



YCM Super Summer Planning!



Coaches
Donna and
Mike Stott



What we will cover today!

- + Current Market Discussion
- + What to DO about the Current Market Conditions (YOUR SUMMER PLAN!)
- + Summer Hours at YCM
- + Monthly CHALLENGE!



As we begin Summer...

It's time to look back at this year so far and
look ahead at where we are going!

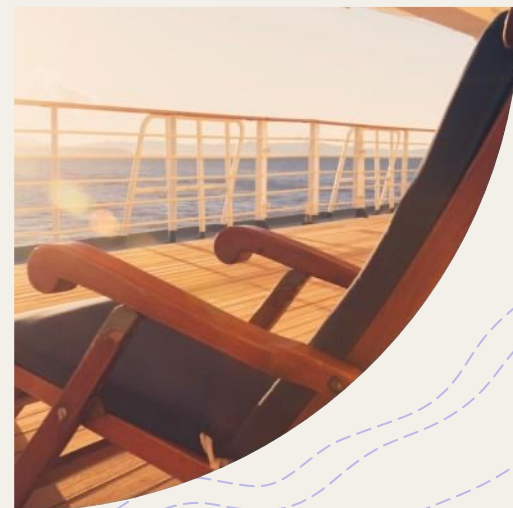
What ARE the Current Market Conditions?





Current Market Discussion

Yes, it's Local... and there are some overlying conditions nationwide and worldwide to consider when talking to Potential Clients (fka leads) and VIP's this Summer



Things to consider

Fewer Sales due to: Inventory (Supply) and Interest Rates (effecting Demand).

Adjust Goals NOW



Work with your coach on how to earn the money you want with FEWER sales

Plan for tighter minimum standards

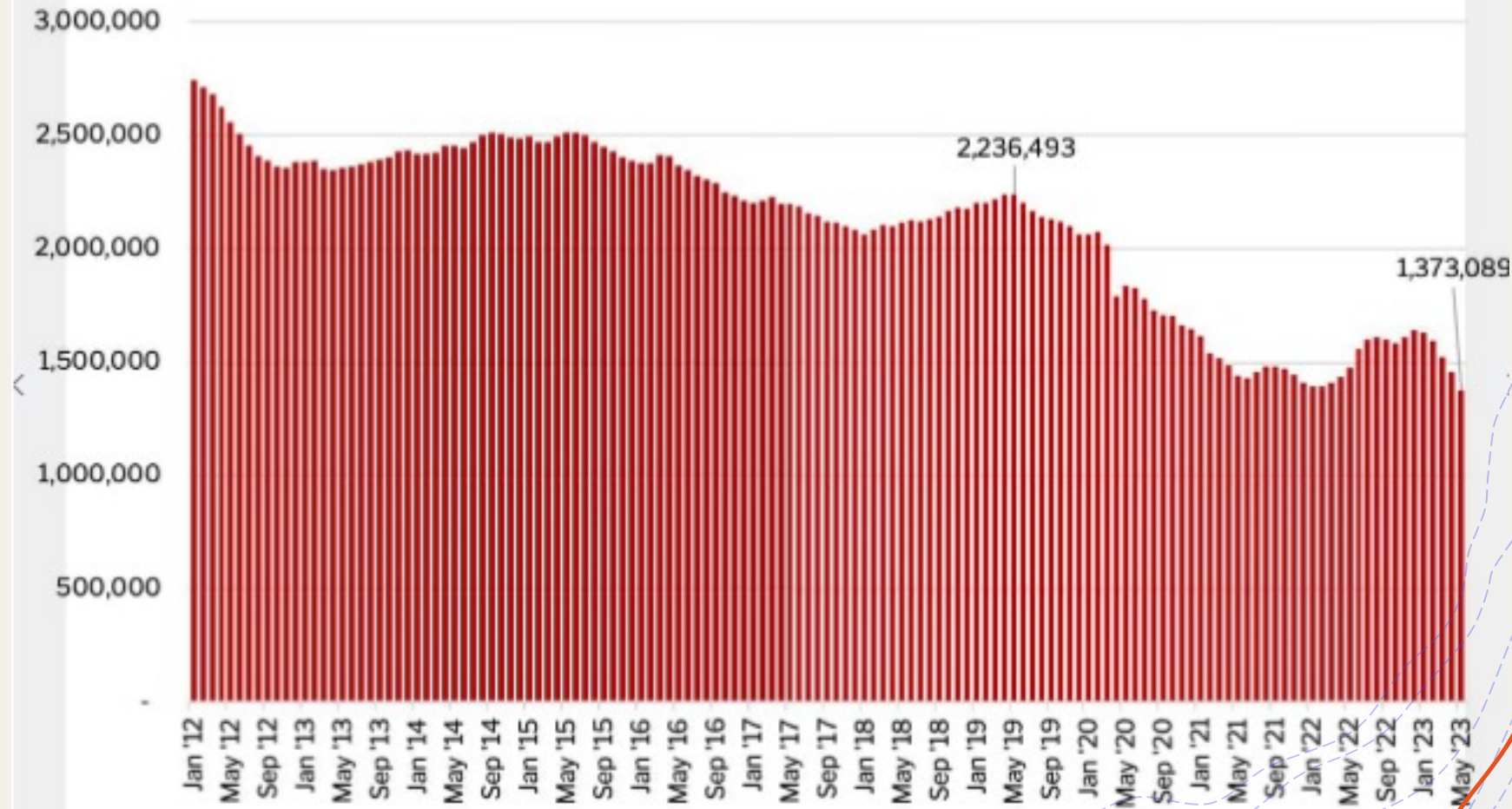
Find a referral partner for those outside your minimums

Would you be surprised to know that we have fewer homes for sale in the month of May than all the years reporting back to 2012?



Number of
Homes for Sale
way down
*-- but I believe
those numbers
will **Rise** some
June/July
reporting (around
end Aug/Sept)*

Number of Homes for Sale Drops to Lowest Level on Record in May
Active listings of U.S. homes for sale





More things to consider

Sources of Business: Work the BASICS – can’t afford to “try new things” right now!

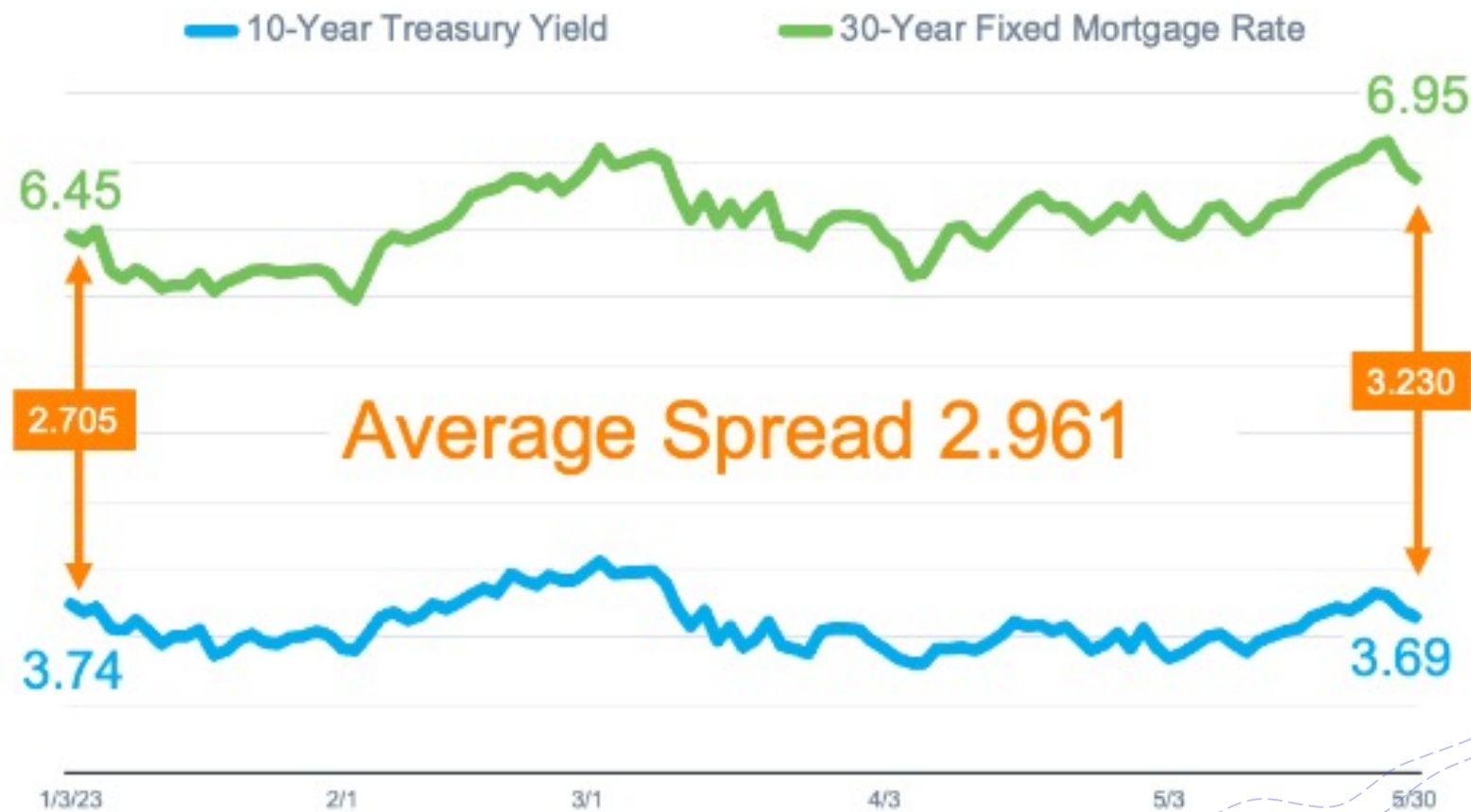
Prices: After a slight dip in Spring – Rising Again
And...

Interest Rate Confusion: What IS going to happen next?



10 Year Treasury Yield Spread

30-Year Fixed Mortgage Rate and 10-Year Treasury Yield



Sources: Mortgage News Daily, WSJ

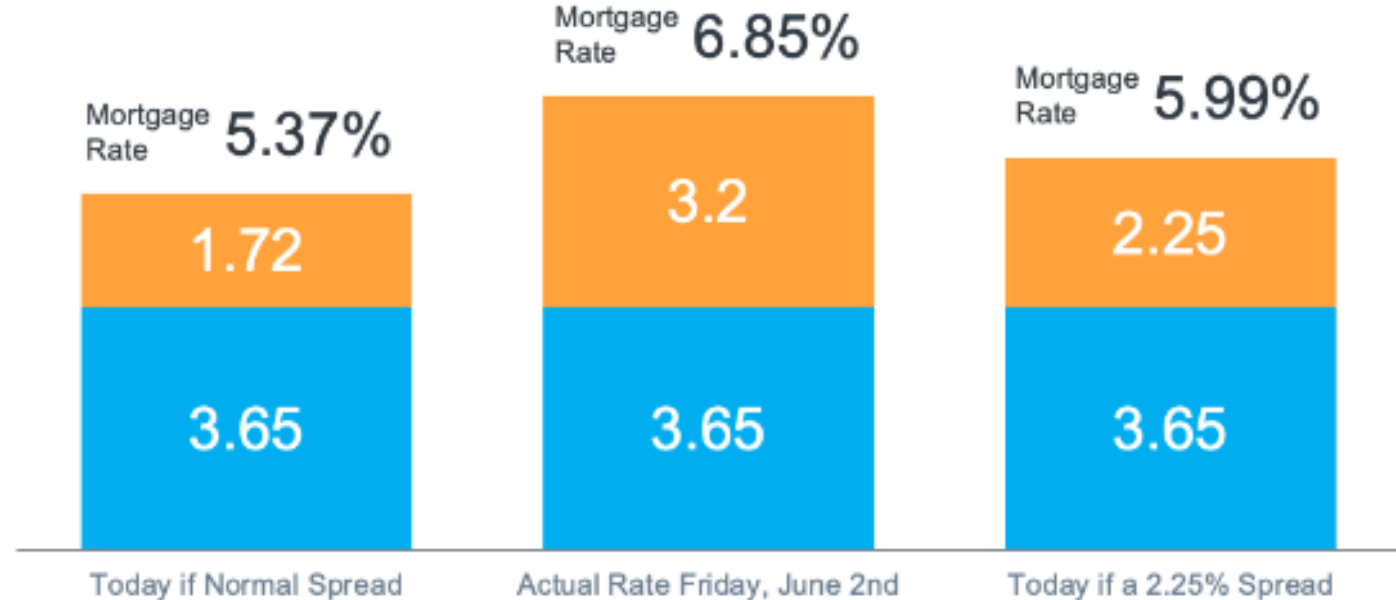


Playing with Numbers

Why Are Mortgage Rates So High?

The Increase in the Spread Above the 10-Year Yield Is Now Dramatic

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



Source: Freddie Mac, CNBC



And yet... The Fed may not be done yet...

While this week was relatively quiet on the news front, markets still experienced some volatility, primarily due to confusion arising from comments made by multiple Fed members, namely Jerome Powell.

On Wednesday, Jerome Powell gave testimony to Congress, where he clearly stated that the Committee was not pleased with the progress made on inflation yet. He mentioned that a large majority of the Fed believes two additional rate hikes are needed this year to achieve their inflation goal. Although this was not a new statement, as the Fed recently paused its round of rate hikes, the markets had believed that the hiking cycle was over. Powell dispelled that belief, leading to a selloff in both Mortgage-Backed Securities and stocks.

Despite the market's reaction to Powell's comments, mortgage rates have remained within their range, with the 30-Year Fixed opening this morning (last Thursday) at 6.95%.

Sources of Business & Marketing Discussion

Farm Areas Or Demographics that is worked hard this summer
- Shoot for 8-12 ***contacts*** over the summer.

Past Clients - Same

Center of Influence – Same



All of the above need to feel you are “everywhere” this summer!

Open Houses / Sign calls – Massive follow-up like never before!

With a big Period after those. Nothing else.

Let's get clear... Market to Who?

Stick to Spend on:

Farm Areas Or Demographic Farm

Past Clients

Center of Influence

Great Signage and Splendid, well planned Open Houses.

CUT any other marketing budget or flip that money to the above... and ONLY spend on these... NOW.



What other Adjustments to Make now?

Time Adjustments

- LESS time in education for the sake of education
- LESS time volunteering for your local and state boards **spending that time instead with groups that can refer business**

- MORE time reaching out to the SMALL group of people in your Database (VIP's 80% and other 20%)

EVERY SINGLE DAY Activity on this!



What do you
WANT to do this
Summer?



+ **Do it.**

+ **I mean it...**

+ **Pick something you want to do and do THAT – with other people who LIKE doing it too.**

+ **Your VIP list will grow!**



SUMMER HOURS at YCM

July, Aug, and September we will go to ONE MEMBER MONDAY per month - **It will be BIG AND GREAT one Monday a Month.**

BI-WEEKLY Coach is IN and 15otoLife!

15otoLife Group will move to the off weeks of Coach is IN on Tuesdays at 11amET after July 15th (see next slide)

This is due to your feedback and lower attendance during these months year after year. We finally hear you!

For all Full Time, Part Time and 15otoLife clients, you'll have the opportunity to be with us up to 5 times a month over the summer vs our normal 8-10 times.

Summer Hours with DATES at YCM

Member Mondays

Once a Month 11amET
/8am Pacific

**July 10, August 14th
and September 11th**

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 11th and July 25th
(25th will be with Coach
Kayla!)

August 8th and 22nd
11amET/8amPT

Sept 12th and 26th
11amET/8amPT

15otoLife

Twice a Month- change!

Noon or 11amET / 8am PT

July 15otoLife –

**JULY 11th last one at
NOON**

3 times in August:

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

September 19th – 11am

3 times in October

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

Private Coaching

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

Why?





YOU have spoken!!

Summer is Busy and we are Listening!

Planning for ONE BIG Member Monday a month is going to give all of us a LOT MORE VALUE!

- + PLAN for the new FORMAT and get those dates on your calendar NOW!
- + Yes, they will still be Recorded and in YCMPedia but with ONE a month, you should all be able to make it most of the time!

Coach is In Twice a Month means bringing your Challenges vs just showing up to Listen In...

- + We want each of you on the Coach is In to be IN THE HOT SEAT!
- + Bring a Question or Problem we can help with vs just hanging out.
- + We can LEARN from each other so be there!



What ELSE we will be up to...

As always, selling some homes - AND...

Donna Finishing Her Time Management Book

- + It's time and there is TIME FOR IT this summer!
- + More hours on it, vs writing unique Member Monday's you guys can't attend will cause it to get PUBLISHED!

Creating a YCM Version of Real Estate Life Planning for your VIPs

- + This time will allow us to create this presentation for you!
- + Donna really believes this NEW presentation will change your business forever!!

Time to Re-Set and Re-charge for Fall and Winter!

- + Going on a few trips!
- + Parenting a grandchild
- + Teaching a NEW STOTT how to sell real estate and manage properties!
- + Getting Mike started on immunotherapy and see how energy is affected. You know he has PLENTY to spare!



Be Prepared for the SUMMER MEMBER MONDAY FORMAT

State of the Market

- + What you need to know to SHARE with your Clients!
- + Exactly what to say and some SLIDES to use!

What to DO about the State of the Market!

- + Specific ACTIONS to take based on Market Conditions

Monthly Challenge

- + Something SPECIFIC for you to DO – Action to take – that will ADD MONEY TO YOUR BOTTOM LINE!
- + Challenging and FUN!

Now to July 10th... Mini Monthly Challenge

Get TIGHT with your VIPS:

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

Can you fill out 90% on each of the 2?





Your Tool of the Month: The Stott58

Get your Copy at:

<https://ycmpedia.yourcoachingmatters.com/wp-content/uploads/2022/04/The-Stott-58-2022.pdf>

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



The way to get started is
to quit talking and
begin doing.

Walt Disney





Thank You!



- +Have a WONDERFUL 4th of July next week!
- +ENJOY SOMETHING this Summer and MEET PEOPLE!
- +Let me know if you have any Questions!



Mindset SHIFTING Words Matter

- Success fee vs Commission
- Opportunity Alarm vs Wake up alarm
- 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 Comparative Pricing Analysis (CMA)



Mindset SHIFTING Words Matter

- 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?”