



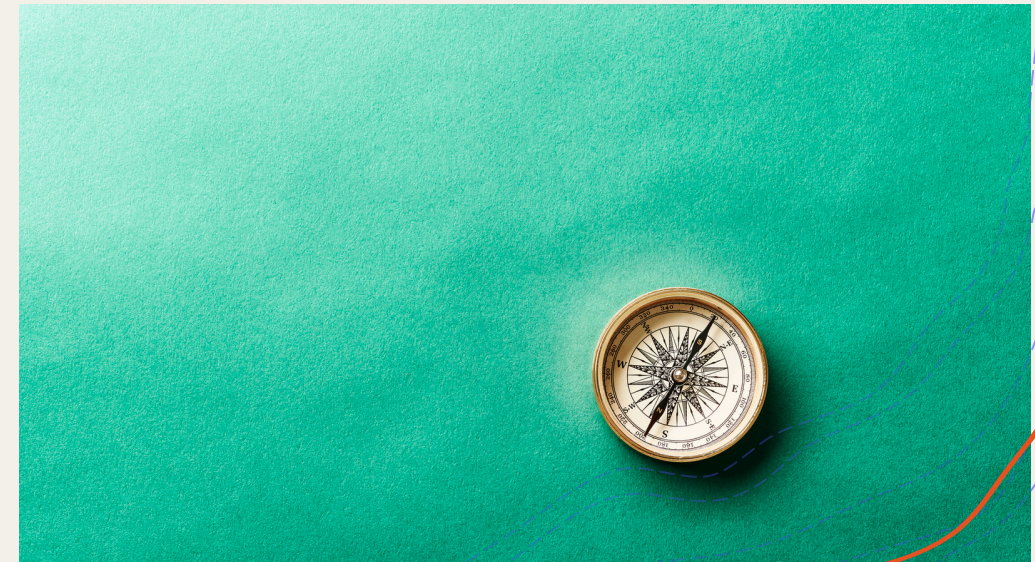
# YCM July SUMMER Member Monday!

July 10<sup>th</sup> 11amET/ 8am Pacific



# What we cover today!

- + Review last month Monthly CHALLENGE!
- + Current Market Discussion
- + What to DO about the Current Market Conditions
- + Current Monthly Challenge!





How did you do with the  
Mini Monthly Challenge Posed 2 weeks ago?

# Challenge #1: Get TIGHT with your VIPS!

The challenge was to choose 2 of your VIPS who are MOST LIKELY to refer your business... and use the STOTT58 or your own list you create.

Did you fill out 90% on each of the TWO people? Any one do MORE than 2?

YCM Summer 2023



www.yourcoachingmatters.com

## The Stott 58 Client Profile to Invite and allow RELATIONSHIP

It's critical to have information about your clients, potential clients, and potential referral sources. When you have the right knowledge, you develop TRUST, which is far more important than any product you sell. You don't have to beat competition... you just need to go around them. You hold the KEYS when you know the People. Knowing them means knowing what makes them happy. Human nature leans toward creating happiness, however THEY define happiness. Maybe it's your product, and it's also *always* something else, too: Recognition, Respect, Reliability, Service, Friendship, Status, Convenience, and Help - things all of us care more about as human beings more than we care about any product. Once you attach your caring and personal knowledge of them to your product, people start seeing you differently.

Use this questionnaire to develop a profile of each client, potential client, and potential referral source. Some of your resources for the information might include the internet (Facebook, Linked In, a general Google Search). Other resources could include mutual friends or their own co-workers or employees. You of course can ask them personally as well. Look, listen, and learn all you can about them both personally and professionally. You'll find topics for opening conversations, which can open doors for you and your company.

Dates you gather the information: Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_

### The Client, Potential Client, or Referral Source

1. Name

\_\_\_\_\_

Nickname

\_\_\_\_\_

2. Employer or Company name


\_\_\_\_\_

3. Business Address

\_\_\_\_\_

Home Address

\_\_\_\_\_



REMEMBER: The way to get started  
is quit stalling and start doing.  
If you didn't do it,  
then do it **RIGHT AWAY**  
and then move to Challenge #2  
(July 11-Aug 13th)



What are the National  
Market Conditions now that  
we are in Mid-July (already!)

*How about the Current  
Market Conditions  
where YOU are?*



# Let's talk Foreclosure Starts

Foreclosures should almost never occur because everyone has equity and supply is still very low... demand still very high.

## Greatest numbers of foreclosure **starts** in Florida, California and Texas

Lenders started the foreclosure process on 23,245 U.S. properties in May 2023, up 4 percent from last month and up 5 percent from a year ago. Out of 142M households...

States that had the greatest number of foreclosure starts in May 2023 included: **Florida** (2,901 foreclosure starts); **California** (2,451 foreclosure starts); **Texas** (2,286 foreclosure starts); **Illinois** (1,358 foreclosure starts); and **New York** (1,287 foreclosure starts).

Those major metropolitan areas with a population greater than 1 million that had the greatest number of foreclosure starts in May 2023 included: **New York, NY** (1,452 foreclosure starts); **Chicago, IL** (1,163 foreclosure starts); **Houston, TX** (811 foreclosure starts); **Los Angeles, CA** (700 foreclosure starts); and **Philadelphia, PA** (677 foreclosure starts).

# Let's talk Foreclosure Rates

TELL YOUR VIP's: If someone is in trouble financially, talk to me! Your friend, your relative, yourself could **sell and walk away with \$\$** and have NO 7-year foreclosure on their record!

## **Illinois, Maryland and New Jersey post highest foreclosure rates**

Nationwide one in every 3,967 housing units had a foreclosure filing in May 2023.

States with the highest foreclosure rates were **Illinois** (one in every 2,144 housing units with a foreclosure filing); **Maryland** (one in every 2,203 housing units); **New Jersey** (one in every 2,257 housing units); **Florida** (one in every 2,470 housing units); and **Ohio** (one in every 2,478 housing units).

Among the 223 metropolitan statistical areas with a population of at least 200,000, those with the highest foreclosure rates in May 2023 were **Lakeland, FL** (one in every 1,361 housing units with a foreclosure filing); **Elkhart, IN** (one in every 1,621 housing units); **Cleveland, OH** (one in every 1,622 housing units); **Palm Bay, FL** (one in every 1,647 housing units); and **Ocala, FL** (one in every 1,671 housing units).

Those metropolitan areas with a population greater than 1 million with the worst foreclosure rates in May 2023, including **Cleveland, OH**, were: **Jacksonville, FL** (one in every 1,699 housing units); **Baltimore, MD** (one in every 1,908 housing units); **Chicago, IL** (one in every 1,991 housing units); and **Orlando, FL** (one in every 2,049 housing units).

# Let's talk Foreclosure Completions

**The fact is, despite headlines like “Up 38%” the actual numbers are TINY!**

**Foreclosure completion numbers increase 38 percent from last month (don't panic, it was low last month, so it's not a GIANT deal, but something to watch)**

Lenders repossessed **4,020 U.S. properties through completed foreclosures (REOs) in May 2023**, up 38 percent from last month and up 41 percent from last year. **Note: There are about 142M homes, so that's .003 % - Nothing...**

States that had the greatest number of REOs in May 2023, included: **Illinois** (352 REOs); **Ohio** (279 REOs); **Michigan** (271 REOs); **Texas** (240 REOs); and **Pennsylvania** (229 REOs). **Note: Less than 500 in each of those states is not much...**

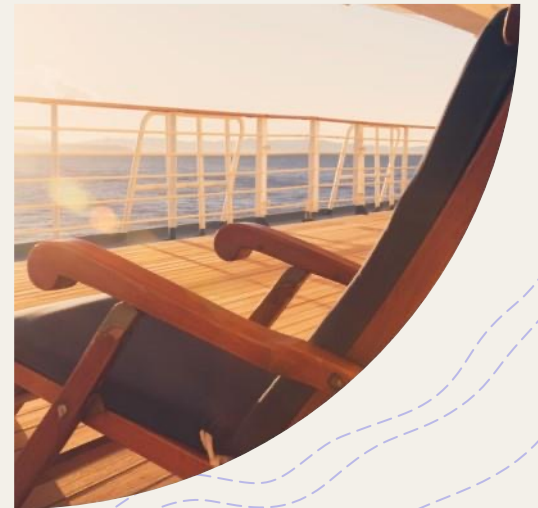
Those major metropolitan statistical areas (MSAs) with a population greater than 1 million that saw the greatest number of REOs in May 2023 included: **New York, NY** (244 REOs); **Chicago, IL** (230 REOs); **Detroit, MI** (136 REOs); **St. Louis, MO** (112 REOs); and **Washington, DC** (91 REOs).





# Current Real Estate Agent and Market Discussion

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



# Things to Consider

**Per Axios**  
**69,000 Agents left**  
**the business since**  
**the Agent Peak**

**The all-time high**  
**was 1.6 million in**  
**October 2022.**

**March 2020: 1.372M**

**March 2021: 1.463M**

**March 2022: 1.531M**

## Number of Realtors in the U.S.

Members of the National Association of Realtors; Monthly; January 2003 to April 2023



Data: Reventure Consulting via the National Association of Realtors; Chart: Axios Visuals



# Why are agents leaving?

- Sales of existing single-family homes fell 42% from their peak of an annualized estimate of 6.66 million in January 2021 to 3.85 million in April 2023.
- Average annualized Realtor commissions hit a high of \$84,355 in January 2021, but fell to \$56,632 in April 2023, “*Reventure*” estimated.
- Median prices declined by 4.1%, or \$17,603, from April 2022 to April 2023 (but we know that was THE PEAK month in 2022 before rates came up...)





# 2023 Housing Mid Year per KCM

## 2023 Housing at Midyear

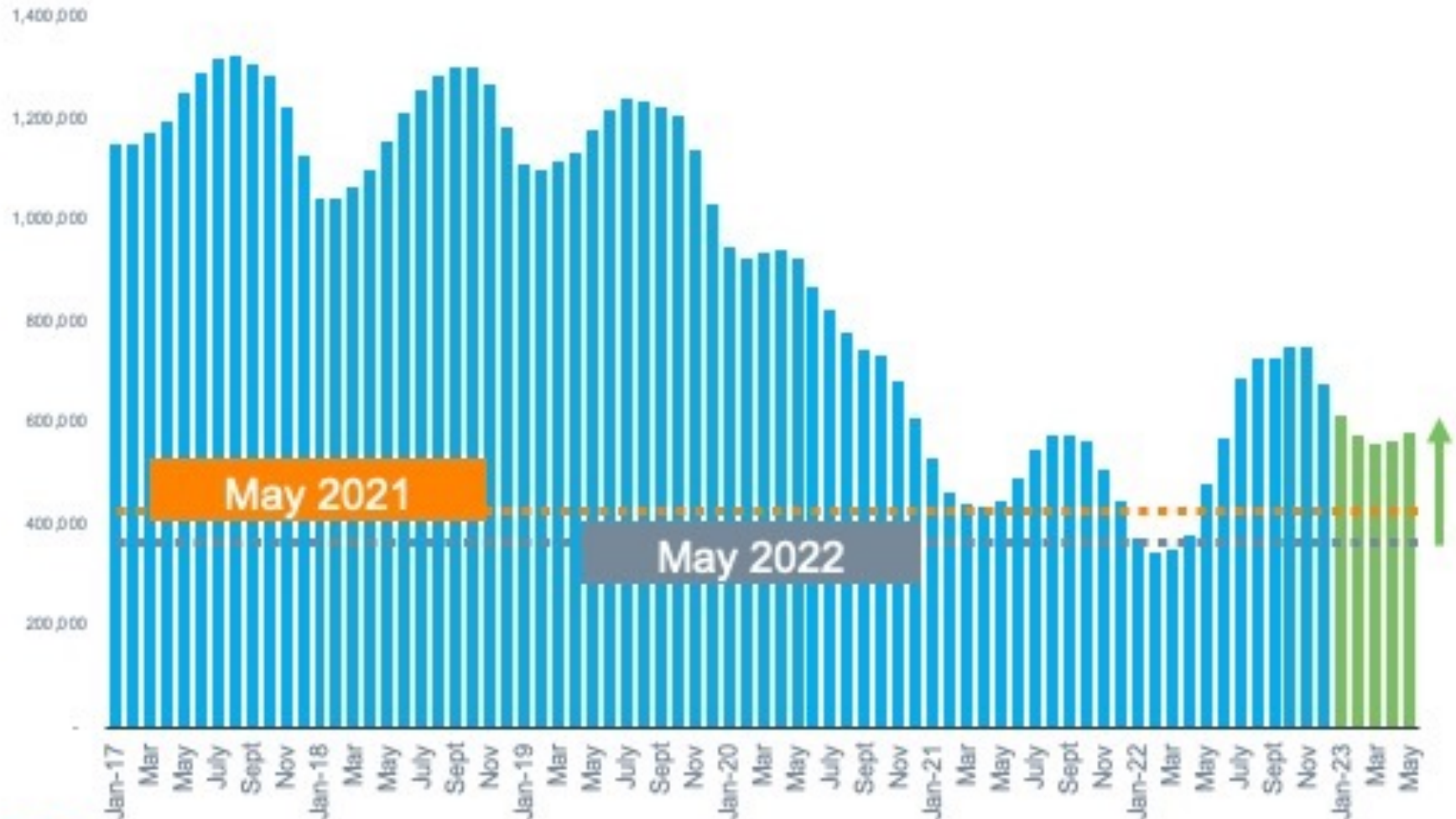
- **Supply improves** but remains below trend as market returns toward historical seasonality
- **Affordability** continues as 2023's central theme in housing inventory
- The number of **homes actively for sale** increased by 21.5% YoY
- **Home sellers** were less active this May, with 22.7% fewer newly-listed homes compared to last year
- The **median price of homes** for sale increased by 0.9% annually in May
- Homes spent 43 **days on the market**, which is 14 days longer than last year but still shorter than before the pandemic



Number of  
Active Listings  
Improved...  
which allowed  
**MORE SALES**  
in June in our  
area! How  
about yours?

## Active Listings Improve

Counts Since January 2017

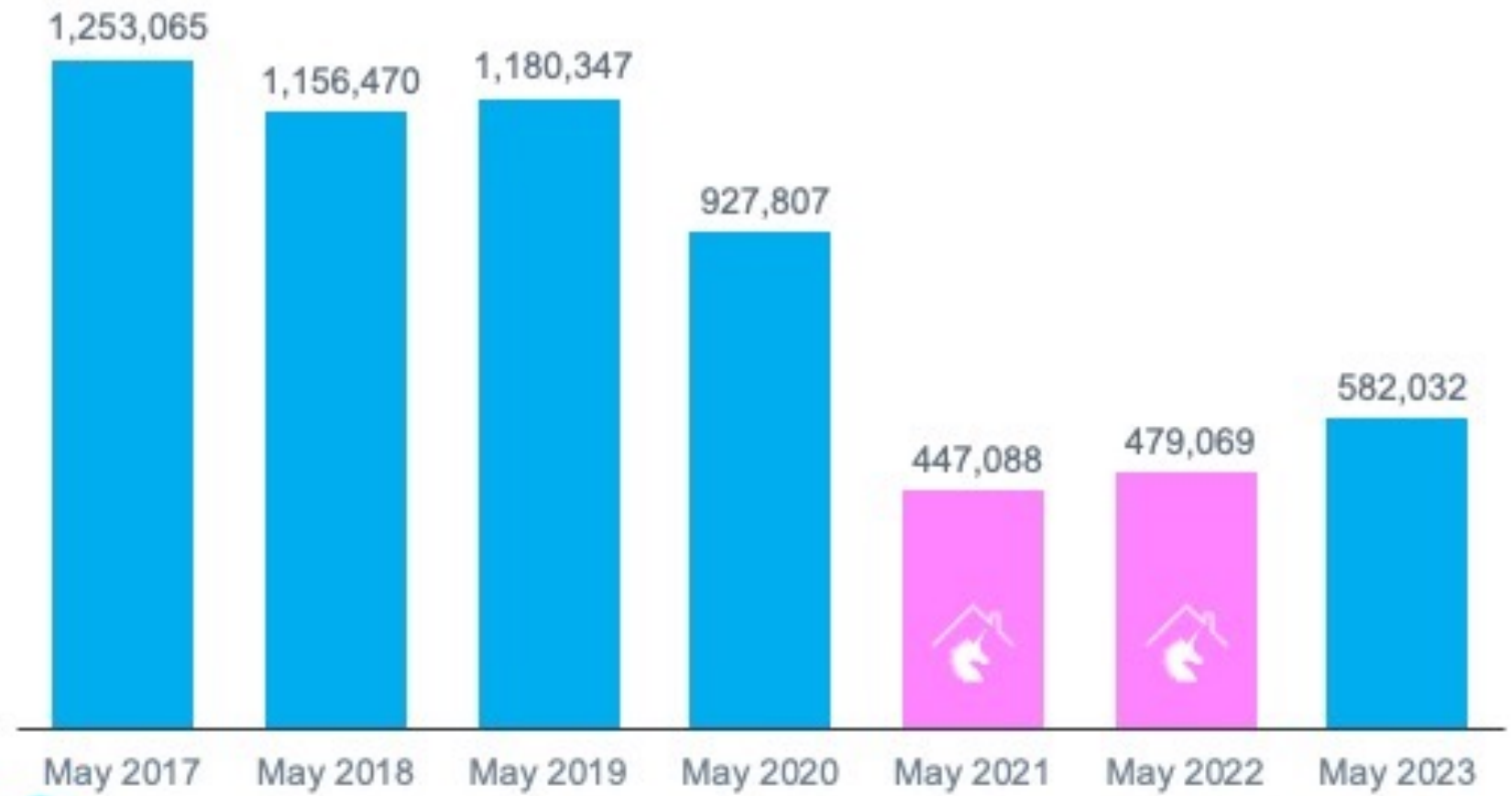


# Active Listing Count



## Active Listings Count

Since May 2017, May of Each Year



 KEEPING CURRENT MATTERS

Source: Realtor.com





List Prices  
Back to -  
or close to  
- Peak

## Listing Price Growth

Monthly Median Listing Price



KEEPING CURRENT MATTERS

Source: Realtor.com

# Days on Market – Prepare Sellers



The typical home spent 43 days on the market this May which is two weeks longer than the same time last year, but **homes still spent 9 fewer days on the market this May than they did in the average May from 2017 to 2019.**

- Realtor.com

## Summer 2023 Takeaways

- Return of seasonality
- Inventory is growing
- Listing price rebound
- Homebuyer benefits
- Home seller confidence







# Now... What should you DO about this?

1. Don't Quit – Competition will go DOWN. This is GOOD for you.
2. Focus on just 150 or LESS of your PC/COI. 25 a week for the next 6 weeks – in-depth conversations.
3. GET “OUT THERE” MORE

Last week I generated a lead almost EVERY event I went to. Why?

Closed Clients were at the Events with me and introducing me? Why?

***Because we did a great job with their transaction, and they are part of my COI!*** As I said last Member Monday – Be “everywhere”

**this summer!** What events are in your area with people you enjoy? Join some FB groups and get involved in SOMETHING!

# Market A LOT with Information!

## Spend on:

- Farm Areas Or Demographic Farm (Small, 50-150)
- Closed Clients/Center of Influence
- Great Signage and well-planned Open Houses (gifts for all that attend) following-up with everyone that comes by... yes, even neighbors and agents.
- **NOTHING ELSE – this is KEY...**



# What Else can you do?

Begin working on a guide like BHHS's for your VIP's. **This gets you into EVERY home of EVERY VIP** to go over this with them.



My working Title >>>>

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

A simple GUIDE Creating a  
Plan to Achieve this for YOU  
and YOUR family



# Monthly Challenge

## July 11<sup>th</sup> to August 13th

### Challenge #2:

**Identify and Move 10% of your VIPs  
from your Client Portfolio to your  
Email-Only Portfolio (or make Done)  
Add 10% NEW PEOPLE INTO your VIPs.**

**BONUS: AND - Plan ONE thing to do for the VIP group during this timeframe.**

#### *Ideas:*

*Q&A “Office Hours” at a Coffee Shop... Impromptu Mocktails and RE Q&A 5-7 at your office...*

*Featured co-sponsor: Estate planner... Lender... Stager... Home Inspector...etc.*



# REMAINING Summer Hours at YCM

## Member Mondays

**Once a Month** 11amET  
/8am Pacific

**August 14<sup>th</sup> and  
September 11<sup>th</sup>**

### FORMAT

Part 1 - State of the Market

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

Part 3 - A Monthly  
Challenge!

## The Coach is IN

**Twice a Month**  
11amET / 8am Pacific

**July 11<sup>th</sup> and July  
25<sup>th</sup>** (25<sup>th</sup> will be with  
Coach Kayla!)

**August** 8<sup>th</sup> and 22<sup>nd</sup>  
11amET/8amPT

**Sept** 12<sup>th</sup> and 26<sup>th</sup>  
11amET/8amPT

## 15otoLife

**Twice a Month- change!**  
Noon or 11amET / 8am PT

**JULY 11<sup>th</sup> last one at  
NOON**

3 times in August:

August 1<sup>st</sup>, 15<sup>th</sup> and 29<sup>th</sup>  
at 11amET/8amPT

September 19<sup>th</sup> – 11am

3 times in October

Oct 3, 17<sup>th</sup> & 31<sup>st</sup> 11am  
ET/8am Pacific

## Private Coaching

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





# Thank You!



- + Have a PROSPEROUS REST OF JULY and early August!
- + ENJOY MEETING PEOPLE!
- + Call us, text us, reach out and we have more time to answer this summer!





REMINDER  
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?”