



Your Coaching  
Matters  
Member Monday  
April 8, 2024



# Are you ready to Begin Anew?

April 8<sup>th</sup>, 2024

The Day we start over and begin again!



Just for one minute –  
whether you are live with us or  
watching the recording...

Pause.

Take a deep breath and imagine that  
today is the first day of the rest of  
your even **BETTER** career.





# It's a fitting day, isn't it?

**Today's** eclipse will be a total solar eclipse. It will be the last total solar eclipse visible from the contiguous United States until 2044.

## What is it?

A total solar eclipse happens when the Moon passes between the Sun and Earth, completely blocking the face of the Sun.

## What happens?

The sky will darken as if it were dawn or dusk. And those in just the right place may see the Sun's outer atmosphere (the corona).

## What should you do?

Wear special glasses to protect your eyes.

## What States will see it?

The path of eclipse enters the United States in Texas, and travels through Oklahoma, Arkansas, Missouri, Illinois, Kentucky, Indiana, Ohio, Pennsylvania, New York, Vermont, New Hampshire, & Maine. Where I am we have 63% of eclipse.

## Why is it important

Celestial Occurances in history symbolize change. Letting go of one thing and opening up to something brand new.





# What we are looking at today:

01

Coaching Tool  
of the Month

Accepting Physical Reality  
for what it is.

02

Current Market  
Update

Speak to your Market and  
we'll speak to ours.

03

Last Month's  
Challenge  
Review

Did you define one thing to  
say you would do,  
consistently, with grace?

04

What to DO  
about July

What we recommend and  
an opportunity to work on  
it more before July.

05

April May  
Challenge

It's simple to make this your  
best year ever. This challenge,  
if you are a good agent and  
willing, and done 100%, will  
cause that.

06

Summer  
Hours

YCM Summer Hours  
Schedule





01

# Coaching Tool of the Month

Understanding and Accepting Physical Reality for what it is.





We live in physical reality.  
Today we are reminded that even the  
SUN shining on earth is not permanent.

- Physical Reality is always changing.
- Things and Beings only exist in Physical Reality.
- Everything we know comes into existence and leaves.
- Nothing is permanent.
- Visionary Reality is where we can imagine our Physical Reality and create ideas.
- The energy here is light and fluffy ☺
- Visionary Reality can help us create a better Physical Reality when we use it conciously.

Our Current Physical Reality requires we change how we do business with Buyers. It's OK. It's physical reality...

**In fact, it's AWESOME.** I will share both WHY and HOW in #4 of our Member Monday today.





02

# Current Market Update

April 2024 Market Update

Total Home  
Sales are UP  
in 2024 vs

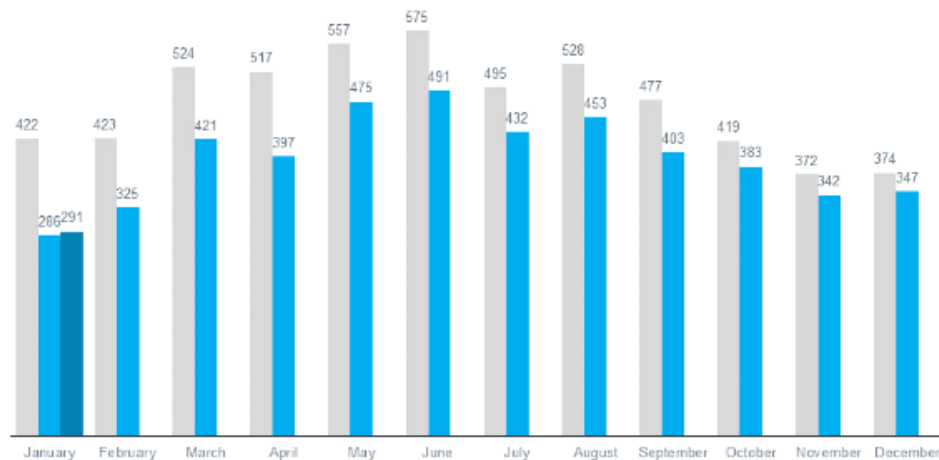
2023

Nationwide  
How about  
your market?

## Total Home Sales

In Thousands

■ 2022 ■ 2023 ■ 2024



Source: Census



The image features a dark blue background with a white decorative border. The border consists of four horizontal lines, one at the top, one at the bottom, one on the left, and one on the right. Each line is slightly curved at its ends. There are four yellow stars: one at the top center, one at the bottom center, one at the top right corner, and one at the bottom left corner. The text "Share what's happening in your Market." is centered in the middle of the page in a white serif font.

Share what's happening in your Market.



03

# Last Month's Challenge Review

Did you do the ONE thing you Defined and Said you would Do?








More Sellers and Buyers are in **NEED**  
of our Services **RIGHT NOW.**

These next few months may be the  
busiest of your Career.

Are you ready?



Sometimes News Shakes up our Plans temporarily  
getting us off track.

The key is to get **RIGHT BACK TO WORK** when we  
notice we've fallen off.

Shake it off.

Get back to work.





04

# What to Do about July

Does your Franchise and/or  
Brokerage have a plan in place?

It is not hard *except in your mind*.  
It starts with obtaining a buyer lead.

Then it goes like this:

1. Let me show you how I work.
2. I have the ability to represent you to buy a home at the best possible price and terms **for YOU**. The Seller wants to sell to you at THEIR best price and terms. ***YOU want yours. Right?***
3. Great. Come into the office and I'll spend the time necessary to strategize with you... to both find you the best home for you... and negotiate the best price and terms FOR YOU possible in the current market conditions.







Who has ever been frustrated before  
in working with Buyers?

Let me tell you a story...



# Here is the Good News

1. People are talking about this and asking questions creating more business NOW. There is an urgency I haven't seen in a very long time.
  2. We are all going to filter out buyers that are not serious FASTER.
  3. Those that will listen to your presentation will be BETTER BUYERS and buy at a much better Buyer Appointment to Buyer Contract Ratio... Go from 8% (1 sale every 12.5 showings) to 25% (1 sale every 4 showings) or BETTER.
  4. **You will FEEL and BE a better professional bullet-proofed against suits alledging people didn't understand...**
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- 



# What Buyers Want From a Real Estate Agent: A Guide and a Coach

## WHAT BUYERS WANT MOST FROM REAL ESTATE AGENTS

Exhibit 4-5 (Percentage Distribution)

	AGE OF HOME BUYER						
	All Buyers	25 to 33	34 to 43	44 to 58	59 to 68	69 to 77	78 to 98
Help find the right home to purchase	50%	48%	45%	51%	51%	55%	62%
Help buyer negotiate the terms of sale	12	15	14	11	14	10	11
Help with the price negotiations	11	11	14	13	10	11	5
Help with paperwork	7	8	6	7	7	7	7
Determine what comparable homes were selling for	7	5	7	6	6	9	9
Help determining how much home buyer can afford	4	5	6	5	4	2	2
Help find and arrange financing	3	4	3	3	3	2	2
Help teach buyer more about neighborhood or area (restaurants, parks, public transportation)	3	1	2	2	1	1	1
Help find renters for buyer's property	*	*	*	*	*	*	*
Other	3	3	3	3	3	3	1

\*Less than 1 percent

2024 NAR Home Buyers and Sellers Generational Trends



Go to Link in Chat Or in Monday News you can USE for NAR FULL Article!

05

# YCM April/May Challenge

Write and Practice a Compelling Buyer Presentation that ends in a signed Buyer Representation Agreement





★

Sign Up for Buyer Bootcamp – a 3 part Bootcamp  
April 17<sup>th</sup>, 19<sup>th</sup>, and 24<sup>th</sup>, 2024  
1 hour each: 3pm Eastern / 2pm Central / Noon Pacific

\$37

Email: “I’m In” to:  
[BuyerBootcamp@YourCoachingMatters.com](mailto:BuyerBootcamp@YourCoachingMatters.com)  
and we’ll send you an Invoice

★

# What Belongs in the Presentation



## The Short List

- **Define what THEY WANT...to use in the rest of the Presentation.**
- Define Exactly what you do FOR THEM to earn your fee
- Define What your Fee is
- Define How you get Paid
- **Close – Sign the agreement**



06

# YCM Summer Hours

June-August 2024 Summer Hours

ONE MEMBER MONDAY and COACH IS IN combined Per Month –  
**2 FULL HOURS – ONE Date to Remember**



Thanks for being here  
today. I look forward  
to ALL OF YOU and  
ALL YOUR PEERS to  
sign up for Bootcamp.







“If you can't fly, then run. If you can't run, then walk. If you can't walk, then crawl. But whatever you do, you have to keep moving forward.”


~Martin Luther King Jr.

Working with  
Buyers in the NEW  
REAL ESTATE  
WORLD

2024



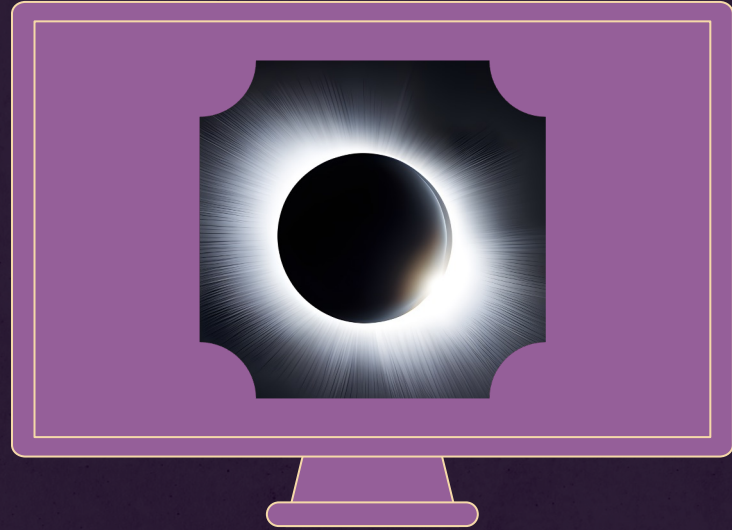




BOOTCAMP is  
THE \$37  
Action to Take

Email “I’m In”  
to  
BuyerBootcamp  
@YourCoaching  
Matters.com

If you aren't sure  
or have questions,  
stay on...  
otherwise, go  
watch the Eclipse!





If you believe you  
didn't get \$37 of  
Value in this 3  
day Bootcamp, I'll  
refund your \$37






\$20,000 - \$50,000

Value of taking the Bootcamp THIS YEAR







3 Additional Sales  
\$7-17K each = \$20-50K

MORE IMPORTANTLY... the TIME you save  
NOT showing buyers that are not YOURS to  
represent...

