



MEMBER MONDAY
NOVEMBER 21, 2022

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Your Coaching Matters



How to Make Money in the Current Market

*The ADVANTAGES of higher
interest rates*

*There are 10 good ways to
ENJOY this market!*

*Practice your ENERGY OF
ENJOYMENT!*

May the Rest of our Lives be the Best of our Lives.

I believe the world is not dark and hopeless.

I believe the world is full of more hope and possibility than ever before.

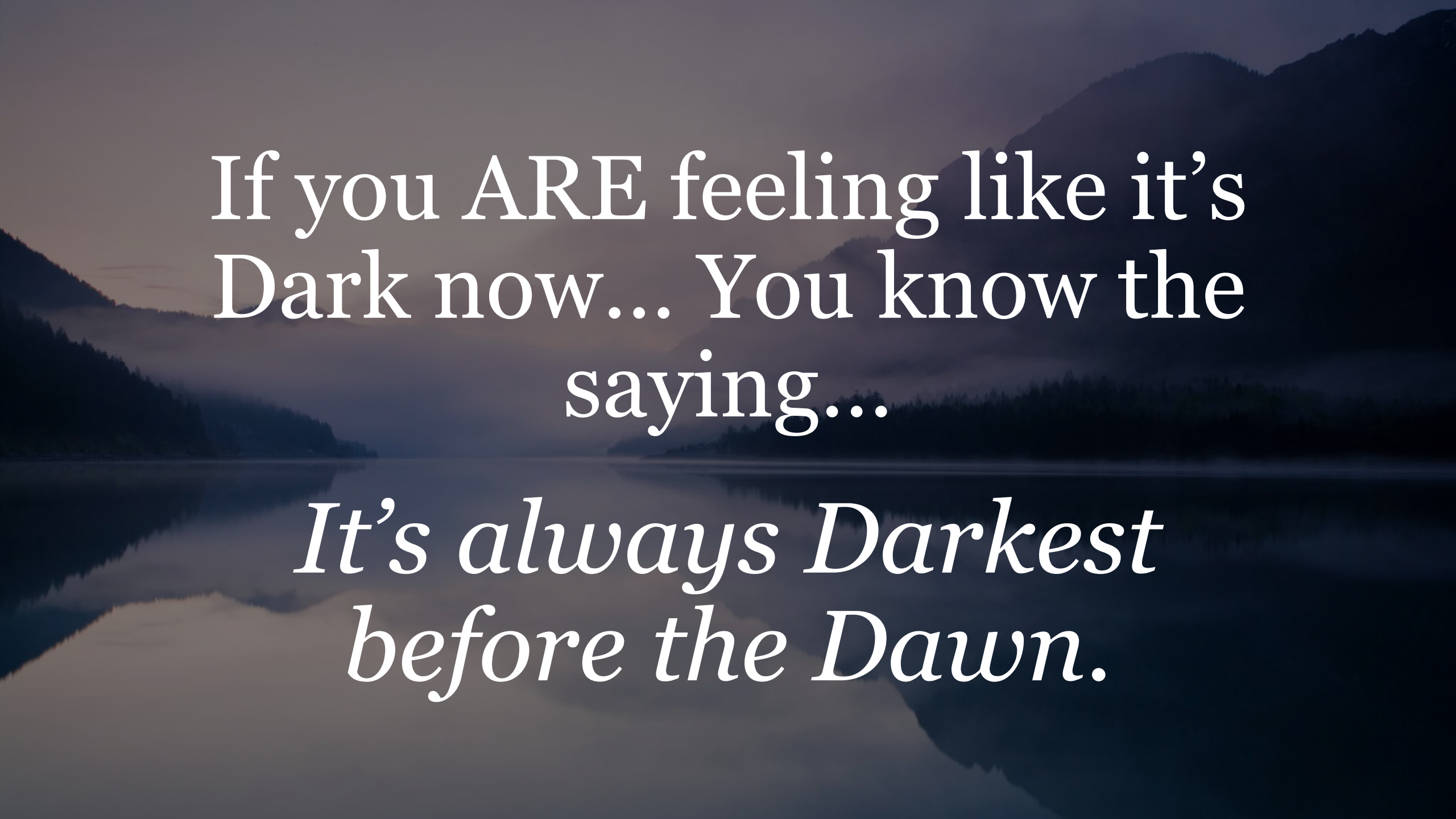
Yes, when change is coming, sometimes it feels like a HUGE undertow... which is what indicates a GIANT wave! I believe it's a wave of GOOD.

When we are cutting a snowflake from paper, there is a HUGE mess... before the magic and beauty.

Sometimes change is like a wildfire... Wildfires leave a lot of nutrients to build NEW and STRONGER growth from!

Ever clean out a closet? It's a BIGGER MESS in the middle that you started with! But when it's done. Ahhh...





If you ARE feeling like it's
Dark now... You know the
saying...

*It's always Darkest
before the Dawn.*



Today we talk about the DAWN of a new Real Estate Market

One of Higher Interest rates meaning that less people Qualify to buy... or can only buy at lower prices.

This may indicate LOWER demand. Lower Demand means fewer sales.

EVEN if supply stays lower... and prices hold out... there still may be fewer transactions to go around.

Most Boards of Realtors believe membership will drop in 2023 by as much as 30%. SO... what is the UPSIDE? **That's what we are here for today!**

Seth Godin said yesterday:

No competition

There's no competition for cookbooks on making food out of soccer balls and hockey pucks.

There's no competition for software that charges you to find out the temperature on Mars.

There's no competition for a service that counts how many pairs of shoes you own.

In fact, in every market that's worth entering, there's competition. That's what you're looking for. It's a sign that people have a problem that they're trying to solve through commerce.

The goal isn't to find no competition. **It's to find a better way to solve the problem.**

**Today we talk about ways to better Solve the Problem.
And better ways to SEE the problem!**



**There are AT LEAST 10
GREAT things that come from
Higher Interest Rates**

Let's get them FIRM in your mind
so you can FOCUS on those
things, verses any perceived
darkness.

That which we think most about
grows!

Let's GROW the positives!

**#1 YOUR
VIPS need
you more
than ever
and will be
COUNTING on
you!**

**Be ACCOUNTABLE
as their SOURCE of
information as the
market changes**

**Your VIPS should ALWAYS be
your best source of Business
and NOW more than ever they CAN
BE. Give your VIP list great info,
MORE FREQUENTLY, and ask
more often how you can help them
or people they know and care about.**

They and those they love will still
have needs.

You have solutions.





KEEP GIVING THEM GOOD UNEXPECTED INFO – Example:

IF VIP's plan to sell their home with an assumable loan in the next few years.... *Consider advising to stop making **extra payments** toward principle on assumable loans!*

*Keep those balances higher... **so the gap is smaller.***

Save that extra money in another account or pay off other higher interest loans.

Want more great ideas? **BE IN 15otoLife in 2023.**

If you are in Group now, you can pay for FULL YEAR of 15otoLife for just \$925. If you are in Private Coaching, it's FREE. Regular Group is \$890/year, so this is a HUGE Discount off our \$1500/year price.

#2 We can create a Marketing Program to get listings from people with Assumable Loans

Assumable Loans WILL get the MOST money.

Why? What Price do you Prefer to Pay? \$480K or \$560K?

Home 1

Asking Price \$480K (\$80K down)

No assumable Loan

To buy with \$400K, 30 yrs.,

6.5%

P&I is \$2515

Home 2

Asking Price \$560K (\$80K down)

Assumable Loan at \$480K with 28 yrs. left

Loan to assume is at 3.25%

P&I is \$2084

<https://takelist.com/> sells lists of assumable loan homeowners...

Buyers may be “BUYING
LOANS that a house comes
with it”

- VS -

Buying a House and getting
a new loan...

We saw a listing last week
marketing a 3.25%
assumable loan with not a
lot down needed.

**Think IT got multiple
offers??**



#3 We can create a Marketing Program to Homeowners that Own Free and Clear who will Finance for a Buyer - Learn to SELL that

OWNER HELD LOANS at reasonable rates May be in DEMAND.

Why? What Price do you Prefer to Pay? \$480K or \$510K?

Home 1

Asking Price \$480K (\$80K down) = \$400K loan

No assumable Loan

Buy with 20% down, 30 yrs.,

6.5% \$400K loan

P&I is \$2515

Home 2

Asking Price \$510K (\$80K down)

Owner Held Loan for \$430K at 5%

- 30 yr. amortization, balloon in 5

or more years

P&I is \$2299

Which is better for the Homeowner that doesn't need a lot of cash now?

#4 Finance some loans yourself or find others that want to! 😊

**What do you have? What are you willing to do?
Or ask someone else!**

Is a return on a loan a better return than what you are getting?

If you found a buyer with 20-50% down, would you finance with a balloon mortgage for 3-10 years taking monthly payments all that time and having that HOUSE YOU KNOW WELL as security?

Perhaps just at a fraction of a % less than market?

Think about that. Banks are making BIG BUCKS right now on loans. Should you be one of them?

#5 Loan Options are here and there will be MORE of them

Loan BUY downs are available.

Jumbo loans are STILL less % than non-jumbo.

15-year loans are lower % rates.

Down Payment Assistance options are ramping up.

#6 There will be LESS competition for Buyers so they can get a home vs NOT get one... and maybe even find a deal, when that has been IMPOSSIBLE for years!

CALL EVERY BUYER LEAD who did not buy in the last 3-5 years.

MOST gave up because the competition was too stiff. *It is time to get BACK in the market now?*

Even some CASH buyers even gave up! Find them and sell them NOW.

Get into your Appointment Calendar Or old Lead list (time to clear out your desk?) There may be 10 scraps of paper in there with a name to call!





#7 Real Estate Boards expect a 30% drop in Agents in the coming year – **Great News!**

MOST agents do NOT know how to pivot.

We already lose more than 80% of agents after 2 years (mostly due to a lack of training and coaching IMO) and there will be *FEWER* to replace them as the news sells the negativity.

YOU have us. YOU will know what to do!

YOU can THRIVE.

YOU will be coached on what to do... no matter what happens!



#8 The Gap to Rent/Buy may make more sense as Renters *that have been waiting...* see RENTS rise AGAIN... and PRICES drop.

- Yes, it WAS better before but they didn't see it that way because all they heard was prices were going up and you had to overpay to buy (*we know people were buying the rate, but they didn't understand.*)
- NOW they may decide to ACT.
- Market to High-End Rental Tenants.
- If you have financing for them, even BETTER.
- Show them NEW construction. ***I just had an agent in a new home development BEG me to just "bring her any offer."***
- Get ONE success in an area and word will spread like wildfire!



#9 INVESTOR OWNERS may sell or do 1031's

- IT IS TIME TO LOCATE and Call all smaller Investors in your IMMEDIATE market area (within 5-10 miles of your home or office.) GET TO KNOW THEM.
- Do they want to CASH OUT at the peak and pay the taxes – A LOT of people think capital gains taxes are going UP and may want to get out NOW while they are still low.
- Do they want to 1031 exchange into something NEWER while builders are putting houses on SALE
- **One local builder here just reduced prices by over \$100K. Owners who just bought are furious, but he wants OUT.**
- **DO THEY WANT TO SELL and HOLD a loan?**

#10 REFERRALS PAY BIG WHEN THE MARKET IS TOUGHER – High Rates = More Referral Opportunities with EACH OTHER and other great agents!

- When agents are worried about business, they will work your referrals HARDER. And we will be LEFT with better Agents than we start the year with!
- SET A REFERRAL INCOME GOAL for 2023 – from incoming and outgoing referrals.
- WARNING – If someone asks YOU for a big referral fee, NEGOTIATE it. Sell why they want YOU, vs anyone else, and get it for less than they offer if it's over 20%.
- Mike and I once set a goal to make more in referral fees than we paid for Coaching... That was about \$75K a year in all Coaching related expenses at that time. We set the goal and tracked our progress and HIT IT.

Other BONUS thoughts I didn't fit in:

1. **CASH Buyers** have more opportunity than EVER to get a Deal. Find them and USE that leverage!
2. **FORCE your way into a back-up contract** even if listing agent doesn't want to. People are skittish. They cancel. YOUR buyer can win big in back up. **We close one this week that did.**
3. **Use Mike's Report on Earning the Right to a Price Reduction.** It's CHOCK FULL of good stuff. Not just PR stuff but how to manage inventory - review!
4. **AND - You do NOT want to hold inventory forever.** Be careful:
 - **Calculation for Prices is more complicated.** When did the B/S decide on that price? How was it financed? *Agents that understand this will do better. We are going to cover this on Coach is In throughout the year.*
 - **Homes with ISSUES are going to get HARDER to sell.** What was discount YOU got when you bought it with those functional issues? Or did you overpay? What did the prior owner get as a discount? *Those calculations will be necessary to price those properties.*

Leaving you today with an Offer – IF you are not already in Private Coaching... As you know...

YCM offers Private Coaching at \$797-1095/month and Group Coaching at \$89-\$150/month.

Today I have for you 1-time deal for our **Highest level of Group Coaching** for an entire YEAR... that **INCLUDES** a **PRIVATE** Coaching Session to set goals for 2023... at a **HUGELY** discounted price if you buy by December 5th.

You will leave this Business Planning Meeting with me with a **UNIQUE PERSONAL Business Plan that tells you EXACTLY what YOU need to do to reach your Goals:**

1. How many contacts you need to make total and each week.
2. How many leads you need to generate total and each week.
3. How many listing to take and *how many will sell*.
4. How many buyer appointments *and the exact number of buyer sales*.
5. **What your top 3 sources of business will be in 2023.**



The Offer until Dec. 5th Only

Group Coaching is \$89/month Mo-to-Mo or \$890 for a year (2 months free) - You know what it includes.

150toLife - Advanced Group Coaching is \$150/month Mo-to-Mo or \$1500 a year (2 months free) and you get Group PLUS two masterminds a month working on VIP business and referral business. Both are free if you are a Private Coaching Client.

TODAY'S SPECIAL OFFER – ALL the above for a YEAR... PLUS a Private Goal Setting/Business Planning Meeting with me personally

–(Value of \$695 for this ALONE)

For a \$925 one-time payment

More than HALF PRICE off. Talk to Kayla for payment.

OR Apply for Private Coaching. Discount for annual payments.

I have two openings in 2023. Coach Mike has 3.

Ending where we started:

May the Rest of our Lives
be the Best of our Lives.

I believe the world is full of more
hope and possibility than ever
before.

It's up to US to create it.
*How about we put that Positive
Mindset on and wear it NOW!*

