUR OPTIMISM and CONFIDENCE and
CREATIVITY will carry you through IF you are
willing to tap into it. READ more, STUDY more,
SHADOW SOMEONE MORE SUCCESSFUL.**

Who Exceeded their 2022
numbers in 2023?

Our last “Normal Year”
was 2019.

What do YOU believe
your Planned Goal
should be in 2024?



A pile of colorful wooden blocks with numbers and symbols. The blocks are in various colors including orange, yellow, green, blue, pink, and purple. Some blocks have numbers like 1, 2, 3, 4, 5, 6, 7, 8, and 9. Others have symbols like an equals sign (=) and a plus sign (+). The blocks are scattered and overlapping on a light gray surface.

With this understanding
let's play with the
numbers

Using Your Coaching
Matters Goal Setting
Forms