

CHANGE

OR DIE.

Buyer: I'm working with multiple agents. Can you send me listings?
Me:



When your seller refuses to lower
the price after 65 days with no
showings and no offers

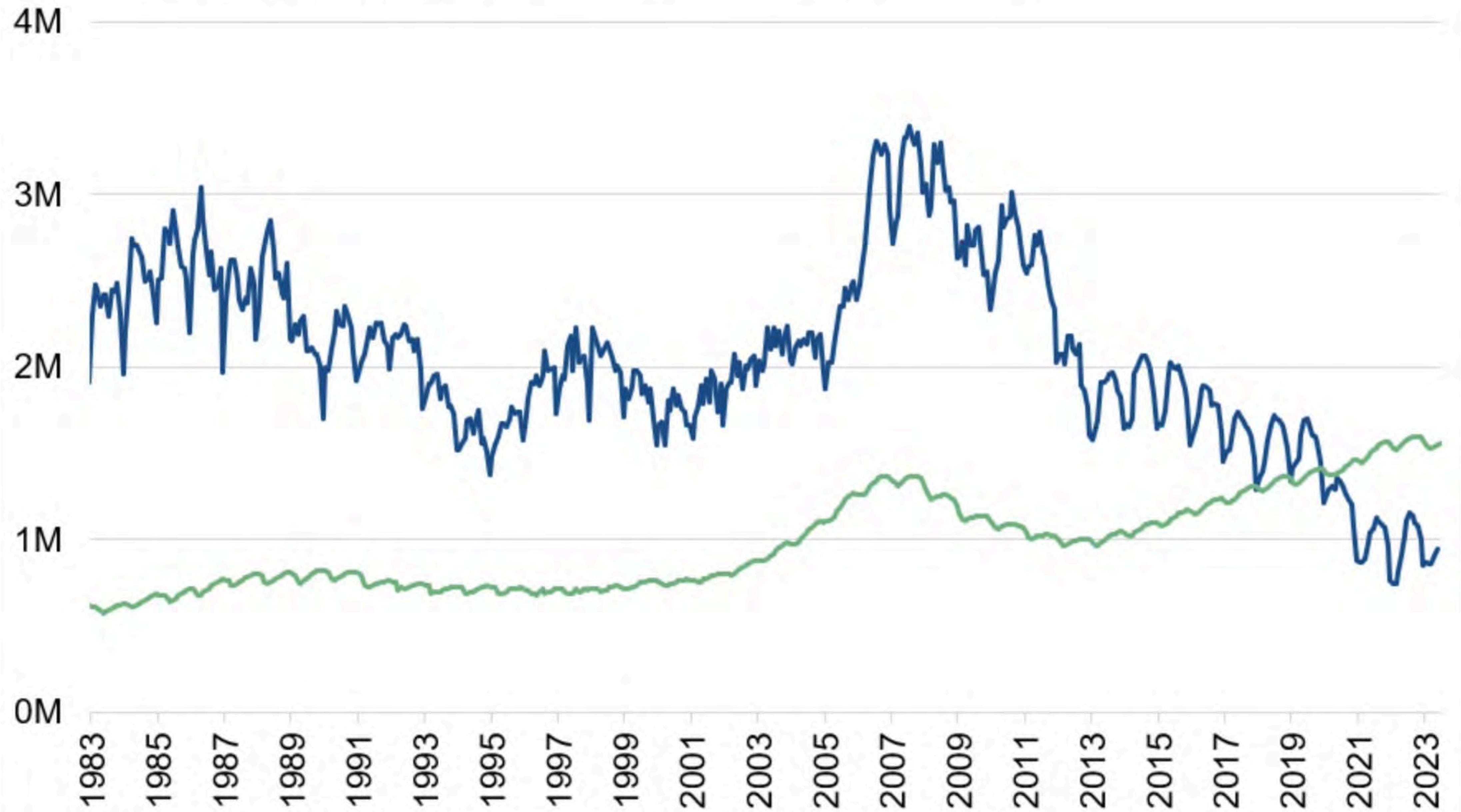


Seller: "I'm not dropping the price, but I am willing to rent it out if you can't sell it"

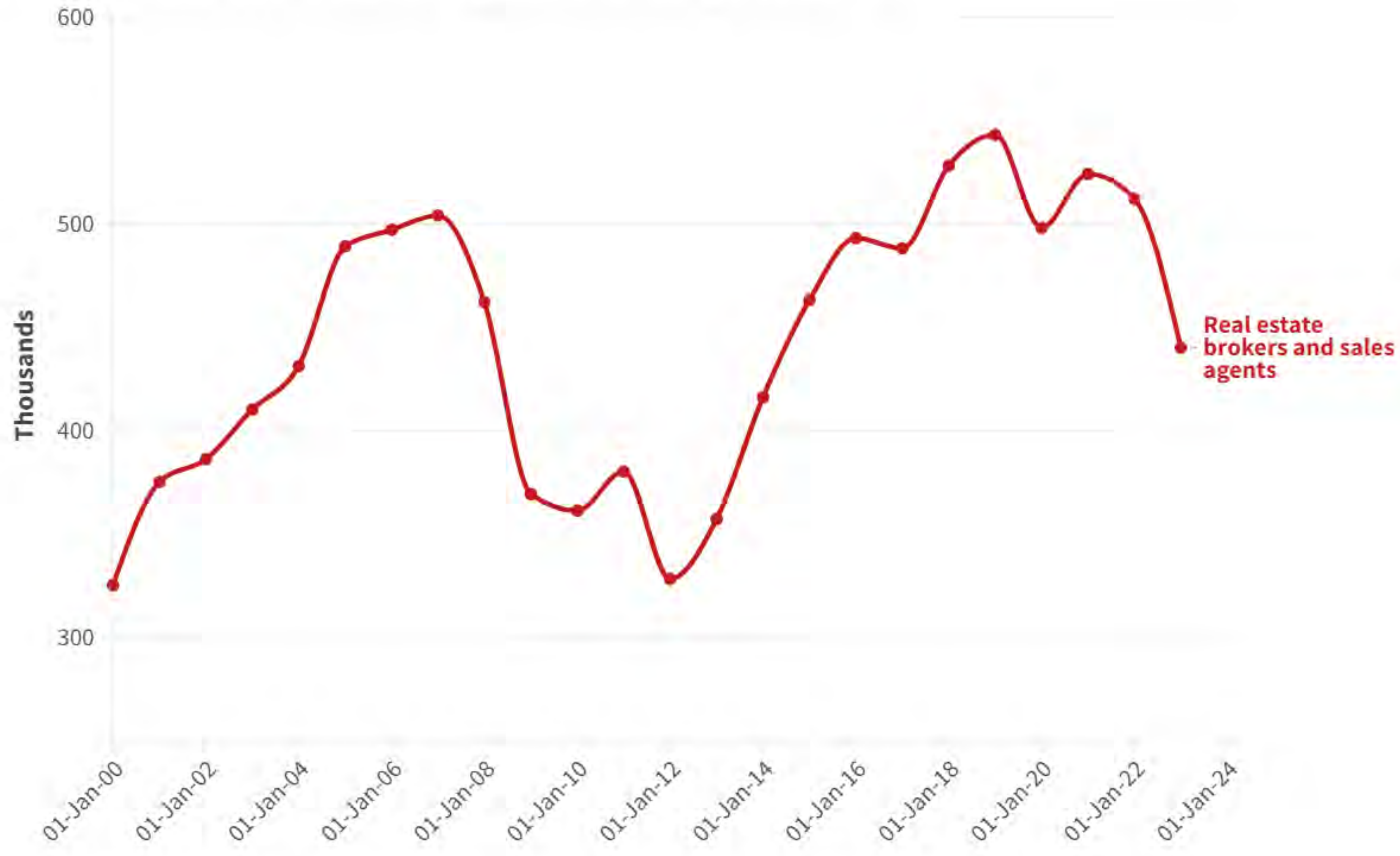


Existing Home Inventory vs. Total Realtors

— Single-family inventory (NSA) = 0.95M — Realtors = 1.56M



The number of real estate agents is falling in America





The biggest eye-catcher for me is the fact that inventory is rising sharply. **There are 36.7% more homes on the market than this time last year,** an incredible trend in the direction of normality.

RALPH MCLAUGHLIN

REALTOR.COM SENIOR ECONOMIST

Nearly 89% of U.S. homeowners with mortgages have an interest rate below 6%: Redfin

Buying or selling a house is still expensive as most owners have sub-6% rates

By **Christopher Murray** | Sponsored by Credible - which is majority owned by Fox Corporation.
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U.S. Stock Market Quotes

Quotes displayed in real-time

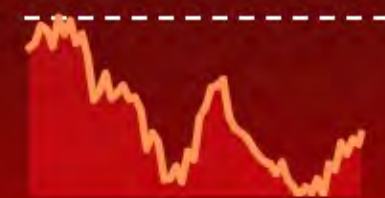
Quote Lookup



DOW JONES AVERAGES ([I:DJI](#))

40,315.13

▼ -349.89 (-0.86%)



NASDAQ COMPOSITE INDEX ([I:COMP](#))

17,743.10

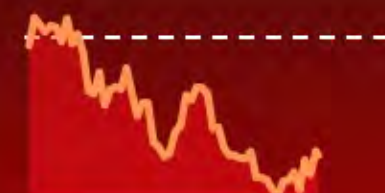
▼ -128.12 (-0.72%)



S&P 500 ([SP500](#))

5,510.63

▼ -33.96 (-0.61%)



Homebuyers now must earn at least six figures to buy a home in half the country's major metros and in five metros, the necessary income has increased by over 30%. They are:

1. Miami
2. Newark, New Jersey
3. Bridgeport, Connecticut
4. Dayton, Ohio
5. Rochester, New York

Both Miami and Newark showed the biggest increases; homebuyers must earn 33% more than one year ago to afford the typical home in both cities. Miami homebuyers must earn \$143,000 annually to afford the typical monthly mortgage payment of \$3,580, while Newark homebuyers must earn \$160,000 to afford \$3,989 monthly.

Meanwhile, in San Francisco and San Jose, California — the two most expensive markets — buyers must earn \$400,000 annually to afford the typical monthly mortgage.

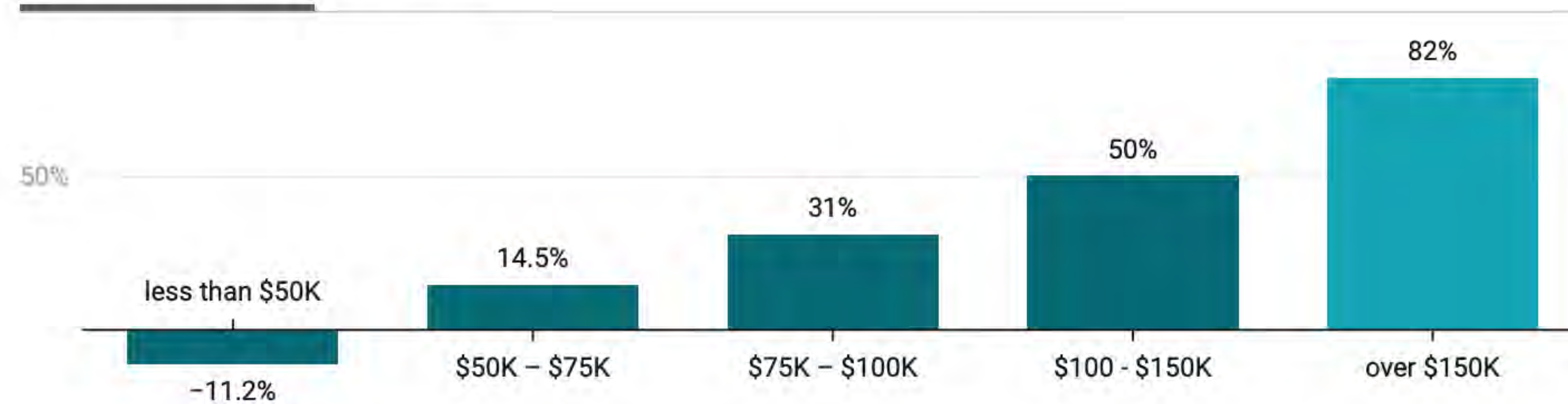
Top Cities with Biggest Increase in High-Income Renter Households

City, State		High-Income Renter Households 2020	High-Income Renter Households 2015	Increase in High-Income Renter Households	Home Prices Increase
1	Seattle, WA	33,111	12,305	169%	58%
2	Miami, FL	8,653	3,258	166%	53%
3	Portland, OR	9,503	3,828	148%	49%
4	Nashville, TN	5,935	2,476	140%	58%
5	Austin, TX	17,838	7,753	130%	49%
6	San Jose, CA	34,585	15,063	130%	52%
7	Denver, CO	12,490	5,441	130%	58%
8	Indianapolis, IN	3,794	1,682	126%	23%
9	Las Vegas, NV	4,848	2,172	123%	66%
10	Phoenix, AZ	10,419	4,696	122%	54%
11	Atlanta, GA	9,185	4,193	119%	50%

Renters in the Highest Income Range Grew by 82%, Faster Than All Other Income Groups

Percentage Changes

Net Changes



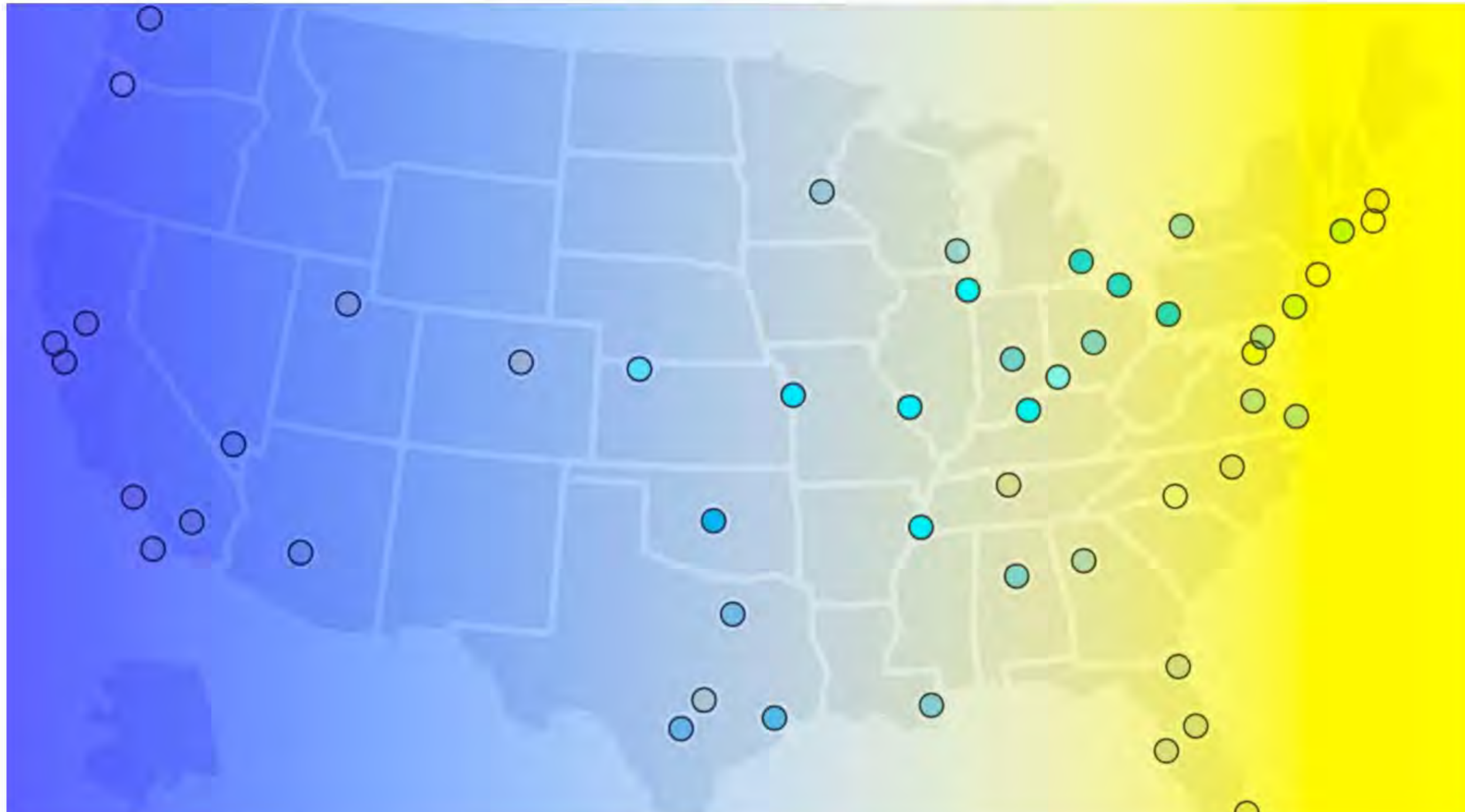
Changes in the number of renter households broken down by income group between 2015 and 2020.

Source: [RentCafe.com](https://rentcafe.com), U.S. Census data • [Get the data](#) • [Download image](#) • Created with [Datawrapper](#)

Rank	Market	Competitive Score ▾	Average Vacant Days	Occupied Apartments	Prospective Renters	Lease Renewal Rate	Share of New Apartments
1	Miami-Dade County, FL	94.1	36	96.5%	19	73.6%	0.55%
2	Suburban Chicago, IL	83.6	44	95.2%	13	68.7%	0.00%
3	North Jersey, NJ	82.3	43	96.0%	13	71.7%	0.60%
4	Grand Rapids, MI	82.2	43	95.4%	9	70.7%	0.00%
5	Milwaukee, WI	81.2	47	95.1%	13	69.8%	0.14%
6	Silicon Valley, CA	80.8	40	95.1%	12	54.1%	0.00%
7	Orlando, FL	80.0	39	94.6%	11	67.8%	0.99%
8	Orange County, CA	78.8	44	95.9%	12	63.4%	0.38%
9	Eastern Los Angeles, CA	78.5	45	95.8%	14	52.7%	0.00%
10	Suburban Philadelphia, PA	78.4	50	94.4%	9	76.3%	0.08%
11	Bridgeport - New Haven, CT	78.3	47	95.1%	13	63.8%	0.25%
12	Eastern Virginia	77.7	43	93.7%	10	64.6%	0.43%
13	Kansas City, MO	77.6	44	93.1%	7	67.8%	0.08%
14	Brooklyn, NY	77.5	44	96.3%	9	69.9%	0.69%
15	Broward County, FL	77.3	43	95.1%	13	67.3%	1.21%
16	Southwest Florida	77.2	39	94.7%	9	66.7%	1.13%
17	Central Jersey, NJ	76.7	55	95.5%	9	81.4%	0.00%
18	San Diego, CA	76.4	43	94.8%	10	53.1%	0.06%

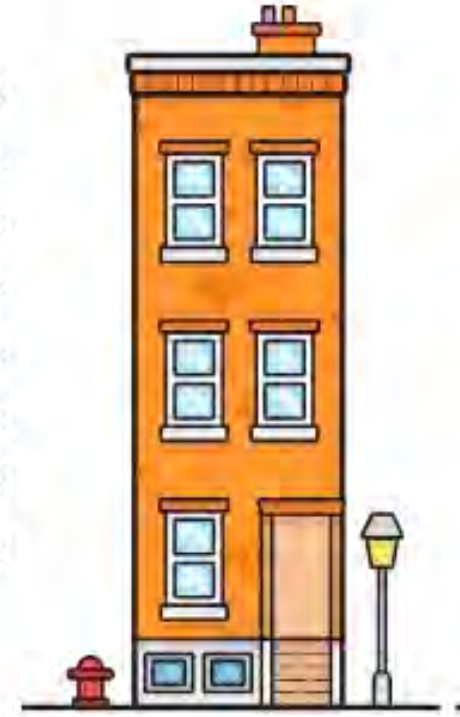
Housing affordability is so stretched that fewer than 3% of renters can afford to buy in some markets

According to new data from Zillow, these are the housing markets where the vast majority of renters are unable to afford average home prices.



Best Ranked
SAN MARCOS, TX

Cost of Living:	-9.6%
Average Apartment Size:	996 sq. ft.
Occupancy Rate:	92.7%
Share of New Apartments:	21.1%
Share of High-End Apartments:	65.4%
Share of Renter Households:	71.1%
Market Competitvity:	66.2
Property Ratings:	4.2



Worst Ranked
MANHATTAN, NY

Cost of Living:	126.5%
Average Apartment Size:	748 sq. ft.
Occupancy Rate:	97.6%
Share of New Apartments:	4.7%
Share of High-End Apartments:	39.5%
Share of Renter Households:	75.7%
Market Competitvity:	73.3
Property Ratings:	3.8

Local Economy

Best Ranked
MIAMI, FL

Unemployment Rate:	5.0%
Share of Higher Educated Residents:	26.0%
Renter Income Growth:	58.3%
Job Growth:	2.3%
No. of Business Applications:	476



Worst Ranked
HARTFORD, CT

Unemployment Rate:	10.6%
Share of Higher Educated Residents:	11.0%
Renter Income Growth:	22.9%
Job Growth:	1.1%
No. of Business Applications:	123

Quality of Life

Best Ranked
WASHINGTON, D.C.

Apartments in Top Locations:	54.6%
Average School Quality:	5.5
Share of Long Commutes Alone:	49.5%
Using Public Transport or Walking:	34.5%
Natural Amenity Rank:	3.0
Average Air Quality:	46.0
Social Association Rate:	29.6



Worst Ranked
SAN MARCOS, TX

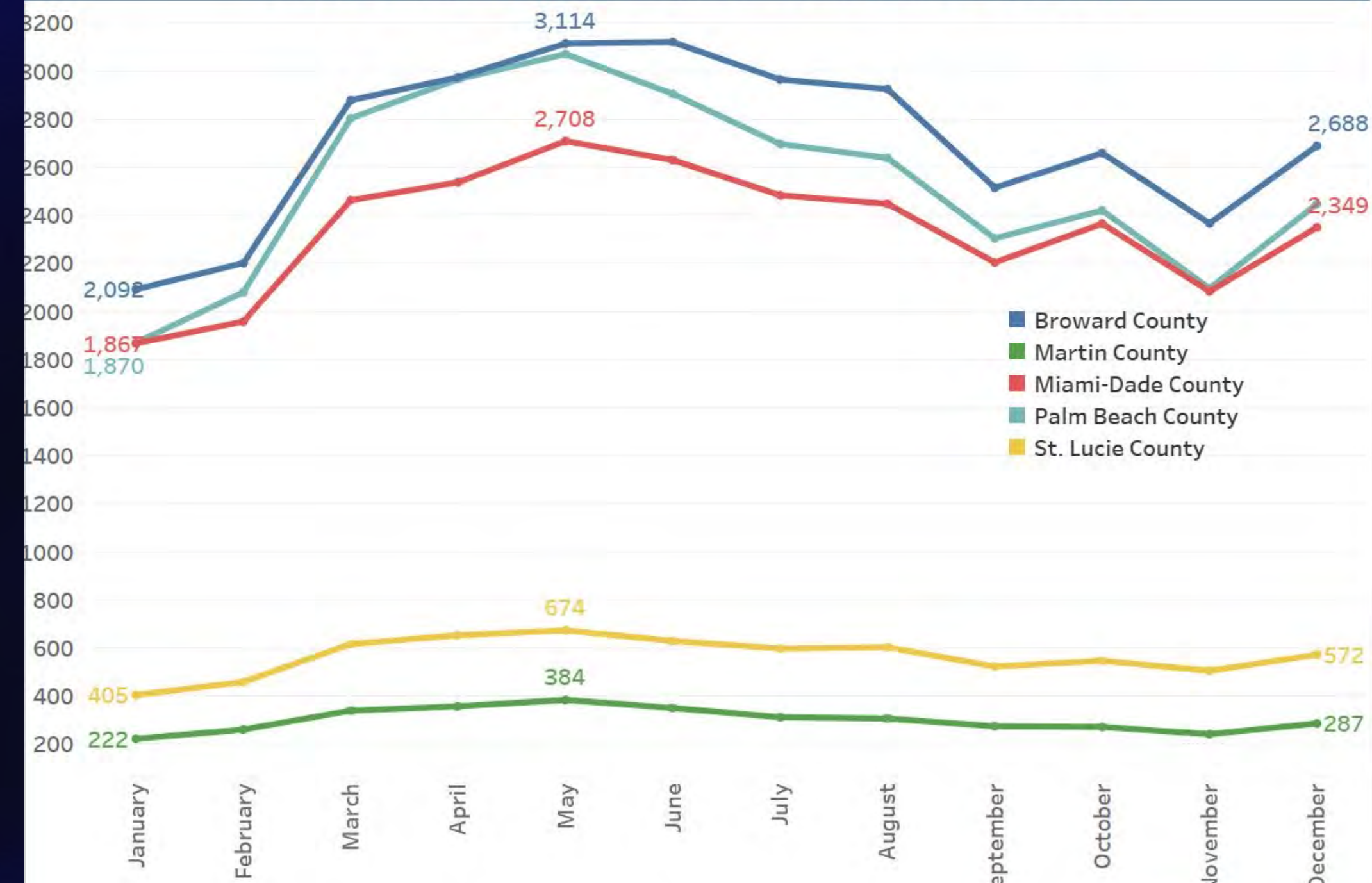
Apartments in Top Locations:	0.0%
Average School Quality:	3.3
Share of Long Commutes Alone:	49.9%
Using Public Transport or Walking:	4.0%
Natural Amenity Rank:	4
Average Air Quality:	48
Social Association Rate:	5.8

When is the Best Time To Buy or Sell a Home in Southeast Florida?

Home Sales in Southeast Florida Ramp Up Through May
Average Sales Per Month in Southeast Florida Counties, 2012-2019

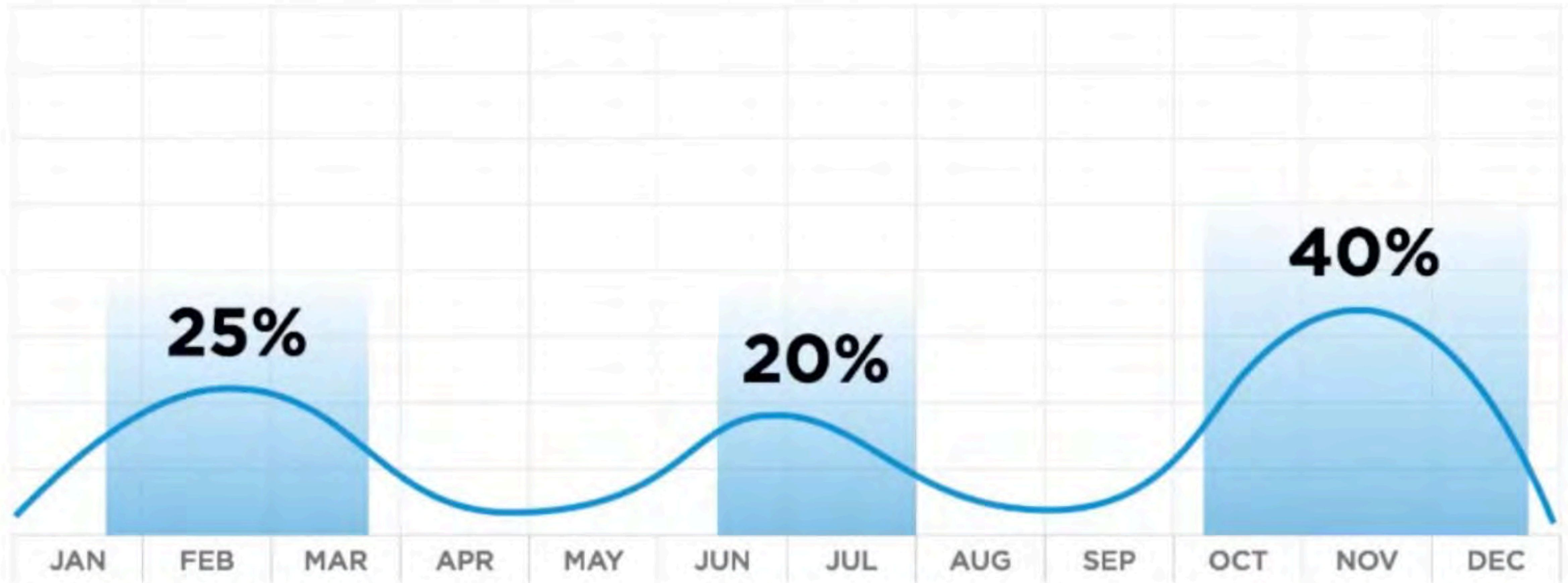


Average Sales Per Month in Southeast Florida Counties, 2012-2019



“Dhulaigh Curve”

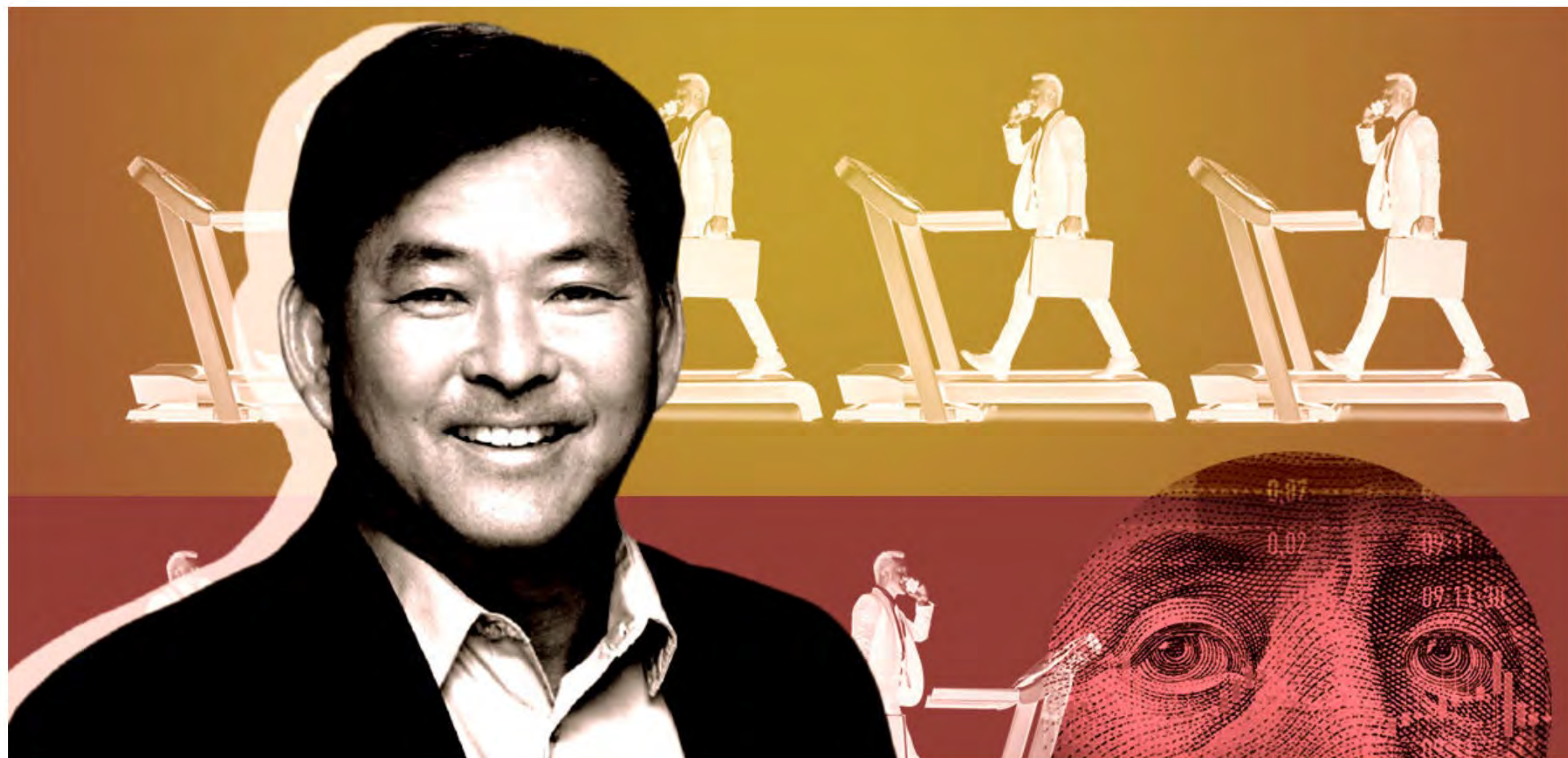
Homes Listed for Sale (2024)



DEVELOPMENT AUSTIN

Keller Williams aims to train agents as wealth advisors

The Austin-based firm has come up with a new hedge against a decline in the housing market



“THE ULTIMATE GOAL IS THAT THE WORLD SEES THE KW REAL ESTATE PLANNER AS A CONSULTANT VS. A TRANSACTIONS REAL ESTATE AGENT,”

“IT’S TO ELEVATE OUR AGENTS TO THE ‘REAL ESTATE PLANNER’ PHASE FROM ‘REAL ESTATE AGENTS.’”

'Find buyers before agents!' Mortgage industry reacts to the NAR settlement

The NAR settlement will give LOs a more significant role in the home-buying process and encourage housing pros to pursue dual-licensing, experts said

March 15, 2024, 9:30 pm By Flávia Furlan Nunes



The **National Association of Realtors** (NAR) settlement of commission lawsuits nationwide is expected to force mortgage lenders and loan officers to find new ways of approaching listing agents and borrowers, give LOs a more significant role in the home-buying process, and encourage housing professionals to pursue dual-licensing, industry experts told **HousingWire**.

Better hiring real estate agents to originate mortgages in 26 states

As Better reports \$543M 2023 net loss, CEO Vishal Garg says the company has made fundamental changes to its business model that will help it pivot to serving homebuyers



New data shows much of the US has entered the 'renter's market'

The Sun Belt leads the ongoing drop in rent declines, and the price of rent is now lower than a year ago in 50 of the top 100 markets
Zumper tracks



**“YOUR MONEY PROBLEMS ARE
REALLY ONLY THE RESULT
OF MAKING MONEY TOO
SLOW.”**

MYRON GOLDEN



Loss Leader Strategy

['lɒs 'lē-dər 'stra-tə-jē]

Selling a product or service at a price that is unprofitable but attracts new customers or encourages them to buy additional products and services.

B. O. S. S. MOVES

1. LEAD GENERATION

2. LEAD CONVERSION

3. CUSTOMER ASCENSION - RENTER >BUYER>SELLER>REFERRALS>INVESTOR

4. CUSTOMER RETENTION

CASHFLOW QUADRANT

4 WAYS TO PRODUCE INCOME

LINEAR INCOME VS. LEVERAGED & RESIDUAL INCOME



"The richest people in the world look for and build **NETWORKS**.
Everyone else looks for work." — Robert Kiyosaki

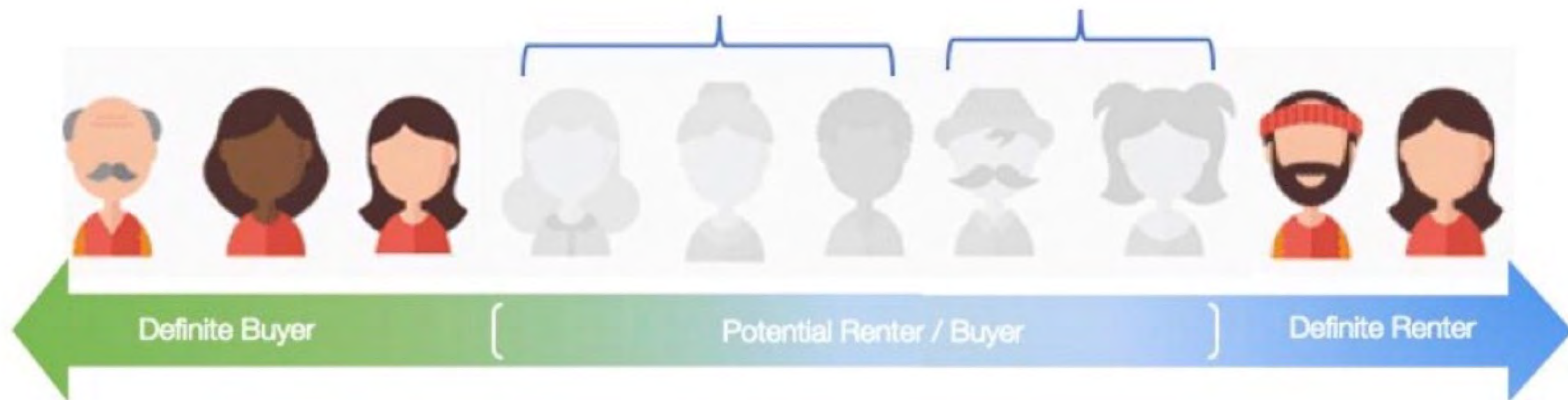
SuccessUnleashed.biz

**“BURN OUT HAPPENS WHEN
YOU’RE DOING SOMETHING YOU
DON’T LIKE DOING FOR AN
EXTENDED PERIOD OF TIME. YOU
DO IT BECAUSE YOU GET A
BENEFIT, BUT THE PROCESS OF
THE BENEFIT STINKS.”**

CARL WHITE

57% of first-time buyers
considered renting

50% of all eventual renters
considered buying



Source: Zillow



31% of sales were
first-time buyers

HomeBuyer Purchase Assistance (HPA) PROGRAM

Broward County Housing Finance Division offers purchase assistance
to qualified persons wishing to buy a home in one of the cities/areas shown below.

Cities/areas shown below--up to \$80,000/property, funds available now

Coconut Crk, Coral Springs, Davie, Hollywood, Plantation--up to \$50,000/property, available now

Buyer Eligibility: Buyer's gross household income may not exceed limits below (HUD & FHFHC 5/15/23)

Household	1	2	3	4	5	6	7	8	Location
80% AMI	\$53,800	\$61,450	\$69,150	\$76,800	\$82,950	\$89,100	\$95,250	\$101,400	Cities below
120% AMI	\$80,640	\$92,160	\$103,680	\$115,200	\$124,440	\$133,680	\$142,920	\$152,160	Hollywood
140% AMI	\$94,080	\$107,520	\$120,960	\$134,400	\$145,180	\$155,960	\$166,740	\$177,520	Wilton Manors

- 15-year, 0% deferred payment loan; no monthly payments; loan forgiven after 15 years
- Assistance may be used for closing costs, down payment, principal reductions, interest rate buydown
- Buyer must qualify and secure first mortgage (30-year term) that meets County lending guidelines
- Buyer may not have owned a residential property in the previous 3 years
- Buyer must use the purchased residence as their primary domicile for the loan term

Property eligibility and eligible locations:

- Single family, townhome, villa, condo, manufactured home with real property/property tax ID
- Maximum sales price \$593,653; higher max sales price in Weston; price depends on funding source

HPA FUNDS NOW AVAILABLE FOR CITIES/AREAS HIGHLIGHTED BELOW

UNINCORP. BROWARD <i>Up to \$80,000 80% AMI</i>	COCONUT CREEK <i>Up to \$50,000 80% AMI</i>	CORAL SPRINGS <i>Up to \$50,000 80% AMI</i>	COOPER CITY <i>Up to \$80,000 80% AMI</i>	DANIA BEACH <i>Up to \$80,000 80% AMI</i>	DAVIE <i>Up to \$50,000 80% AMI</i>
HALLANDALE BEACH <i>Up to \$80,000 80% AMI</i>	HILLSBORO BEACH <i>Up to \$80,000 80% AMI</i>	HOLLYWOOD <i>Up to \$50,000 120% AMI</i>	LAUDERDALE-BY-THE-SEA <i>Up to \$80,000 80% AMI</i>	LAUDERDALE LAKES <i>Up to \$80,000 80% AMI</i>	LAZY LAKE VILLAGE <i>Up to \$80,000 80% AMI</i>
MARGATE NO FUNDS	LIGHTHOUSE PT <i>Up to \$80,000 80% AMI</i>	OAKLAND PARK <i>Up to \$80,000 80% AMI</i>	PARKLAND <i>Up to \$80,000 80% AMI</i>	PEMBROKE PARK <i>Up to \$80,000 80% AMI</i>	PLANTATION <i>Up to \$50,000 80% AMI</i>
SEA RANCH LAKES <i>Up to \$80,000 80% AMI</i>	SOUTHWEST RANCHES <i>Up to \$80,000 80% AMI</i>	SUNRISE NO FUNDS	WESTON <i>Up to \$80,000 80% AMI</i>	WEST PARK <i>Up to \$80,000 80% AMI</i>	WILTON MANORS <i>Up to \$80,000 80% AMI and Up to \$30,000 140% AMI</i>

Next Steps:

- Meet with a residential mortgage lender to get pre-approved for a first mortgage loan
- Attend a Homebuyer Education class by a So. Florida HUD approved agency (www.HUD.gov)
- Lender reserves funds with Broward HFCRD when client has loan pre-approval and identified property

Questions? Call Broward County Housing Finance Division 954-357-4943

www.broward.org/housing

Funds expended on a first-come, first-qualified, first-served basis, when available

Other terms may apply; subject to change without notice

District 5 Expanded First-Time Homebuyer Program

The City of Miami District 5 Expanded First-time Homebuyer Program can provide up to \$200,000 (based on household income and need) to assist with acquisition financing and down payment assistance to qualified, income-eligible households towards purchasing an eligible property as their home within District 5 boundaries. The primary applicant must currently reside within the City of Miami*, never have owned a home before, and ultimately be able to secure a first mortgage from a lender subject to the City homebuyer program's mortgage restrictions. **NOTE: This program's residency requirement will be waived only if the applicant household includes a current City of Miami or Miami-Dade County first responder (police, fire, or emergency medical personnel) who can provide proof of status.*

The assistance provided is considered a forgivable 30-year deferred loan (0% interest) and is secured as a second mortgage on the purchased property. If the property is sold before the 30-year loan period ends, then the assistance provided will be due upon sale as detailed under the *Restrictions* tab below.

This program can assist households up to [120% of Area Median Income](#) (AMI), based on household size. Should the applicant qualify as a current first responder or an active or retired member of the U.S. Armed Forces (Air Force, Army, Coast Guard, Navy, Marines), the household income can be up to [140% of Area Median Income \(AMI\)](#) based on household size. **Note: A minimum of \$50,000 in household income is required for this program.**

For a complete list of requirements, please see the program's paper application. Applying for the program, does not guarantee eligibility or assistance. Assistance for the program is provided on a first-ready, first-served basis until program funds are reserved/exhausted.

Learn how to start the process of buying a home and applying for down payment assistance.

Did you know that you can get up to \$28,500 in down payment assistance from MDEAT and up to \$120,000 from other down payment assistance programs in Miami-Dade County and/or from municipalities across the county? All of this helps to reduce your mortgage balance and payments.

Since 1995, HAP has provided down payment assistance funds to more than 7,900 families for a total of more than \$45 million.

The HAP program partners with mortgage professionals, financial institutions, housing counseling and community-based agencies to create opportunities for prospective homebuyers. HAP funds can be combined with other Miami-Dade County, local municipalities, state agencies and certain approved programs designated for affordable housing.

How does HAP work?

HAP utilizes Documentary Stamps Surtax dollars received by the County to provide down payment or closing costs assistance via a zero percent interest, non-amortized (no payment), mortgage loan. The HAP loan may be forgiven without a refinance or any change in title or ownership.

Can I work with any lender or closing agent?

Borrowers may choose any licensed lender to provide mortgage financing in the State of Florida. Lenders who are familiar with Down Payment Assistance (DAP) programs from a variety of funding sources are recommended. Approved first mortgage financing must be obtained prior to your lender applying for HAP funds on your behalf.

To receive HAP funds, the closing agent must be a Miami-Dade County Finance

*“I BELIEVE THAT YOUR BUSINESS IS A
CALLING. YOU’VE BEEN CALLED TO
SERVE A GROUP OF PEOPLE.”*

RUSSELL BRUNSON

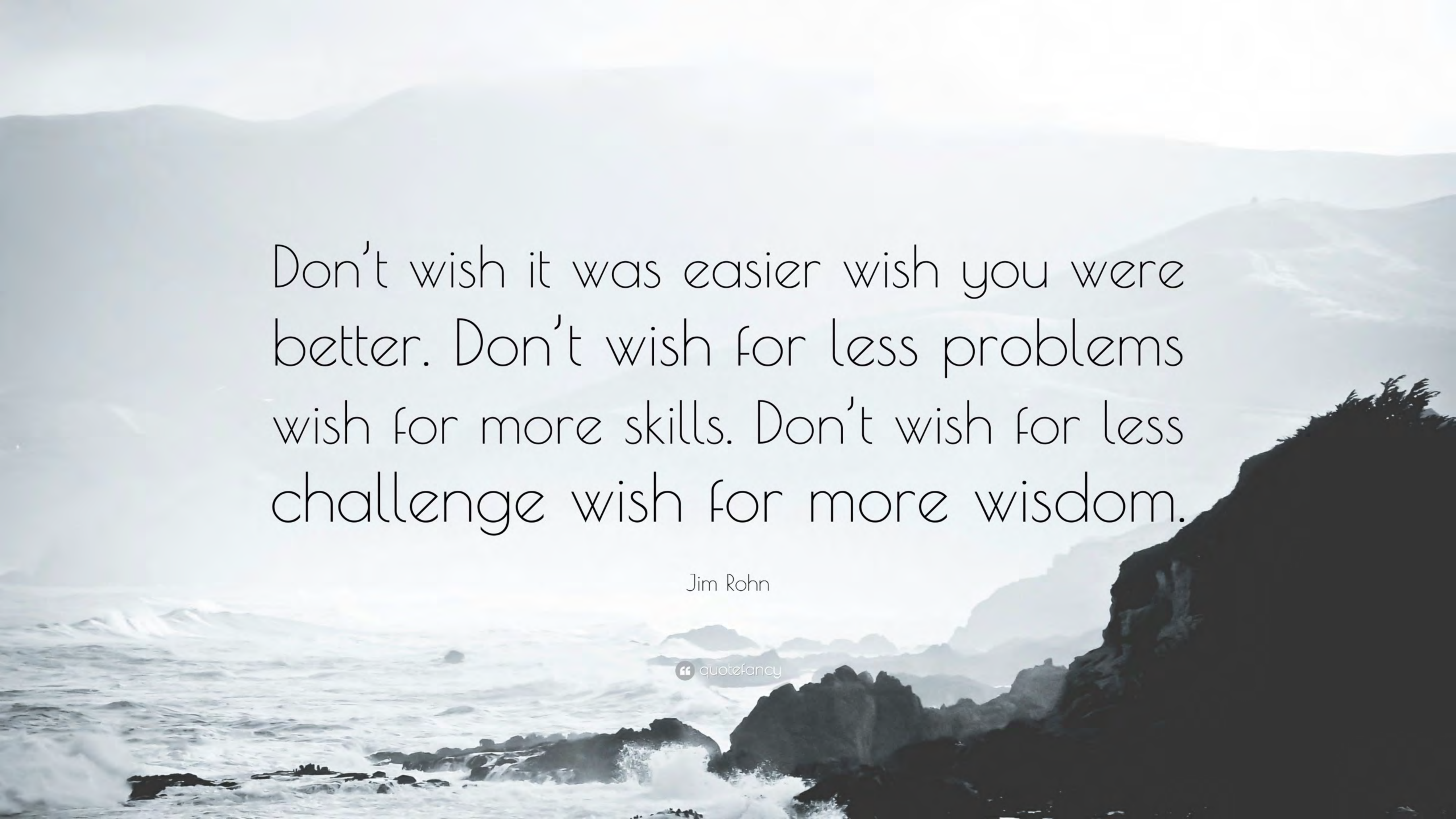
ARE LISTINGS THE
ONLY OPTION NOW THAT
THE BUYING SIDE IS GO-

BUYER'S AGENTS
AREN'T GOING AWAY



ME WATCHING OTHER REAL
ESTATE AGENTS QUIT AND
GETTING READY TO SCOOP UP
ALL OF THEIR SELLERS/BUYERS





Don't wish it was easier wish you were better. Don't wish for less problems wish for more skills. Don't wish for less challenge wish for more wisdom.

Jim Rohn

“ quote fancy

CHRIS VOSS AND STEVE SHULL



THE FULL FEE AGENT

Chris Voss
bestselling
author of
*Never Split
the Difference.*

*How to Stack the Odds in Your Favor
as a Real Estate Professional*

**PSA: The Leads are as
good as you think they
are. If you think they are
💩 that's what you get. If
you think they are 🏆
well...**



**“THERE ARE OPPORTUNITIES IN
CHAOS.”**

UNKNOWN