



# February 2024 Member Monday

---

What to DO to make more Sales NOW!

***It starts with YOU getting CLEAR***





# Today we will cover

---

- **Coaching Tools of the Month** – Do this with us and get clarity so you can focus your energies.
  - **Life Intentions.**
  - **Standards of Integrity.**
  - **Qualities of Being.**
- **Current Market** Update. What you need to know about 2024.
- **February/March Challenge** that will generate MORE viable leads, cause you to FOLLOW UP BETTER, and generate MORE SALES NOW.

# 3 Coaching Tools Review



- Life Intentions Inventory. We'll review & then **DEFINE your top 3 for 2024!**
- Standards of Integrity. **What are yours?** Do you review them each day... so that... they can remind you who you *really are*...causing you to “do what is yours to do” with energy, enthusiasm and *zeal!*
- Qualities of Being – **Are you choosing 5 each day** are you willing to be... and how do you keep them in your vision all day?



## REVIEW Number 1 of 3 Coaching Tools

# Life's Intention

*An underlying direction, aim, or purpose that brings great meaning to your life.*





# Life's Intentions

- A Life's Intention comes from deep within you, and is the living spirit behind your goals and dreams.
- It is a desire to make a contribution to others in life, and to be known for that contribution.
- Your Life's Intentions give a clear, pure focus to your energy. They move you forward and call upon you to grow and develop.
- A Life's Intention that is important to you today may not be next year. Some, however, are with us for life.
- Everyone has Life's Intentions whether they know it or not.





## **Things to Remember About Life Intentions**

- Your top 3 are only a snapshot of today... Just for now, not forever. It's simply where you want to put your FOCUS on at this time in your life.
- When we are looking for success in our Life Intentions, remember that Success means doing what you said you would do, consistently, with clarity, focus, ease and grace.
- It's about the quality and quantity of ACTION and RESULTS around that which is important to you at this time.

### Examples:

To be financially successful is doing what you said you would do consistently with MONEY... with clarity, focus, ease and grace.

To be a successful business owner is doing what you said you would do consistently with your BUSINESS... with clarity, focus, ease and grace.



# The Life's Intentions Inventory

*My Life's Intentions are to be...*

Financially successful

Physically fit and healthy

A successful artist, sculptor

A successful musician,  
composer

A successful author, playwright,  
poet

A contributor to my community

A visionary leader

A loving family member  
(mother, father, partner, spouse, etc)

A loving / generous friend

Spiritually developing

A well-respected professional

An effective manager

An effective teacher

Well-educated

A creator of beauty

An effective coach

An effective change agent

An effective healer

Well-traveled

An effective mentor

A successful entrepreneur /  
business owner

An adventurer

An effective therapist

An effective minister

A successful communicator



### **More Things to Remember About Life Intentions**

- Put your attention on your 5's.
- Don't talk about or give attention your 1's or 2's.
- Don't get tied up on how many 5's you have. One is fine. More is fine as long as you have time to put attention effectively on them. 3 is a good target but not written in stone.
- Don't come up with theories or excuses about why you're not taking action on your 5's. Those theories or excuses and the agonizing that comes with that is not important.
- Simply give all your ATTENTION and FOCUS to your 5's. Talk about them all the time and what you love about them and the rest will follow.



# Notice:

What is it like to talk about your 5's? What do you notice about your energy?





# REVIEW Number 2 of 3 Coaching Tools

## Standards of Integrity

These are your personal keys to excellence. Your Standards of Integrity are your core values. They are the basic desirable qualities you possess that give your life meaning and relevance.

You don't have to invent them because, like your power to be willing, they already exist within you. Your job is to uncover them and then contribute them to others in your life. "Standards" has a double meaning.

First, it means values.

A second meaning is that it is a flag or banner that you fly in front of you.  
**It's what you "stand" for.**





**As those of you that have done this exercise before, this takes about 30 minutes so we are not going to do it today together.**

Last Year Coach Stephanie did a Member Monday on this you can access here:

<https://ycmpedia.yourcoachingmatters.com/members-library/member-media/member-monday-what-are-our-standards-of-integrity-and-why-are-they-important/>

Here is the link in YCMPedia where I lead you through the process via Audio Recording:

<https://ycmpedia.yourcoachingmatters.com/members-library/member-media/standards-of-integrity-exercise/>

Here is the form if you just want to read and do it on a Document. I suggest you print it:

<https://2021groupcalls.s3-us-west-2.amazonaws.com/23+SOI+Exercise+.pdf>



**Who is willing to read their Standards of Integrity?**





**Most importantly... *What would someone with these Standards DO* in whatever situation you are in.**



**That is the Question only YOU can answer... that gives your Standards of Integrity POWER!**



## **REVIEW Number 3 of 3 Coaching Tools**

Who are you willing to BE?





**In our Coaching Arena, we ask Who are you Willing to BE?**

*And ask a choice of 5 from this list of Qualities of Being:*

Alert	Appreciative	Attentive	Clear	Compassionate
Courageous	Creative	Empowering	Enthusiastic	Flexible
Focused	Generous	Gentle	Grateful	Joyous
Kind	Loving	Open	Present	Receptive
Supportive	Truthful	Vulnerable		

**GO Ahead and Choose 5 right now**



# Being willing

*The capacity to say "Yes," no matter what you are feeling or thinking.*



## Being willing: Your fundamental superpower

*For everything that has been I say, "Thank you." To all that is yet to be, I say, "Yes!"* — Dag Hammarskjold, Second Secretary-General of the UN

- Being willing is our natural capacity to say "yes" to whatever is before us on our hero's journey.
- We may not want to do something, we may not think we can, we may not know how to do it, and we can nevertheless be willing.
- The four most powerful words you can ever say are: "Nevertheless, I am willing."



# Question....

---

- Do you know the 5 Qualities you chose just a few minutes ago?
- How do you know?
- Did you write them? Where?
- IF you chose 5 every day... where would you put those words, so they are there for you all day?

**Who is willing to share ideas?**





## Part Two today: Looking, Seeing and Telling the Truth About the Market in 2024

- **Your BEST shot at sales may be the 1<sup>st</sup> and 2<sup>nd</sup> Quarter of 2024.**
- **Why?**
- **What is likely to happen in 3<sup>rd</sup> and 4<sup>th</sup> Quarter?**
- **Why?**



# Current National Market Update

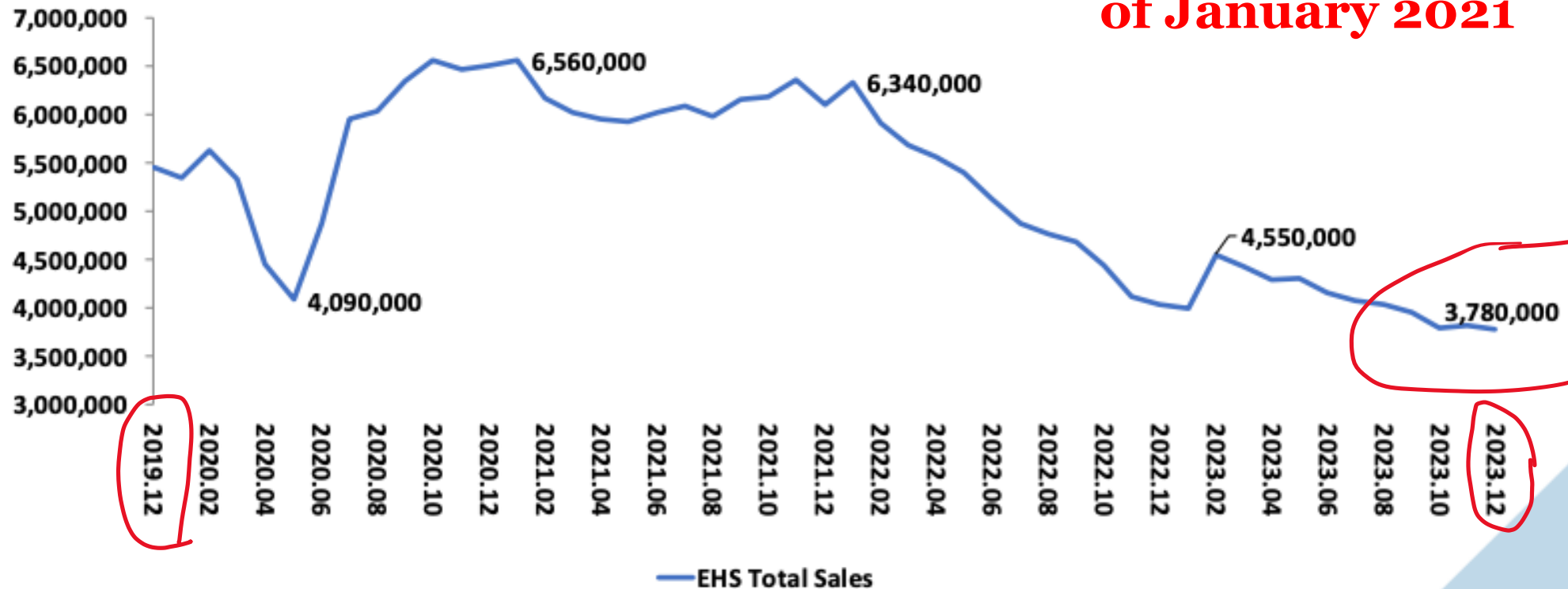
The Pending Home Sales Index (PHS), a leading indicator of housing activity, measures housing contract activity, and is based on signed real estate contracts for existing single-family homes, condos, and co-ops. Because a home goes under contract a month or two before it is sold, the Pending Home Sales Index generally leads Existing-Home Sales by a month or two.





## Total Existing Home Sales, SA Annual Rate

**By Year End, Sales Pace  
Down 43% off the peak  
of January 2021**





My Personal Prediction was

---

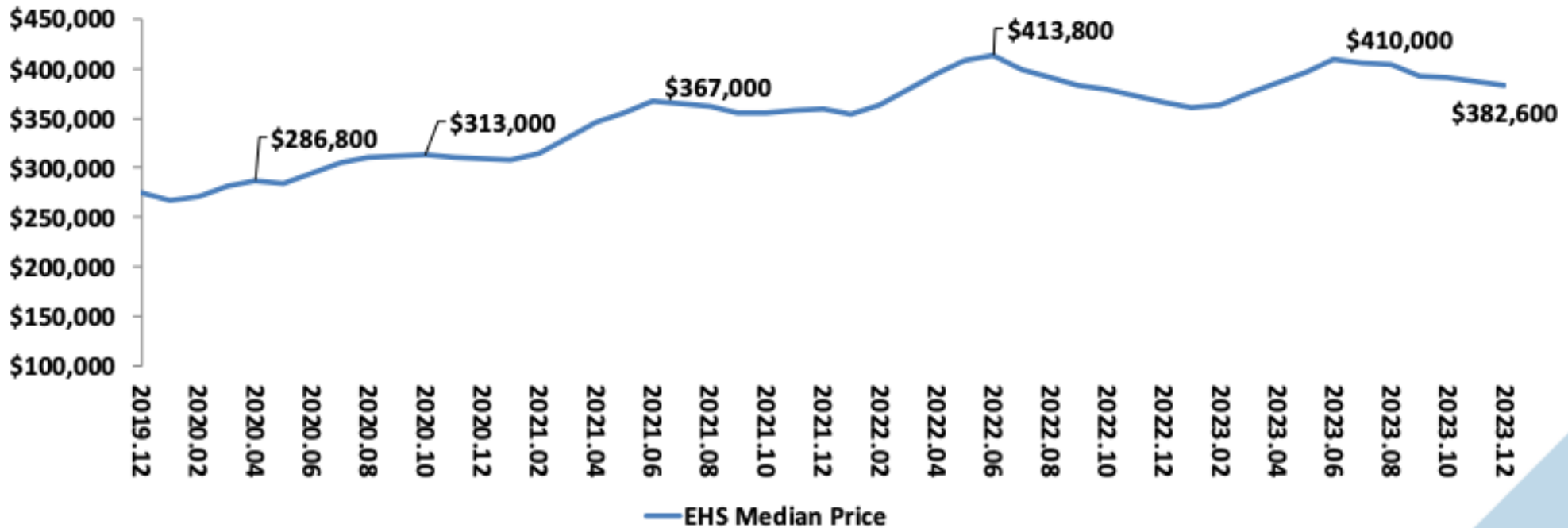
**3.8M**

**My Prediction for 2024 is 4.5M**



## Median Price of Existing Home Sales

**I believe this is a BLIP for most of the Country and prices will be back up by Spring Stats (they are now in reality)**





**Keeping  
Current  
Matters  
reported top  
20 Cities  
change in  
Prices  
through  
November  
2023.**

## Case-Shiller Home Price Movement

One Year Change in Percent Appreciation in Top 20 Cities

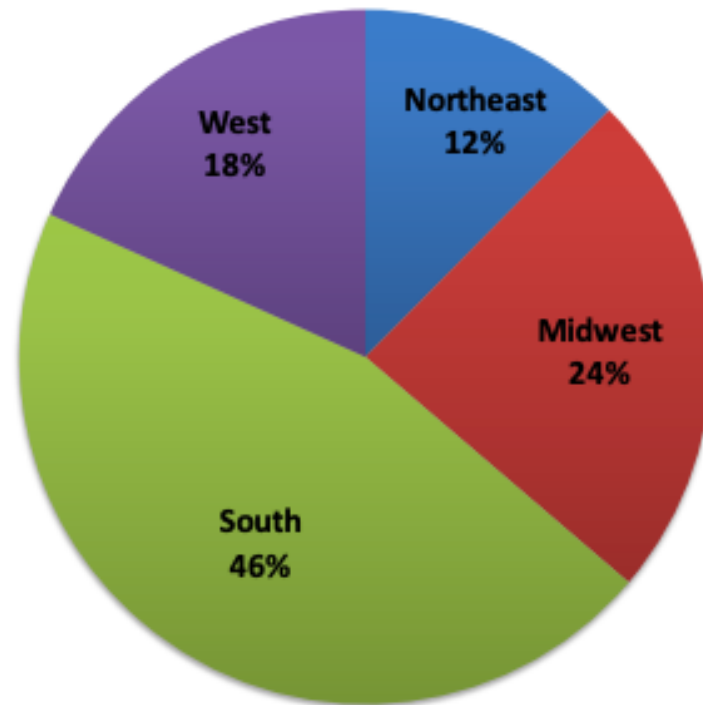
U.S. National: **5.1%**

Metro	% Change	Metro	% Change
Atlanta	5.9%	Miami	7.2%
Boston	7.1%	Minneapolis	2.7%
Charlotte	7.0%	New York	7.4%
Chicago	7.0%	Phoenix	2.5%
Cleveland	7.4%	Portland	-0.7%
Dallas	1.7%	San Diego	8.0%
Denver	1.5%	San Francisco	2.0%
Detroit	8.2%	Seattle	1.6%
Las Vegas	2.1%	Tampa	3.4%
Los Angeles	7.2%	Washington, D.C.	4.7%

Source: Case-Shiller



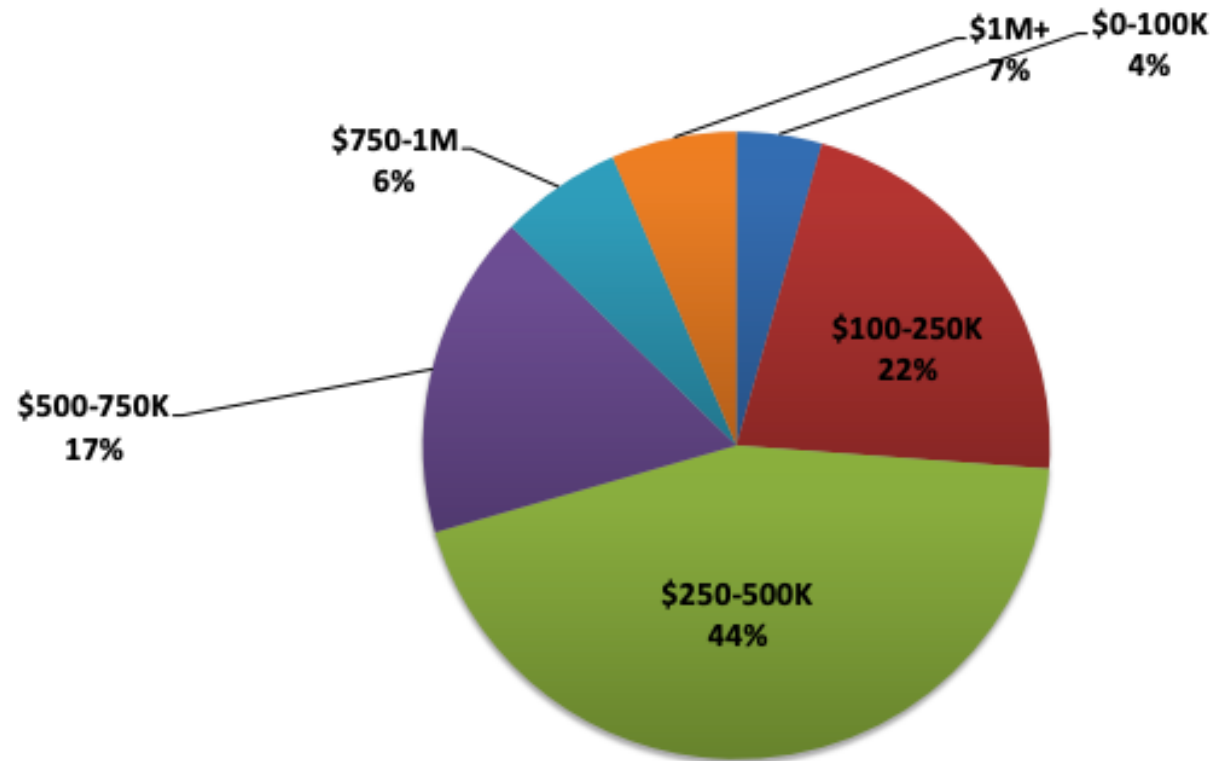
## Existing Home Sales by Region



**South Is HOT right now.  
If you don't live here, start getting  
REFERRAL PARTNERS there to  
maximize your income!**



## Sales by Price Range

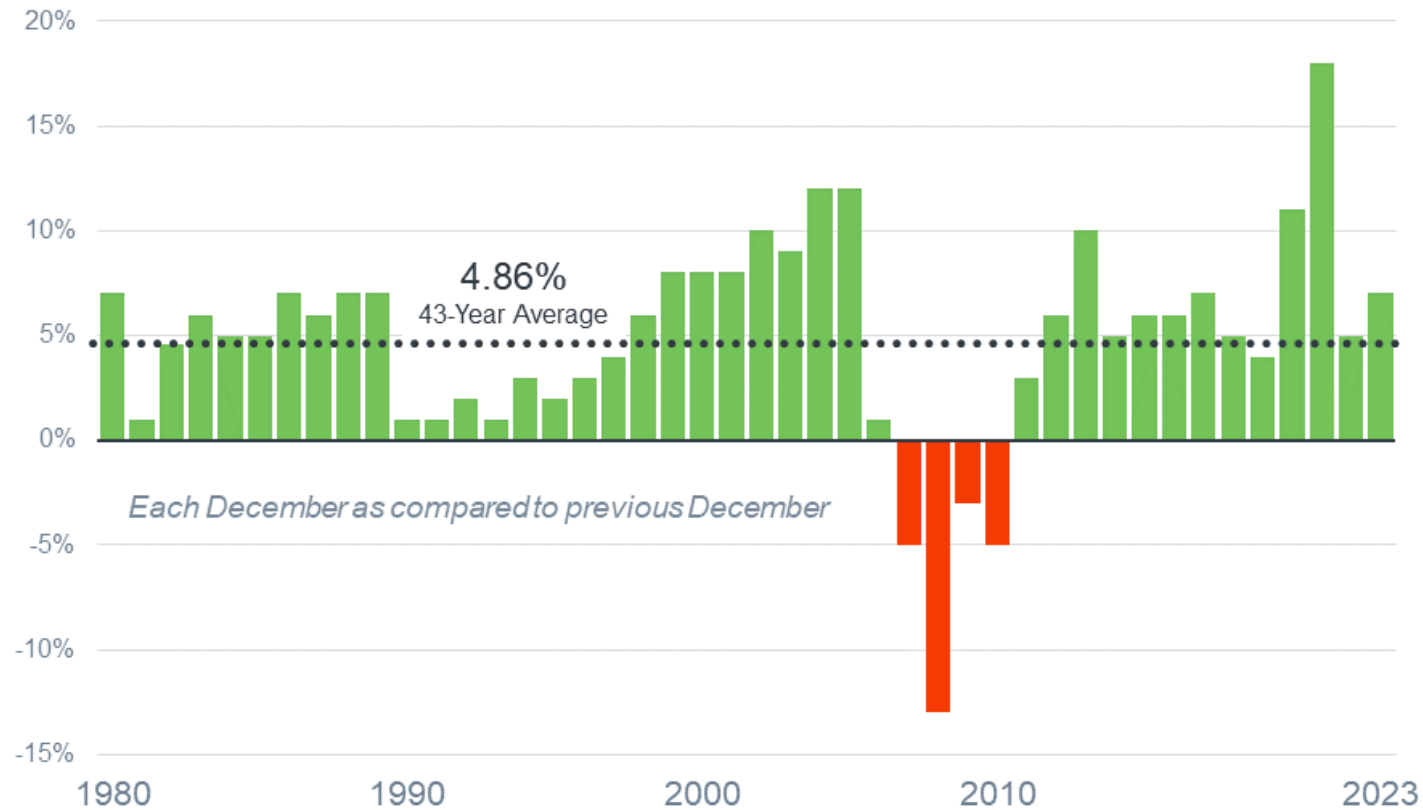


**61% of all sales  
are \$250K-\$750K  
However....**



# Percent of Annual Home Appreciation

1980–2023, Seasonally Adjusted, Rounded To Nearest Full Number



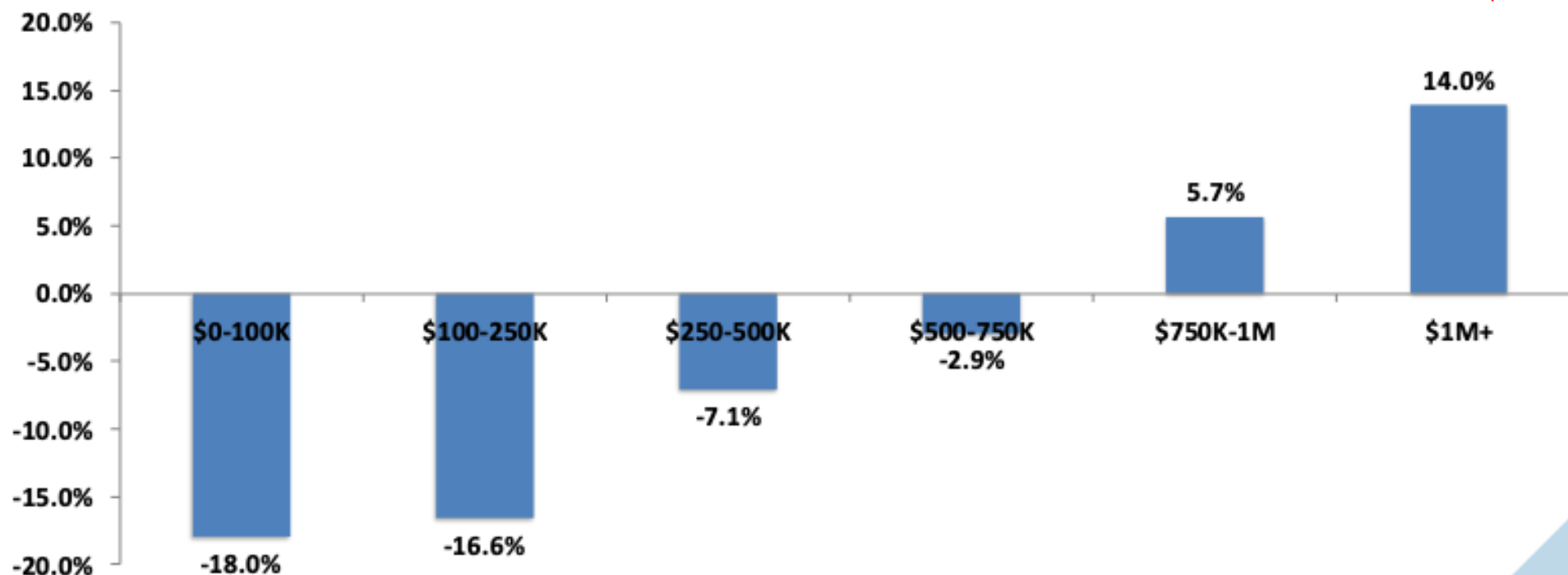
Source: Freddie Mac

**More from  
Keeping  
Current Matters**

**-  
We are right  
around the 49  
year Average  
on home  
appreciation.**

## Percent Change in Sales From a Year Ago by Price Range

**The biggest  
GROWTH was in  
over \$1M!**





## KCM's Forecast on Home Prices in 2024.

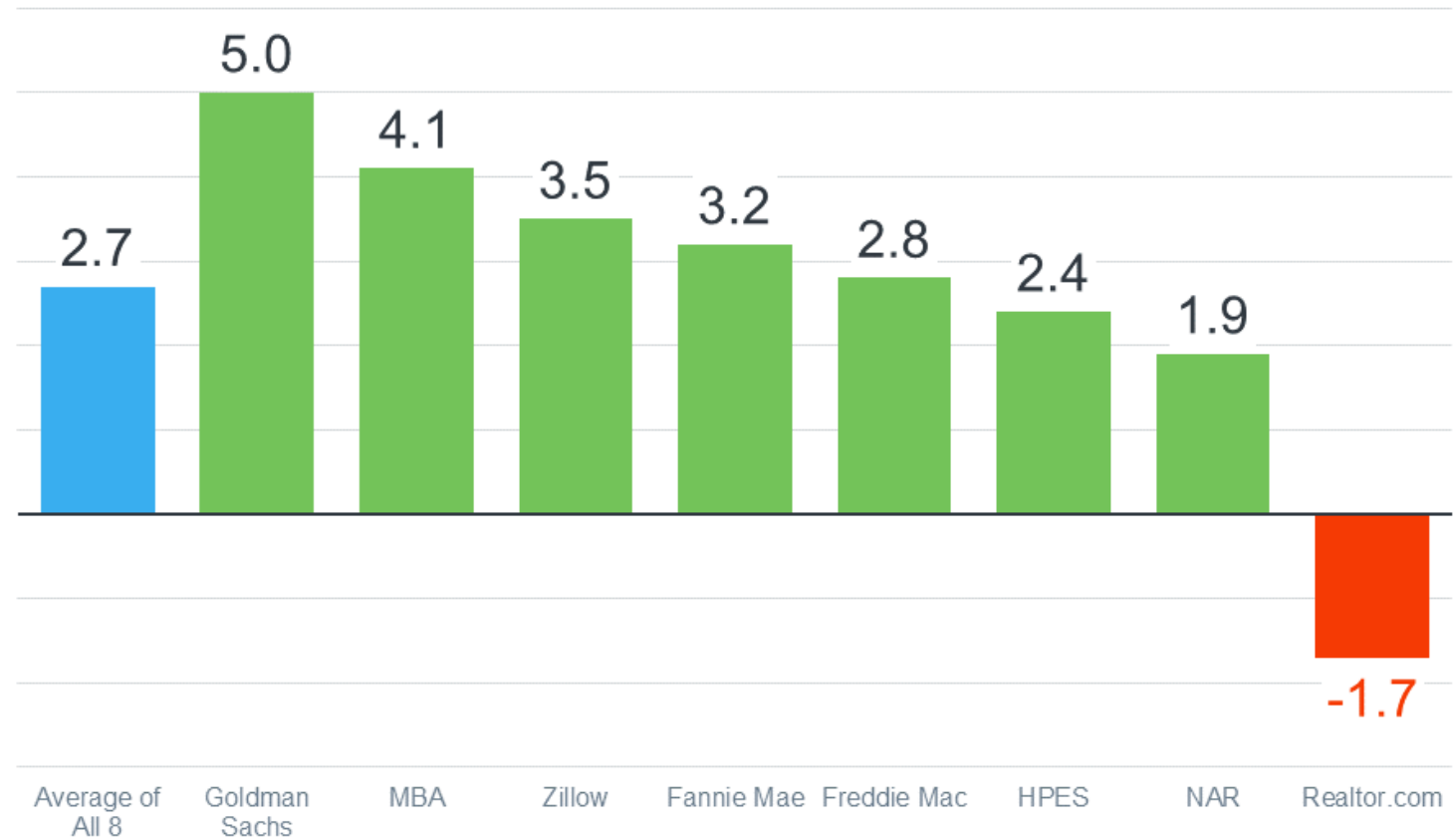
*Remember...  
Realtor.com is NOT  
NAR... They are just  
another Zillow...*

**My bet?  
They are all  
low.**

**I am betting  
higher than 6%.**

## 2024 Home Price Forecasts

Percent Appreciation/Depreciation as of 1/29/2024



# Why am I predicting that?

---

It's supply and demand.

We have a lot of demand and little Supply.



One slide I don't have yet but you need to know....

---

**NEW HOME SALES ARE BOOMING.**

Get to know new homes... STUDY... visit the communities.

Learn them all and what they pay.

Some now pay a flat fee vs a \$. SMALL FLAT FEES.

Why? They don't need you.

USE BUYER BROKER AGREEMENTS and SELL your Buyers on your value.

# A Word on Mortgage Interest Rates



The spread is not always consistent. It actually widens during periods of economic or geopolitical uncertainty, as has been the case in today's market.

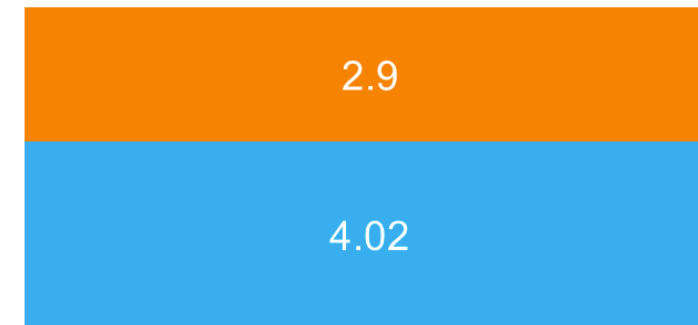
- **Odetta Kushi**, Deputy Chief Economist, First American

## What Determines the Mortgage Rate?

The 10-Year Yield and the Spread Above It

- Spread (Difference Between the Mortgage Rate and the 10-Year Yield)
- 10-Year Treasury Yield

**Mortgage Rate 6.92%**



Actual Rate Friday, 2/2/2024

Source: Freddie Mac and CNBC



# More on Mortgage Interest Rates



There is reason to believe that the rate lock-in effect will ease modestly this year as mortgage rates come down. And you could only imagine if they got below six, then even more people would be again 'in the money' and homeowners will become less anchored to that low, low rate that they got a few years ago.

- **Mark Fleming**, Chief Economist, FirstAmerican



It also appears that mortgage rates are now falling again. They will almost certainly not fall to pandemic lows, although we may soon see rates under 6.0 percent, which would be low by pre-Great Recession standards.

- **Dean Baker**, Senior Economist, Center for Economic Research

# More on Mortgage Interest Rates



We anticipate that after the past several years of extreme volatility in interest rates, the 30-year fixed rate mortgage rate will continue to moderate over the course of 2024, moving toward a rate below 6 percent by year end.

- Doug Duncan, Senior VP and Chief Economist, Fannie Mae

## Mortgage Rate Projections

Fannie Mae

Quarter	December 2023	January 2024
<b>2024 Q1</b>	7.0%	6.4%
<b>2024 Q2</b>	6.8%	6.2%
<b>2024 Q3</b>	6.6%	6.0%
<b>2024 Q4</b>	6.5%	5.8%



New Terms to  
Look at Per KCM  
– Interested in  
your Thoughts on  
these...

- Switching Costs
- Seller Impatience
- Lifestyle Changes

## The 3 Key Terms that Will Impact the 2024 Housing Market

1.) “**Switching costs**” is a term to describe the economic and psychological costs people feel when switching from one alternative to another. Think switching from a 4% mortgage rate to a 6.5% rate.

2.) “**Seller impatience**” is a term to describe overcoming the sticker shock that has prevented people from moving on with their lives. Think “It is what it is.”

3.) “**Lifestyle changes**” is a term to describe life events that motivate a move. Think pregnancy, marriage, divorce, etc.

*Realize that none talk about numbers.  
Each talks about people.*

**February/March Challenge**  
**that will generate MORE viable leads, cause you to**  
**FOLLOW UP BETTER, and generate MORE SALES NOW.**

**Define RIGHT NOW the answers to these 4 common stumbling blocks to all the income you want:**

1. Consistency- Having a Plan and working it as Planned

*If you were to be consistent on ONE thing that would pay off in more sales, what would it be? DEFINE IT NOW.*

2. Content - What you share with your Database

*What Content does YOUR group need more than anything else right NOW?*

3. Community - Connecting in a personal way with potential, past, and those referred in your Database.

*Would you be willing to connect (not messages) with 2 people MORE a day than “normal”?*

4. Closing - You get Prospective Clients, but don't close them as often as you want to.

*How many times will you close after someone says no the first time? Pick a number and stick to it through March.*



**Remember: Change happens when we  
take ACTION.**

Think about it. You put one foot in front of you.  
You don't know what your path will look like, but  
you are going ahead anyway.  
No more standing at the outskirts, waiting for the  
trail to show up. You have begun. Even if those  
customary, limiting inner thoughts are yelling at  
you to stop, you're on your way.

By simply **being willing**, you automatically  
energize yourself to take action.

**This is  
true no  
matter  
how long  
you've put  
that  
action on  
hold...**

**Take February and March to ACT.**

**Start TODAY using the 4 Answers you  
just gave.**

**Let your Coach know what it is you said  
you were willing to DO... and ASK for  
accountability.**

**WE BELIEVE IN YOU!**