



**GET YOUR HEAD
IN THE GAME**

&

PROTECT

YOUR MONEY

(BULLETPROOFING)



The Shift

Weekly Topics

#1. Mindset - Get Your Head in the Game and Protect Your Money (Bulletproofing)

#2. Cut Your Expenses and Make 20 Contacts Daily. Start Snapshot Insights – Economics of Choice – “Set Power”

#3. Leverage Your People, Vendors & SOI
Community Care Program – Protect Your Family

#4. Lead Generate Daily Through Command. \$5/day = \$150/month. 10 Leads or More. Investment Opportunities – Build Wealth

#5. Lead Capture with Instagram and Facebook

#6. Seller Pricing Strategies – Use Keller Mortgage in Comments for Free Closing Costs. Coach Seller to Buy-Down Rate. Pre-Inspect the Home – “Certified”

#7. Seller Showing & Staging. Virtual Open Houses Daily. Circle Call to Let Neighbors Know. Visualizer.

#8. Create Urgency with Buyer – Virtual Consultation. Divvy – Lease Buyouts – Non-Owner Occupied.

#9. Distress Property.

#10. Command Your Customers for Life with Smart Plans.

THOUGHTS ALWAYS COME FIRST

WHAT
YOU

THINK

DETERMINES
WHAT YOU

DO

WHAT
YOU

DO

DETERMINES
WHO YOU

ARE

GOAL:

Recognize that what you manifest in the physical world always begins in your mind.



FIRST CREATION

THOUGHTS
SPIRIT
IDEAS
BELIEF

WHAT YOU SEE INSIDE

become
manifests
before
becomes
is

SECOND CREATION

DEEDS
IN THE FLESH
RESULTS
REALITY

WHAT YOU GET OUTSIDE

Perspective on the Market

Other Factors Signal Market Change—Inventory

Inventory as a Measure of the Market	
Sellers' Market	Less than 5 months' inventory
Balanced Market	5-7 months' inventory
Buyers' Market	More than 7 months' inventory

OPPORTUNITY

MINDSET

Market Shift =

New Strategies Required

- Adopt opportunity mindset.
- Seek only motivated buyers and sellers.
- Price ahead of market—do not chase market.
- Make condition of listings stand out.
- Motivate buyers with sense of urgency.
- Qualify and convert leads quickly.

OPPORTUNITY MINDSET

(CONTINUED)



Market Shift =

New Strategies Required

- ✓ Catch and convert leads on the Web.
- ✓ Bulletproof your transactions all the way to closing.
- ✓ Find out where market is and get in it.
- ✓ Do more with less—expenses, services, people.
- ✓ Learn alternative financing options.

Opportunity Mindset (continued)

In a Down Shift, It's Time for "All Hands On Deck"

- Prospecting
- Converting to appointments and contracts
- Cost control
- Negotiation
- Transaction bulletproofing
- Customer service

Opportunity

Mindset

(continued)

Your Role as Opportunity Warrior

Have a plan and know what you should be doing at all times.

Know your strengths, leverage them, and execute.

Delegate tasks you do less well.

Opportunity

Mindset...

Opportunity Warrior Affirmations

I'm an opportunist and this is an opportunity.

I'm a market maker and will create my own market in these conditions.

I'm able, ready, and willing.

I'm a knowledgeable real estate consultant.

I understand the big picture.

I'm a professional guiding clients through the process.

Sellers need me more than ever to get a sale.

Buyers need me more than ever to get the best price.

MASTER

Your Skills

Focus on the Basics

1. Assess your skills and look for ways to improve
2. Keep up your education
3. Be a student of the market
4. Be a great communicator
5. Lead generate 3 hours a day
6. Talk competently with sellers about pricing
7. Motivate buyers to buy
8. Convert leads to appointments

Master Your Skills

Assess Your Skills

Know your market

Prospect

Try new sources for leads

Know scripts

Make offers to generate responses

Have clear, concise Unique Selling Proposition (USP)

Master Your Skills

Be a Student of the Market

This is an everyday commitment.

Data is your friend—know where to find it.

Know both the national & local statistics - use graphics to share what you know.

Know the best buys.

Know the status of all homes in proximity to your listings.

Master Your Skills

Be the Media—Become a Spokesperson, Speaker, & Resource

- Write articles.
- Speak at town meetings.
- Speak to businesses and other organizations.
- Put updated, insightful content on your website.
- Start a blog.

Master

Your Skills

What are your market numbers?

Homes on market

Homes sold

Homes pending

Expired listings


Days on Market

Average list price

Average sales price



Main Ideas



1. Perspective
2. Inspections and Repairs
3. Appraisals
4. Loan Approval and Funding
5. Other Contingences
6. Co-oping and Communication
7. Deadlines
8. Bulletproofing Strategies

Perspective

5 Common Problem Areas

1. Buyer's Remorse
2. Inspections and Repairs
3. Appraisals
4. Loan Approval and Funding
5. Communication

Bulletproofing Strategies

What You Do

Mark the moment
of victory.

Write down how
thoroughly you
considered everything in
the market and why this
house is THE ONE.

Buying our home at 123 Main Street is
a great decision because:

We previewed 50 properties online
We looked at 20 houses from the outside
We toured the 10 BEST Houses
We are clear about what we want and
don't want
We rejected a lot of homes because they
were not priced right

We decided this was our house because:

We love the stone exterior
It's on a quiet street
The landscaping is beautiful
★ It has the three bedrooms we need,
plus an extra one!
The payments are within our
monthly budget
The commute to work is short
★ We got it for the same price as other
homes in the neighborhood and
ours is in better condition

Bulletproofing

Strategies



Seller's Remorse

Do a CMA

Remind Sellers of their motivation to move.

Remind Sellers about their destination.

Discuss the risks of starting over.

Inspection & Repair

Conversations with Customers: Sellers

- Prepare sellers for what to expect in your market.
- Acknowledge their feelings and concerns.
- Ask if sellers are willing to risk losing the buyer.
- Suggest a pre-inspection to prevent unexpected repairs.

IN-FILE CHECKLIST

Name _____ Work Phone _____ Home Phone _____
 Loan Officer _____ Phone _____ Cell Phone _____
 Title Co. _____ Phone _____ Escrow # _____

EARNEST MONEY TO TITLE COMPANY
 LOAN APPLICATION (5 Days from Acceptance)

Received _____ Cleared _____
 Scheduled _____ Taken _____

RATIO @ WHAT RATE _____ / _____ / _____
Front Back

Lock Date _____ Expired Date _____

CREDIT REPORT IN-FILE _____ TRI-MERGE _____ ORDERED _____ IN _____

VOE _____

VOD _____

VOI _____

CONDITIONAL LOAN APPROVAL/FIRM Date By _____ To Escrow _____
 CREDIT APPROVAL/FIRM

APPRAISAL Paid _____ Ordered _____ Completed _____
 (Paid within 17 days of acceptance)

SELLER PROPERTY DISCLOSURE Delivered _____ Signed Off _____
 (17 days of acceptance)

PROPERTY INSPECTION Delivered _____ Signed Off _____
 (17 days of acceptance)

TERMITE INSPECTION Delivered _____ Signed Off _____
 (17 days of acceptance)

POSSIBLE RED FLAGS

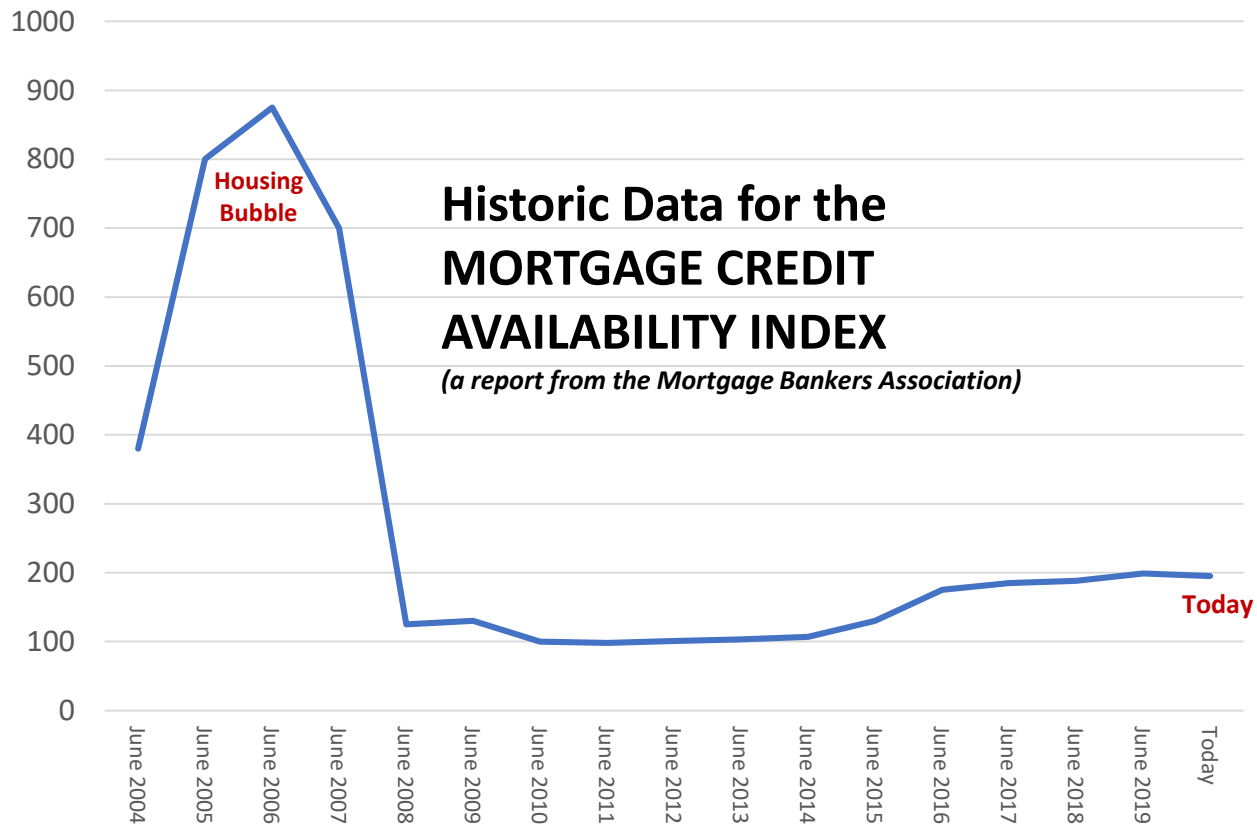
1. _____ Removed _____
2. _____ Removed _____
3. _____ Removed _____



5 Graphs Proving We Are Not Headed for Another Housing Crash

1. Mortgage Standards are Nothing Like They Were Back Then:

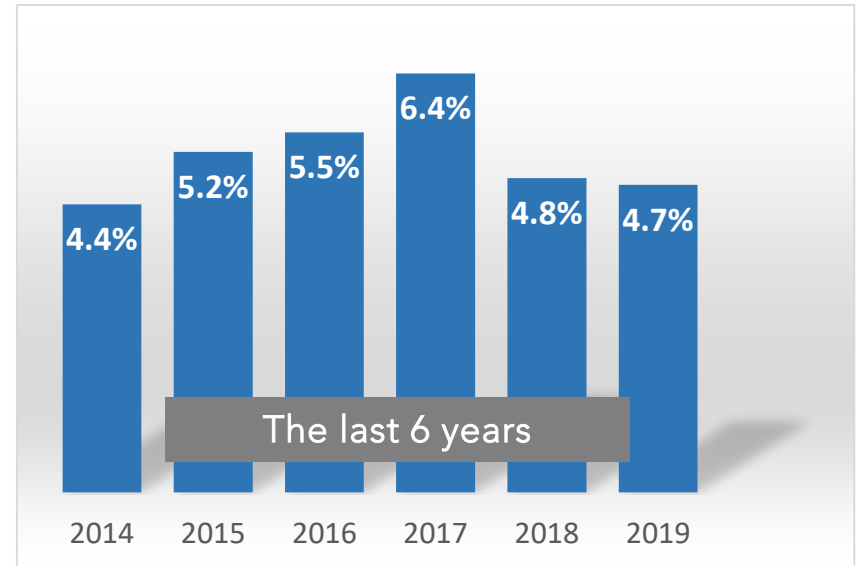
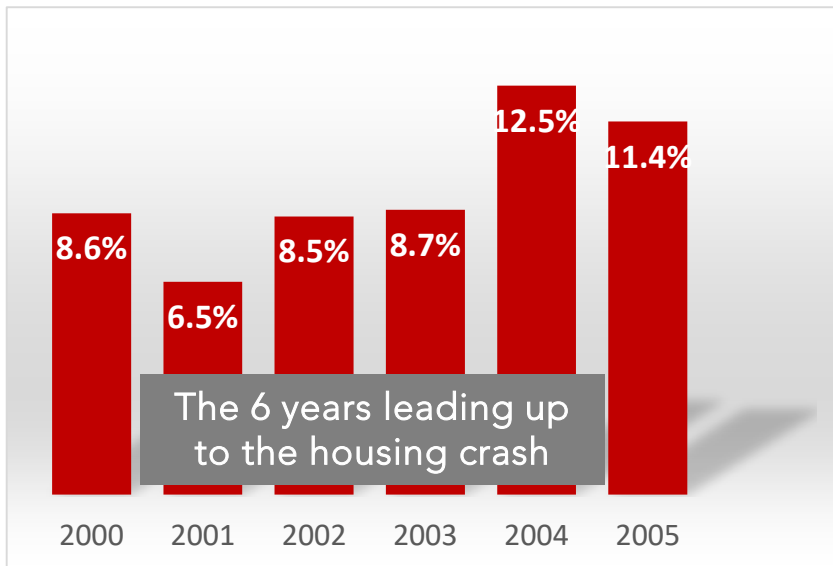
During the housing bubble, it was difficult NOT to get a mortgage. Today, it is tough to qualify. The *Mortgage Bankers' Association* released a [Mortgage Credit Availability Index](#) which is "a summary measure which indicates the availability of mortgage credit at a point in time." The higher the index, the easier it is to get a mortgage. As shown below, during the housing bubble, the index skyrocketed. Currently, the index shows how getting a mortgage is even more difficult that it was before the bubble.



2. Prices are not Soaring out of Control

Below is a graph showing annual house appreciation over the past six years, compared to the six year leading up to the height of the housing bubble. Though price appreciation has been quite strong recently, it is nowhere near the rise in prices that preceded the crash.

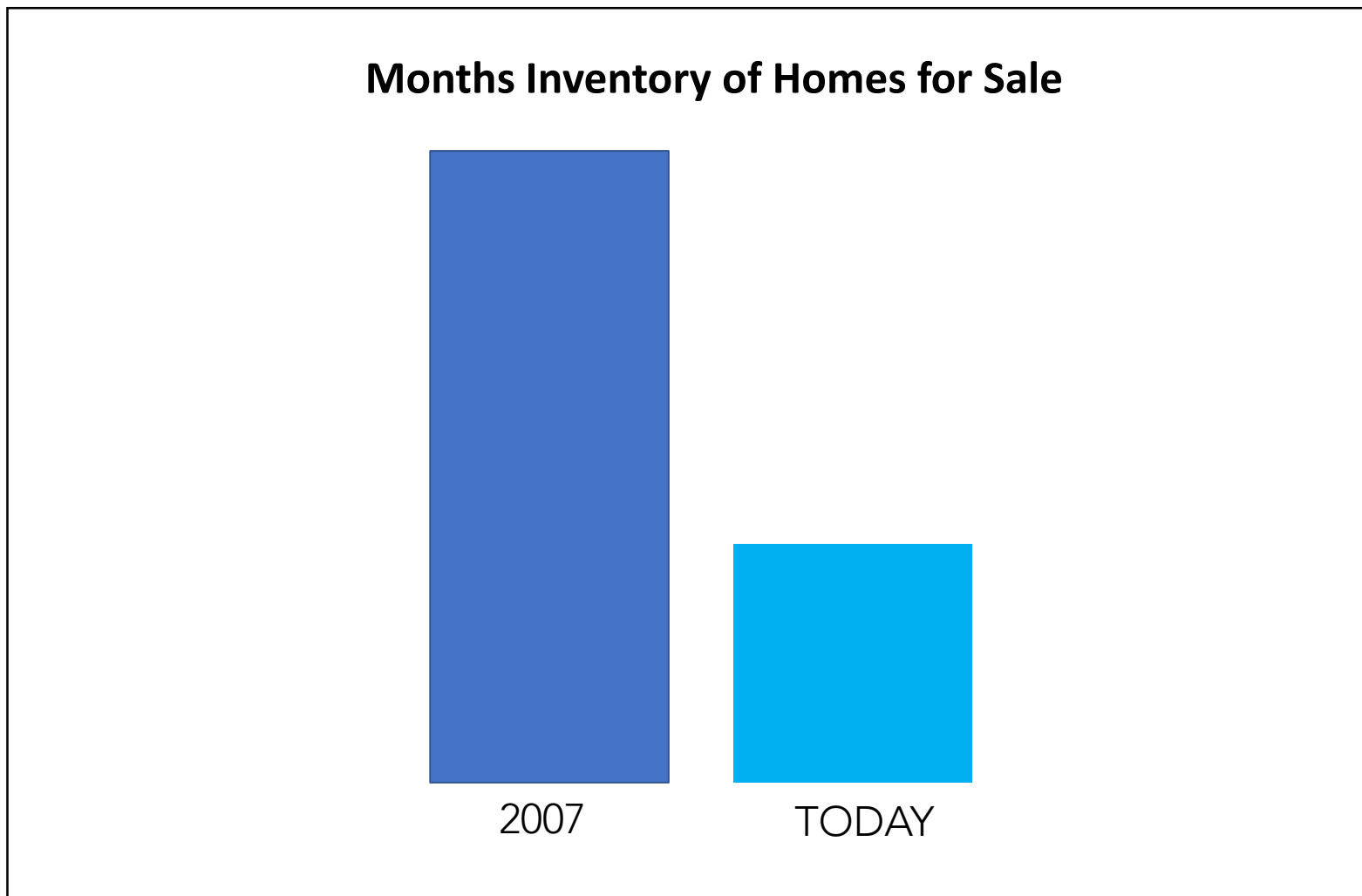
Annual Home Price Appreciation



There's a stark difference between these two periods of time. Normal appreciation is 3.6%, so while current appreciation is higher than the historic norm, it's certainly not accelerating beyond control as it did in the early 2000s.

3. We Don't Have a Surplus of Homes on the Market. We Have a Shortage.

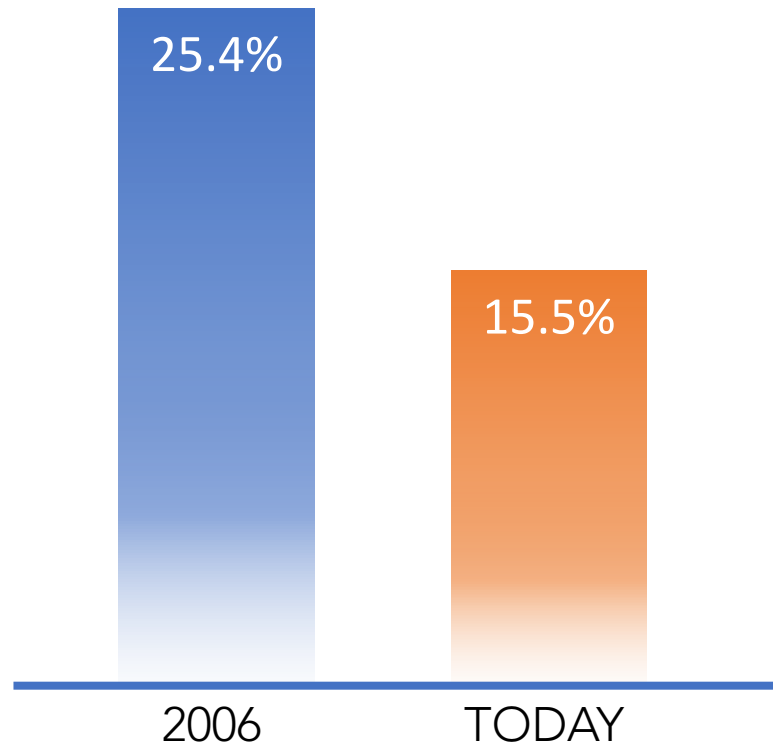
The month's supply of inventory needed to sustain a normal real estate market is approximately six months. Anything more than that is an overabundance and will cause prices to depreciate. Anything less than that is a shortage and will lead to continued appreciation. As the next graph shows, there were too many homes for sale in 2007, and that caused prices to tumble. Today, there's a shortage of inventory which is causing an acceleration in home values.



4. Houses Became Too Expensive to Buy.

The affordability formula has three components: the price of the home, the wages earned by the purchaser, and the mortgage rate available at the time. 14 years ago, prices were high, wages were low, and mortgage rates were over 6 percent. Today, prices are still high. Wages, however, have increased and the mortgage rate is about 3.5%. That means the average family pays less of their monthly income toward their mortgage payment than they did back then. Here's a graph showing the difference:

Percent of Median Income Needed to Purchase a Median-Priced Home



Total Home Equity Cashed Out

By Refinance in Billions

5. In the run-up to the housing bubble, homeowners were using their homes as a personal ATM machine. Many immediately withdrew their equity once it built up, and they learned their lesson in the process. Prices have risen nicely over the last few years, leading to over 50 percent of homes in the country having greater than 50 percent equity. But owners have not been tapping into it like the last time. Here is a table comparing the equity withdrawal over the last three years compared to 2005, 2006, and 2007. Homeowners have cashed out over \$500 billion dollars less than before:

Then...

Year	Dollars
2005	\$263B
2006	\$321B
2007	\$240B
Total	\$824B

Freddie Mac

Now...

Year	Dollars
2017	\$71B
2018	\$87B
2019	\$74B*
Total	\$232B

* Using the first 3 quarter estimates from Freddie Mac and estimating \$20B for the 4th quarter