



YCM September SUMMER Member Monday!

September 11th 11amET/ 8am Pacific



What we cover today!

- + Review prior Summer Challenges
- + Coaching Tool of the Month
- + Current Market Discussion
- + What to DO about the Current Market! Actionable items
- + And finally... September 12-October Monthly Challenge!



All 3 of the Summer Challenges

Challenge #1 - Get TIGHT with your VIPS! Use the Stott58 on at least 2 of your VIP's and see what happens (we bet you get a referral!) Bonus: Do more than 2!

Challenge #2 - Identify and Move 10% of your VIPs from your Client Portfolio to your Email-Only Portfolio (or make Done) then add 10% NEW PEOPLE back in. Bonus: Hold an Event!

NEW Challenge #3 — Create a Guide for your VIPs showing them how to Create Security, Comfort, and Wealth with REAL ESTATE! Getting you TALKING to homeowners and get THEM talking to others who will reach out! We will cover later today and if anyone wants to see MINE in progress, join me at this same Zoom link Wed this week at 2pmET/11am Pacific.



When we do the work, we get the results. What was TOO HARD about these, or were you just too BUSY listing and selling to work on the challenges?

Are they still valid to do now? Or do again?

What could happen if you did them now?

REMEMBER: The way to make more income and sell more homes is to quit stalling and start doing.

If you didn't do the challenges, do them RIGHT AWAY . What is stopping you from taking action? What is the worst thing that would happen if you did them (or did them again)?



Coaching Tool of the Month

The Playing Field

Physical Reality

People Things
Places



GOALS
ACHIEVED
live up here

Visionary Reality

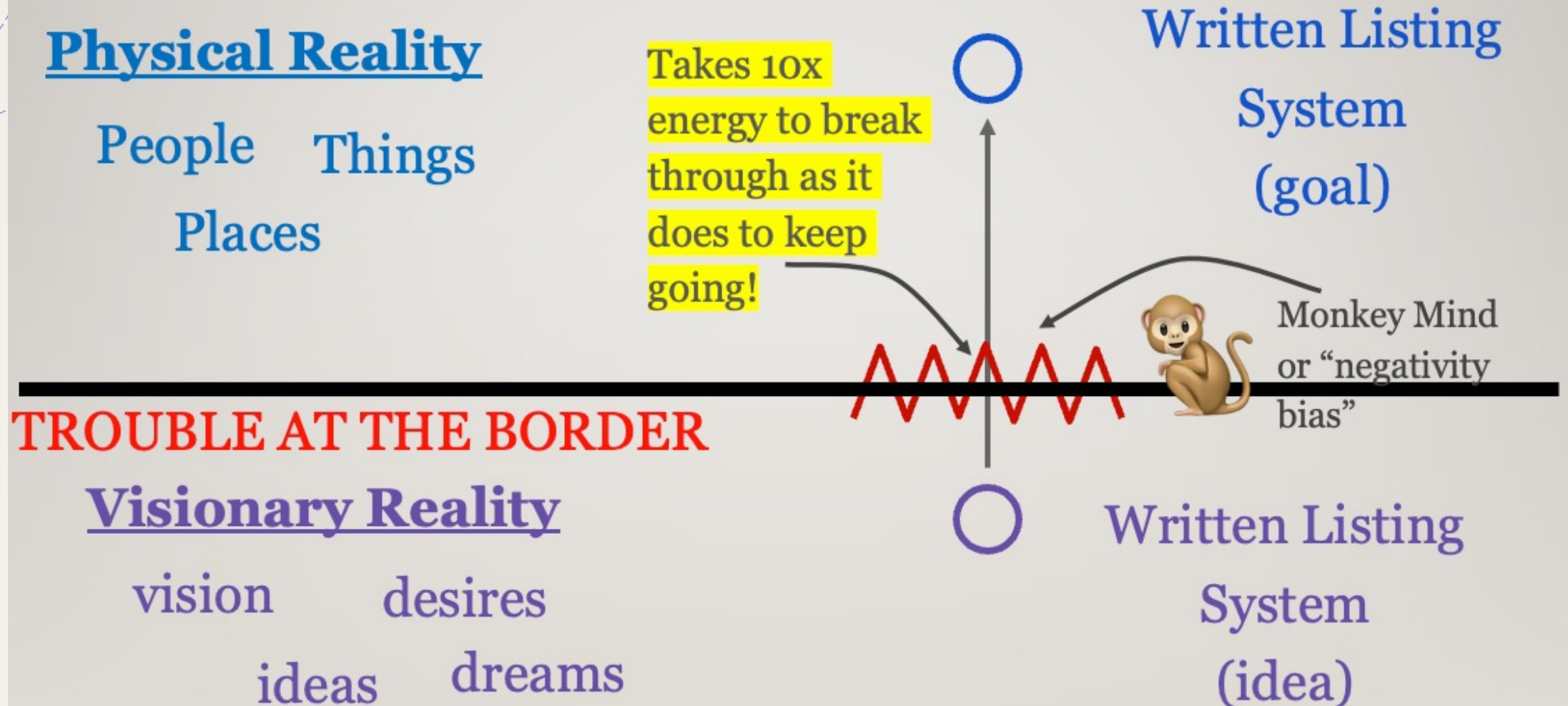
vision desires
ideas dreams



IDEAS for
GOALS are
visioned or
dreamed or
desired in here

Coaching Tool of the Month

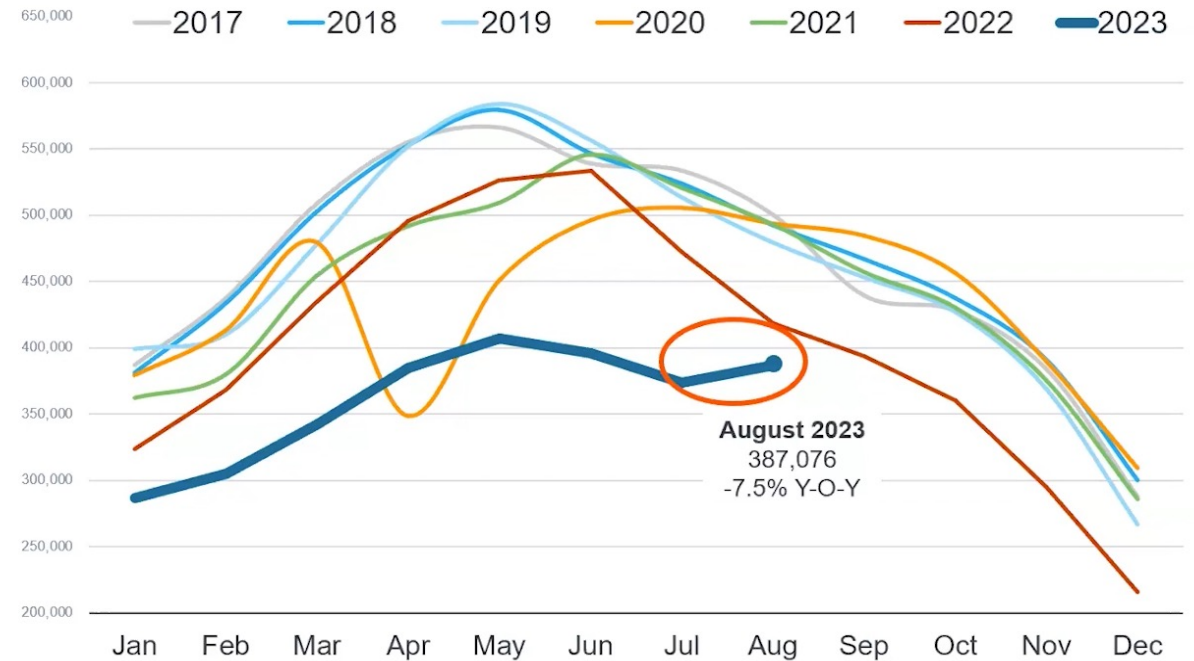
The Playing Field



Now... What are the National Market Conditions now that we are in Mid-Sept? **SHIFT** is happening

New Listings Tick Up This Month

New Monthly Listing Counts

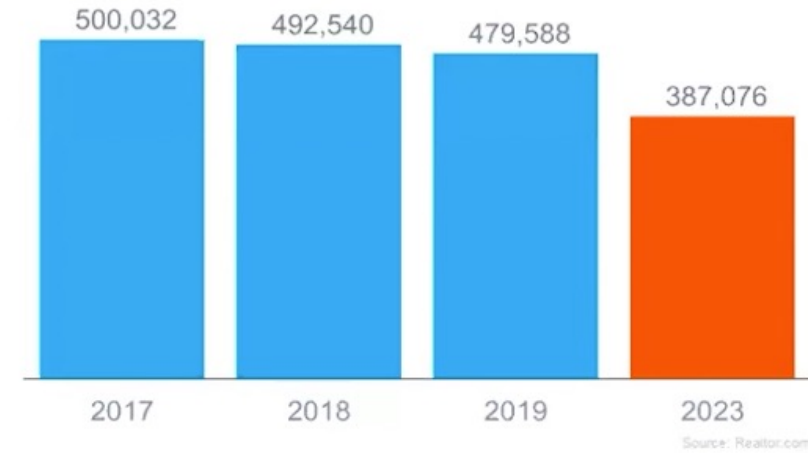


Source: Realtor.com

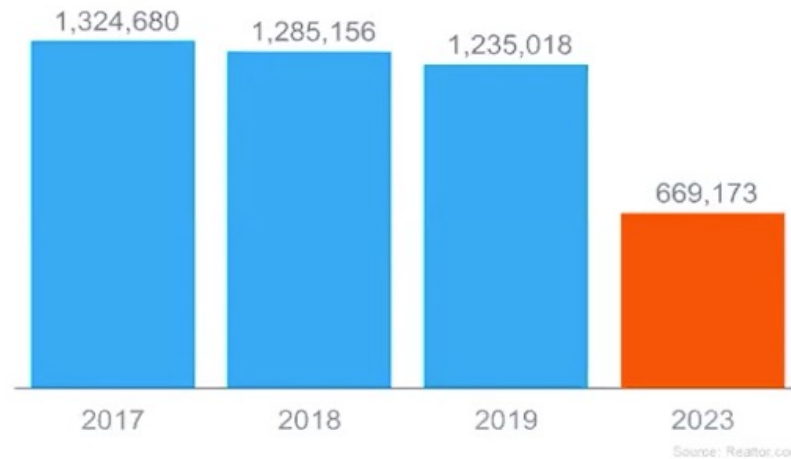


Listing Counts Low in Every Category Compared to Last 3 Normal Years

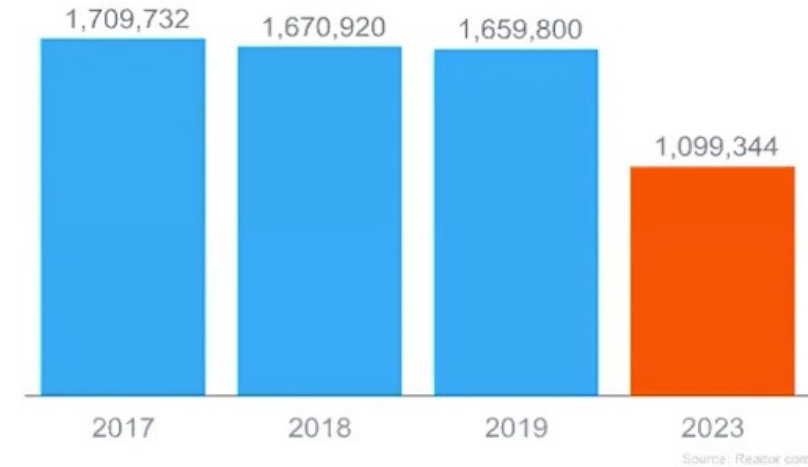
New Listing Count August Each Year



Active Listing Count August Each Year

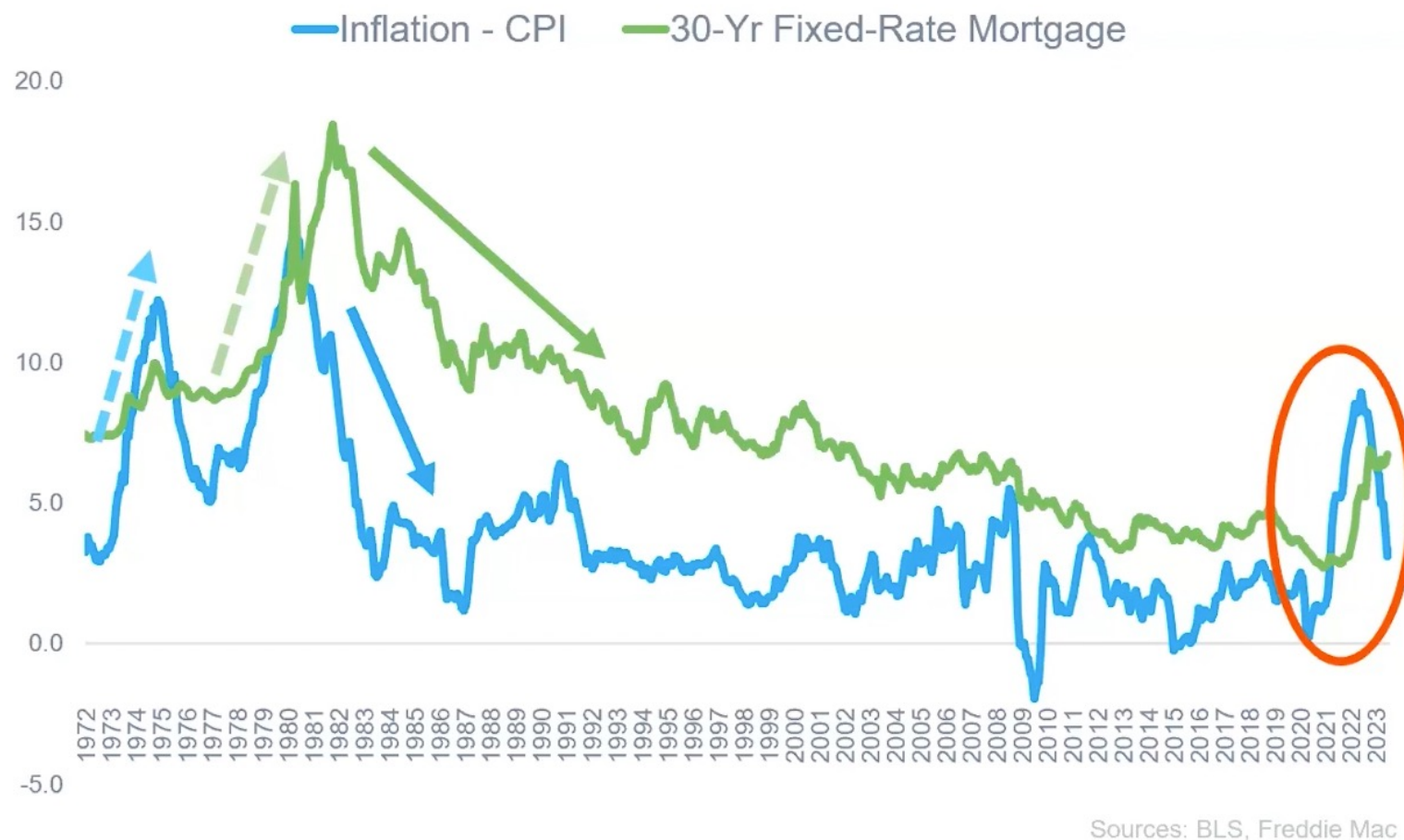


Total Listing Count August Each Year



Inflation and 30-Year Fixed-Rate Mortgage

Mortgage Rates Tend To Track Government Bonds and Inflation with a Lag

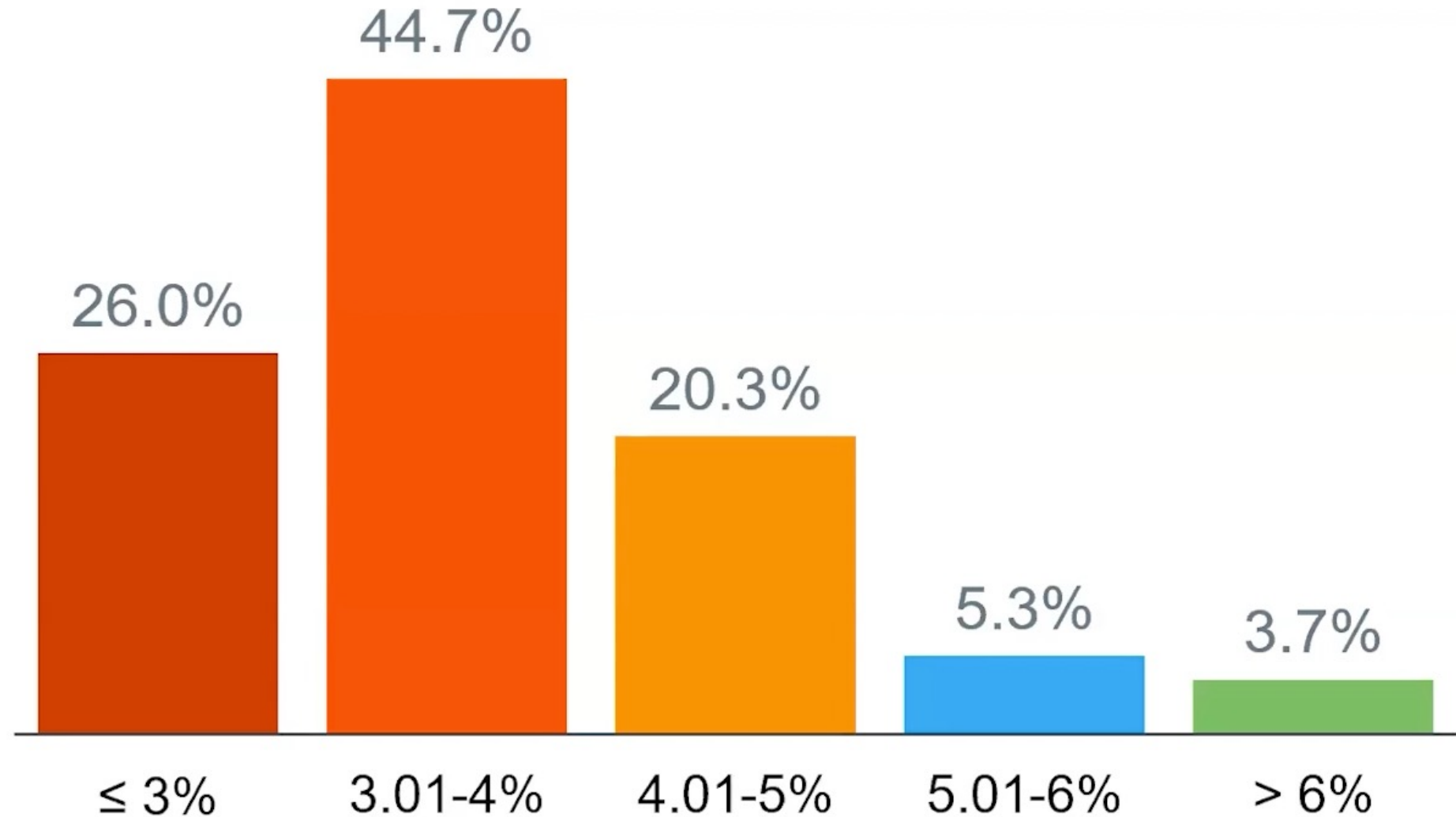


Expectation is that Interest Rates **WILL** go down... but no one knows for sure...

Here
are the
facts...

70.7% of Mortgage Rates Less Than 4%

Current FHFA Loans with Mortgage Rate at Time of Origination



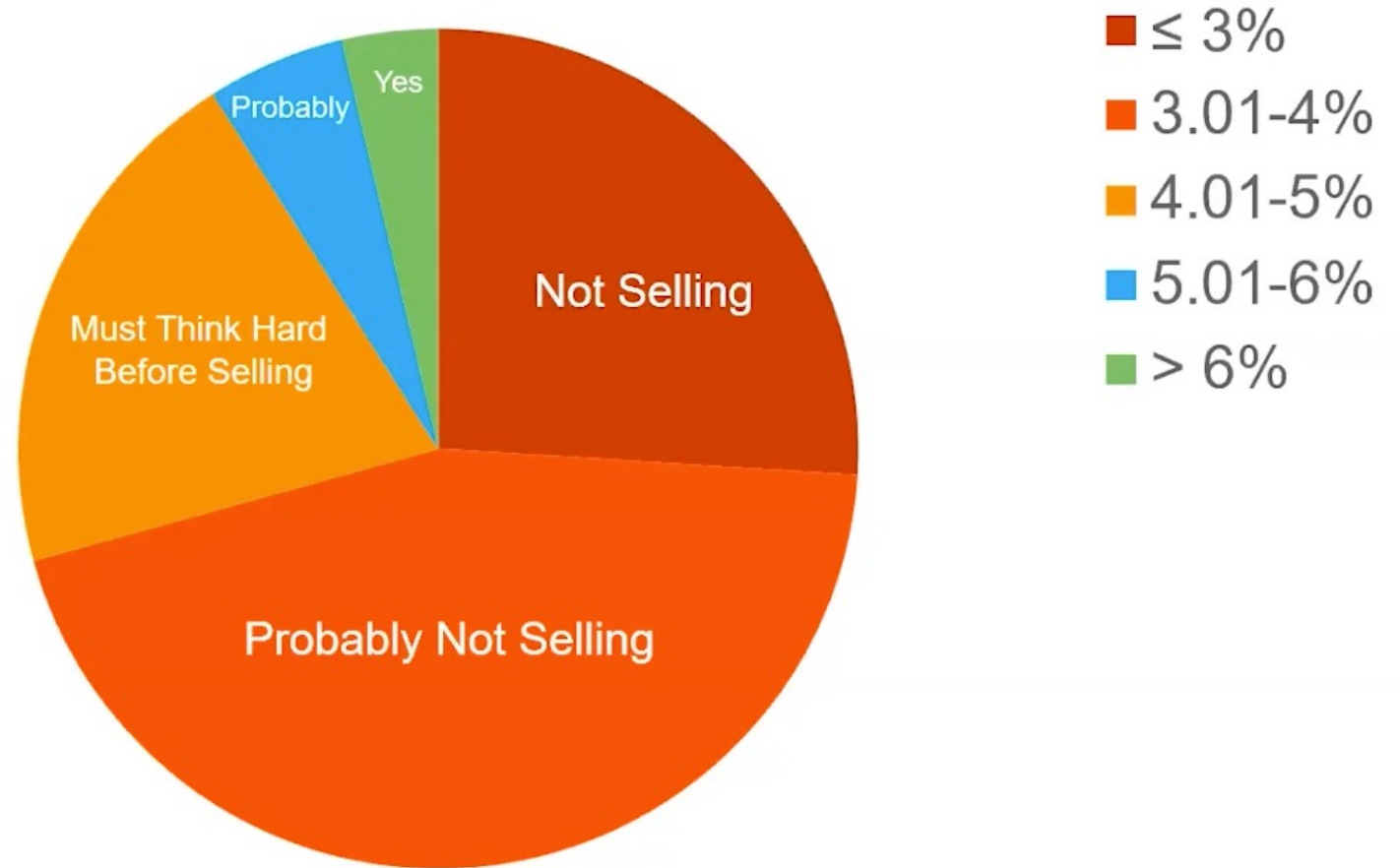
Source: FHFA

What Steve Harney from Keeping Current Matters says: In general, unless there is a major life change: Need to get below 6% rates to get to normal market sales numbers... IF the sellers have a mortgage now.

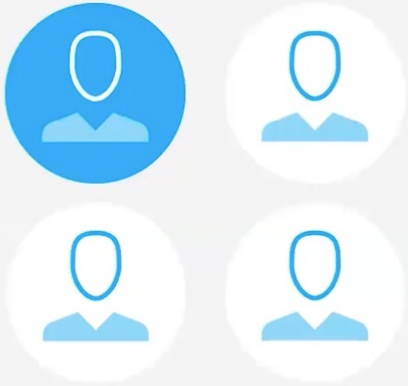
BUT...

Lock-In Rates Limit New Inventory

Current FHFA Loans with Mortgage Rate at Time of Origination



Mortgage Rates Are Less Relevant to Older Homeowners



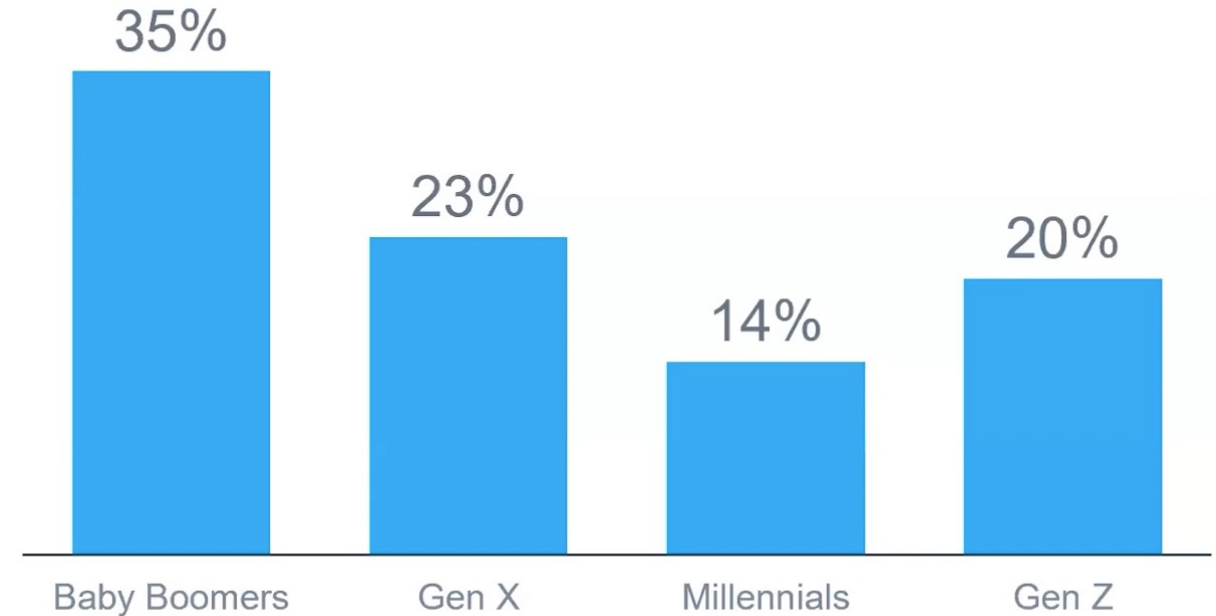
About 1 in 4 U.S. homeowners (26%) say high mortgage rates **would not impact** their decision on when to sell their home.

Of those 26% of homeowners, **43%** say it's **because they would not need a mortgage to buy a new home.**

Source: Credit Karma

Mortgage Rates Are Less Relevant to Older Homeowners

Percent Not Impacted by Generation

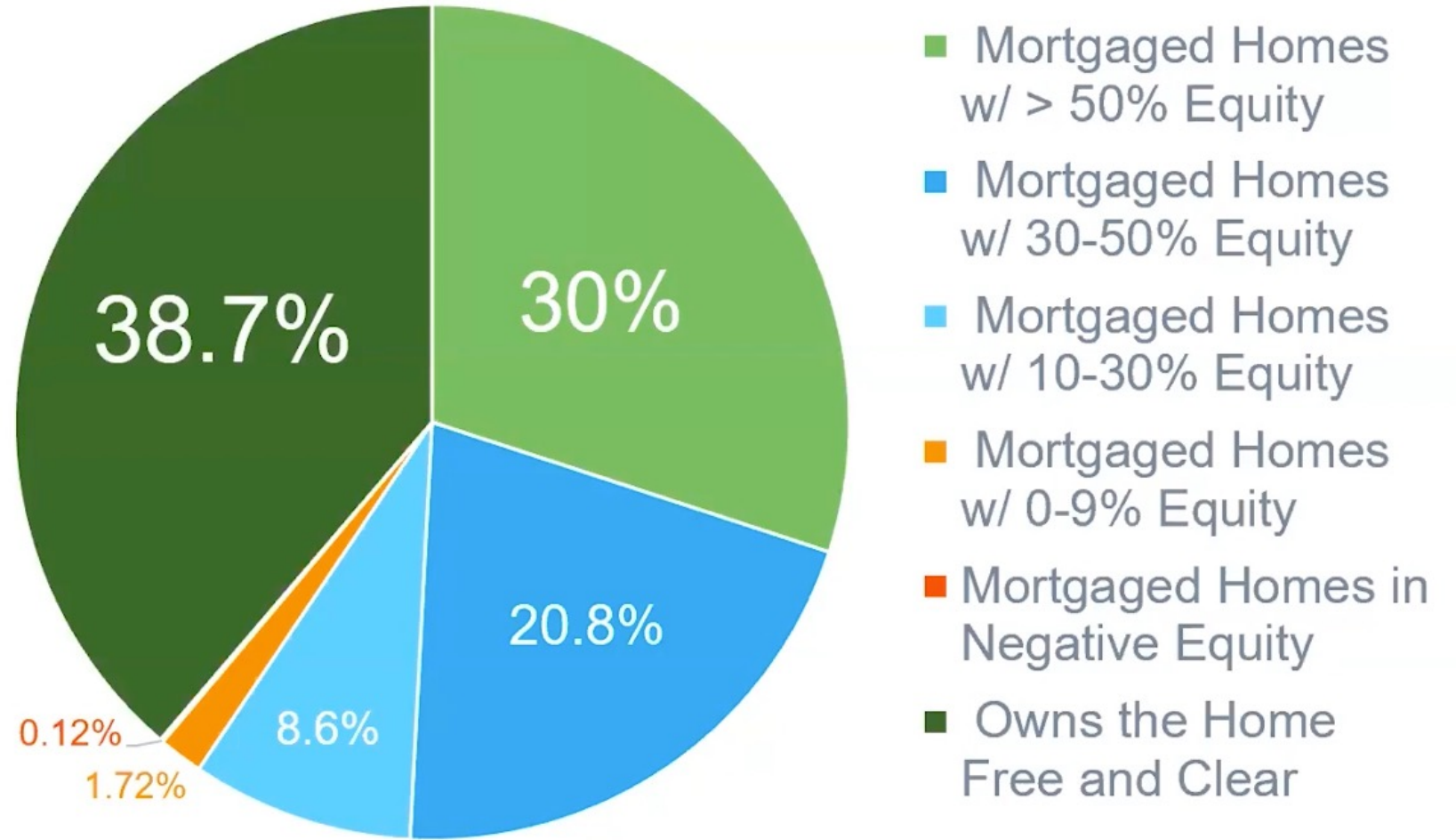


Source: Credit Karma

HOWEVER... There are a LOT of homeowners with no or very small loans... they have EQUITY...

Americans Sitting on Tremendous Equity

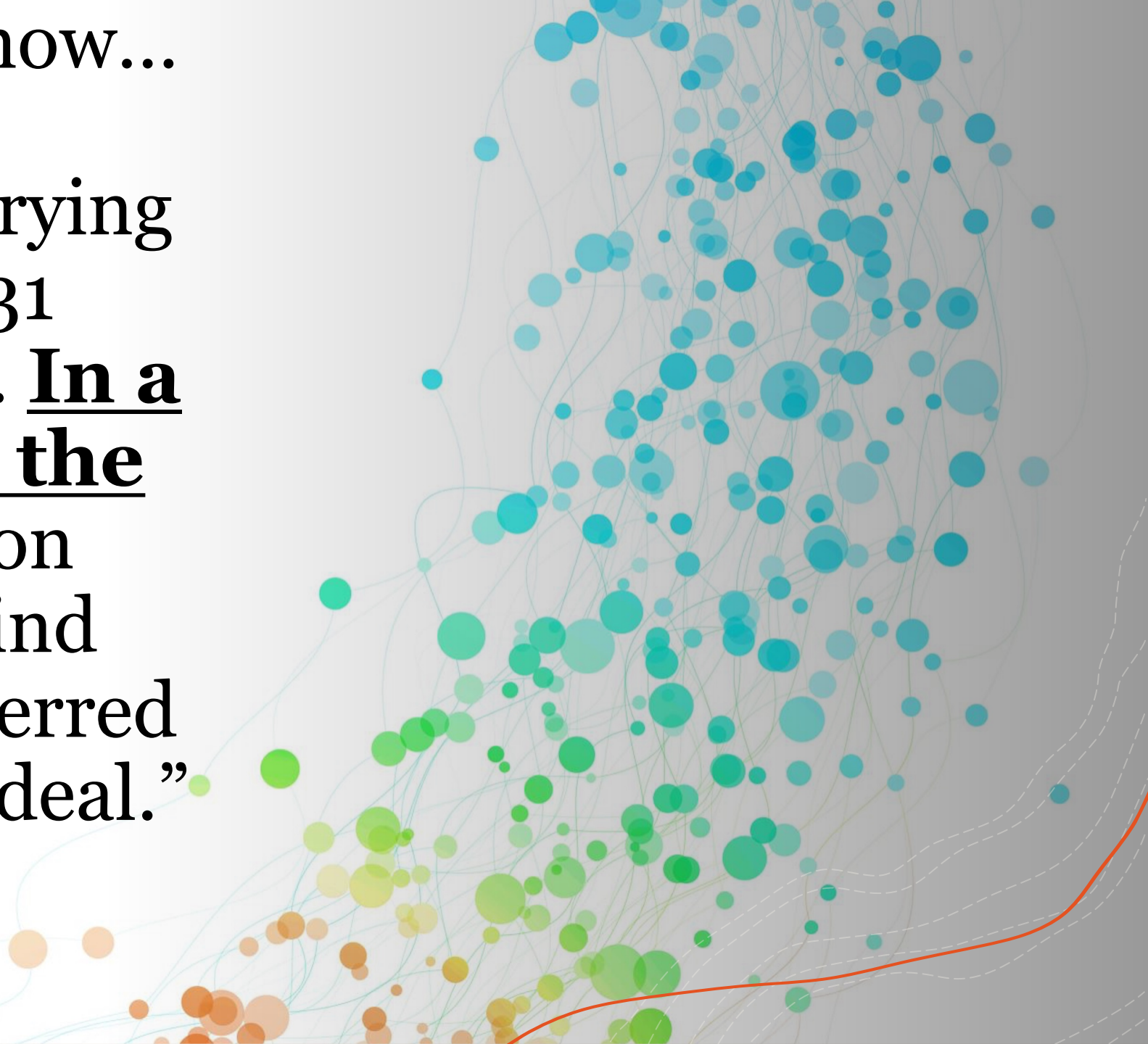
68.7% Have Paid off Their Mortgage or Have at Least 50% Equity



Source: FHFA, Census, ATTOM

LESSON:
Target
those
owners!

Another thing to know...
The Biden
Administration is trying
to eliminate 1031
Exchanges... Again. In a
statement from the
White House on
Thursday, like-kind
exchanges were referred
to as a “sweetheart deal.”



“Eliminate Tax Subsidies for Real Estate.

The Budget saves \$19 billion by closing the “like-kind exchange” loophole, a special tax subsidy for real estate. This loophole lets real estate investors – but not investors in any other asset – put off paying tax on profits from deals indefinitely as long as they keep investing in real estate. This amounts to an indefinite interest free loan from the government. Real estate is the only asset that gets this sweetheart deal.”

YES, NAR will fight it.

**And... it’s a great reason to talk to
INVESTOR OWNERS**

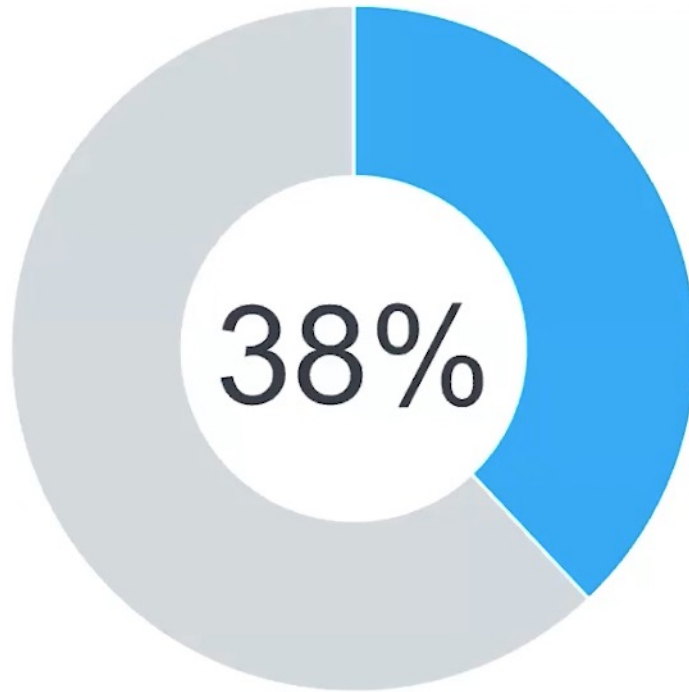
LINK IN Chat:

<https://www.1031crowdfunding.com/bidens-proposed-2024-budget-1031exchanges/#:~:text=President%20Biden%20has%20released%20his,eliminate%201031%20like%2Dkind%20exchanges>

So who is Buying Homes right now?



Nepo-Homebuyers



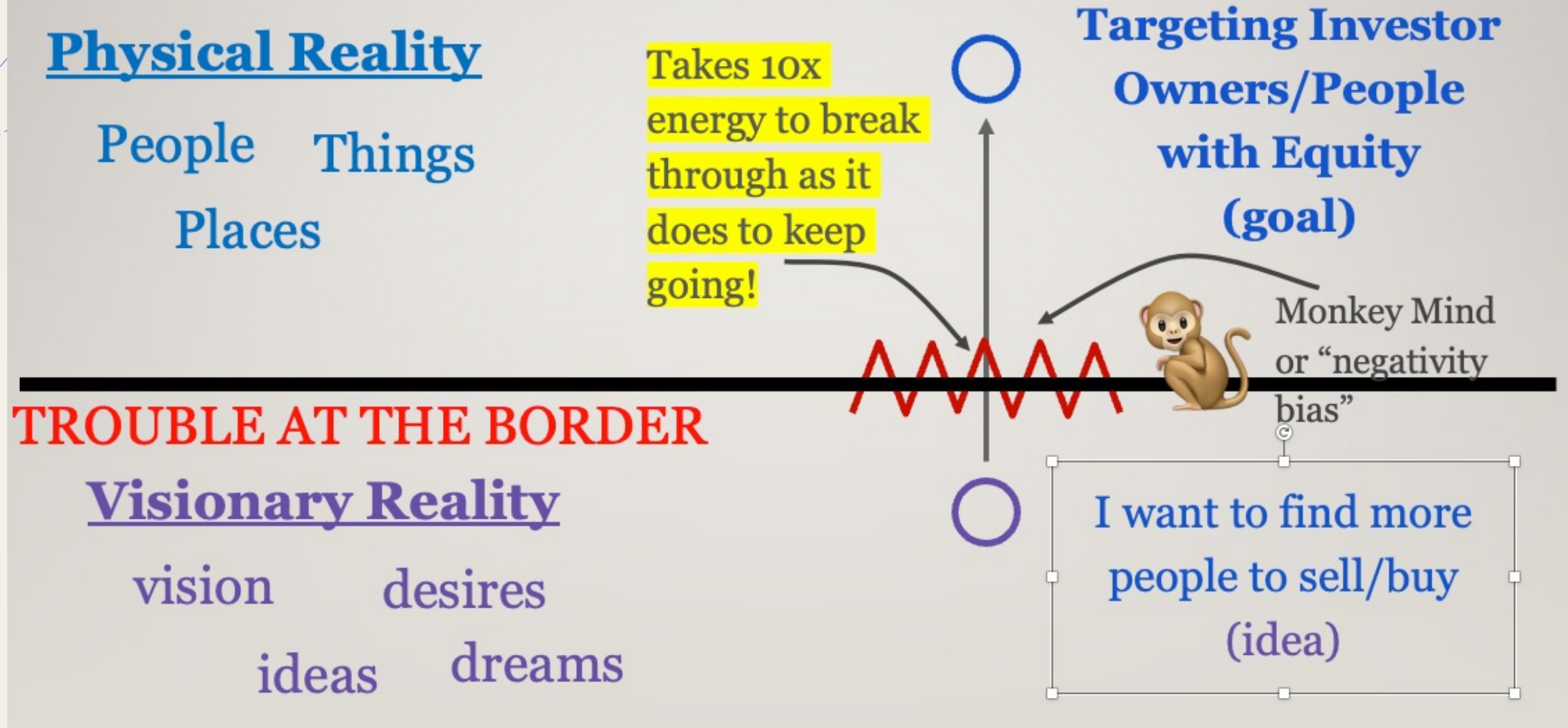
of recent homebuyers under age 30 used either a cash gift from a family member or an inheritance in order to afford their down payment.

As a result, a large share of young homeowners can be labeled **“Nepo-Homebuyers,”** meaning they received family money to purchase a home.

Source: Forbes

New Term to Know... Nepo-Homebuyers...

Let's take a brief detour back to Our Coaching tool for this month...Remember the Playing Field?



Nature of physical reality

Physical Reality is the domain of people, places, and things. You can see, taste, feel, smell, and measure the objects and “things” in this realm.



Three conditions exist here:

Things take energy: To move or change objects, you must focus energy upon them.

Things are always changing: They develop, expire, and are replaced.

Change is unpredictable, so oftentimes you don't know what's going to happen.



For example, in Physical Reality, we might act on a dream of buying a house, by saving money, filing paperwork, obtaining a loan, packing boxes, hiring a moving truck, and so on.



However, we do not get a house simply by dreaming about having one.

Action is required including action that may not be “exciting” or “inspiring” in the moment!



Small and mundane things count for a lot in the physical domain.

Often these are boring but necessary.

The ACCUMULATION EFFECT IS BIG. Example: 3 extra calls a day takes 15-25 minutes... that is 15 more calls a week = 2 more leads a week = an extra 5-10 sales a year. How much \$ is that on your average income?

Physical Reality

How Trouble at the Border Works



The line dividing Visionary and Physical Reality is known as **the Border**. This is where the **high, possibility-filled energy** of Visionary Reality hits up against the **energy** things demand in Physical Reality.

It's like standing on a sunny beach, being hit by a wave of cold water. There is a realization that moving to Physical Reality will take much more energy than we thought it would take — **about ten times more**.

Trouble at the Border is inevitable. And, by it's very Nature, TAtB means you are up to something BIG!

We can *expect* to meet obstacles at the Border! This is where the **5 Success Skills** provide the support and clarity to keep moving forward until we reach our goals.

1. Nobody likes Trouble at the Border. It is unpleasant. It is normal here to want to stop, give up, or look for something more “inspiring” to do.

2. The Border is where we most loudly hear the chatter of Monkey Mind, which a term for the inner voice of doubt and worry we all experience. It's our amygdala talking... the 9- to 11-year-old part of our brain that wants to keep us safe and keep us out of trouble... It LOVES the status quo.



YOU MAY BE SURPRISED TO LEARN... AND EMBRACE:

3. This experience is the primary reason people struggle to meet goals.

There is the clear worry that **there is something going terribly wrong** with the idea, project, goal, or effort... *Yet, that worry is unfounded almost all of the time.*

4. It is usually the sign we are doing something “right” rather than “wrong.”

Your discomfort shows that you are stretching and growing beyond your comfort zone.

5. It simply signifies the need for additional skill development, so you can reach the desired goal or result.

— It is nothing more than that.

Simply work on the SKILLS you need.

How you can breathe and get through that Skill Learning Time:

3 THINGS THAT TAKE US ACROSS THE BORDER *with Ease*

When you notice the 5 points and/ or the sounds of Monkey Mind, you are able to save yourself and everyone involved a lot of time, energy, wasted effort, and frustration... by FIRST acknowledging that this is NORMAL. And then:



- Take Small Sweet Steps
- Get Support
- Celebrate each step!

Now...Back
to National
News:

**Normal
appreciation is
back as the
expectation...
for this year...
*and for the
years coming
up...***

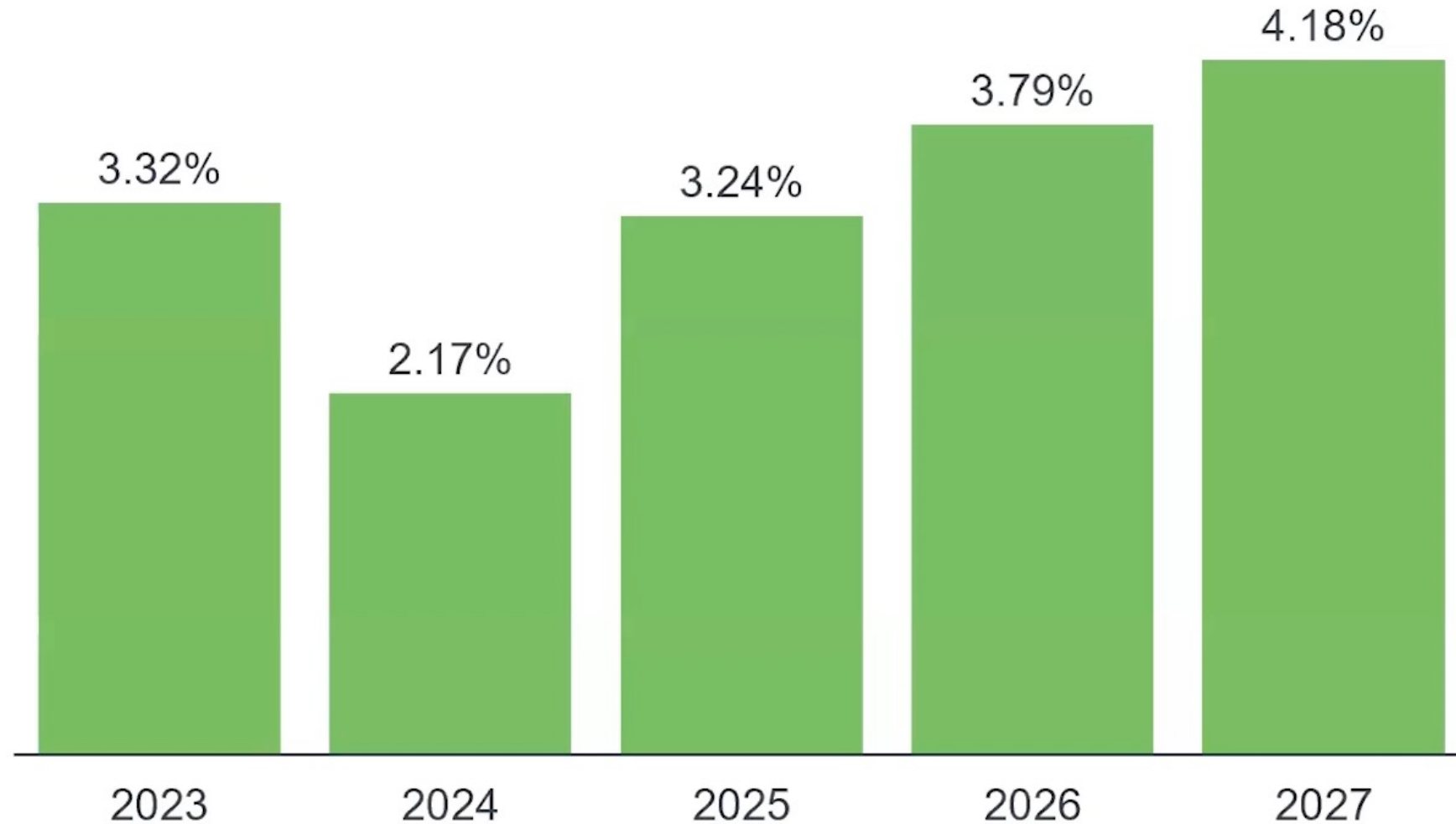
2023 Year End Home Price Forecasts

12/2022 vs. Current Forecast

Entity	Original Forecast	Current Forecast
MBA	-0.6%	0.0%
Fannie Mae	-1.5%	3.9%
Morgan Stanley	-4%	0.0%
AEI	-15 to -20%	6%
Zillow	-0.7%	5.5%
Wells Fargo	-5.5%	2.2%
Goldman Sachs	-5 to 10%	1.8%
Home Price Expectation Survey	-2.04%	3.32%

Estimated Home Price Performance

December to December, as Forecasted in Q3 2023



Source: HPES

Live in an
investment
that
appreciates!
AND likely costs
less than rent
over time
(remember, you
can refinance!)

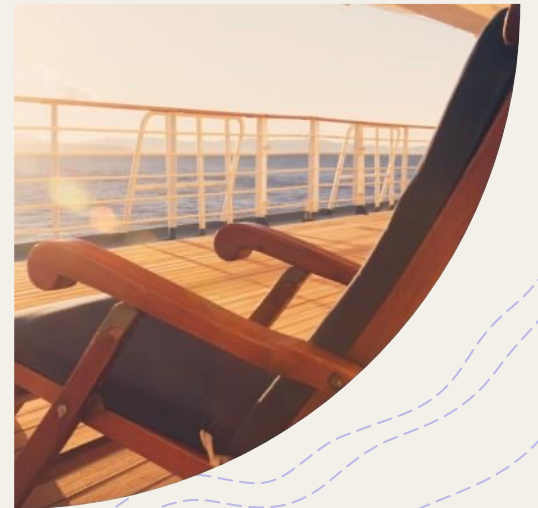
How about the Current Market Conditions where YOU are?





Current Real Estate Agent and Market Discussion

It's Local of course... so stick with what
you research locally... AND there are
overlying conditions nationwide and
worldwide to consider when talking to
Potential Clients (*fka leads*) and
VIP's this Summer



You need MORE than your “Fair Share” of listings. Act Accordingly. Here’s a few ideas:

1. Be absolutely 100% sure every VIP (PC/COI) KNOWS you are looking for business, has your business cards in their wallet and you are keeping them updated about market stats like NEVER before.
2. If you have a Buyer, FIND a house to sell them. Write letters, door knock, call FSBO’s and Expireds. Ask your VIPS who they know with a house that matches.
3. Create a Presentation Selling WHY to buy/sell real estate! Show it to everyone you can get to watch it.

Summer Monthly Challenge #3

September - October

Create a guide something like
BHHS's for your VIP's.

**This gets you into EVERY
home of EVERY VIP** to go over
this with them. Which indeed... has
you TALKING to homeowners!

My working Title >>>>>

GUIDE TO CREATING SECURITY, COMFORT, AND WEALTH WITH REAL ESTATE

A simple Planning Guide to
Achieve this for YOU and
YOUR Family



Based on your feedback - we will continue this format at YCM

Member Mondays
11amET/8am Pacific

Once a Month

October 9th

November 6th

December 11th

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

**January 8, 2024, is our first
Member Monday for 2024~**

The Coach is IN
11amET/8am Pacific

Twice a Month

11amET / 8am Pacific

Sept 12th and 26th
11amET/8amPT

Oct 10th and 24th
11amET/8amPT

Nov 7th and 21st
11amET/8amPT

Dec 5th and 19th

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

15otoLife
11amET/8am Pacific

Average Twice a Mo.

September 19th

Oct. 3, 17th & 31st 11am

November 14th and 28th

December 12th

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





We will keep
reminding
EACH MONTH:

**WORD
SHIFTING**
Words Matter

- Success fee vs commission
- Connecting vs prospecting
- Potential Client vs lead
- Closed Client vs past client
- My Pleasure vs no problem.
- Priority Service vs customer service
- Client Portfolio vs database
- Marketing Presentation vs listing presentation
- Professional Pricing Strategy vs (CMA)



Using just “Client Portfolio”

What do you
notice as we
read these?

- Not “How many Sales will you do and How much Money you will make.” But instead... How many of the right people do you have in your **Client Portfolio**?
- And: ”How many of the Right People do I **NEED** in my **Client Portfolio** to meet my goals?
- And: “Where do I find the right people **FOR** my **Client Portfolio**?”
- And “What do I say to the people in my **Client Portfolio** that is unique and meaningful?”



Thank You!



- + Work HARDER in September and October... get ready for MORE business again in November and December!
- + Talk to MORE PEOPLE - CONNECTIONS
- + Call us, text us, reach out when you need us. We are here for you!