



5 Important Conversations to have with people you care about SOON *for massive Success*

*There are a few very
important conversations to
have with Every person in
your Database. Let's cover
them today and discuss what
YOU believe.*

A Monday Mindset about SERVICE

HELPING the people you care about most

Today we will talk about a few important conversations to have with the people you love...

If you believe what I believe that is. If not, there will be a chance for you to share! Let's make today a conversation, so come off mute to comment and ask questions.

Be ready for a short breakout session at the end too.

Conversation #1

Because without communication, the people we love lack the information that can change their lives.

I believe that each homeowner has a LAST IN A LIFETIME CHANCE to get locked in on a 30-year fixed new mortgage for well UNDER a 3% interest rate.

The 15-year rate (10.8.20) is 2.37% average.

TIME IS RUNNING OUT –

Do you believe, as I do, this is a ONCE IN A LIFETIME chance for homeowners... current or new ones... to lock in rates this low?

Don't you owe the people you care about that Advice?

On a \$250K loan that 30-year P&I payment is \$1034/month at 2.87% (Oct 8th rate – Today is 2.625, so even lower!)

A \$500K loan is \$2068 P&I at that rate

**This will not repeat in our lifetimes.
Take advantage of it while you can. Yes, you too.**

Time is running out.



☆ **30-Year Fixed Rate Mortgage Average in the United States** (MORTGAGE30US)

DOWNLOAD

Observation:

2020-10-08: **2.87** (+
more)

Updated: Oct 15, 2020

Units:

Percent,
Not Seasonally Adjusted

Frequency:

Weekly,
Ending Thursday

1Y | 5Y | 10Y |
Max

2020-02-01

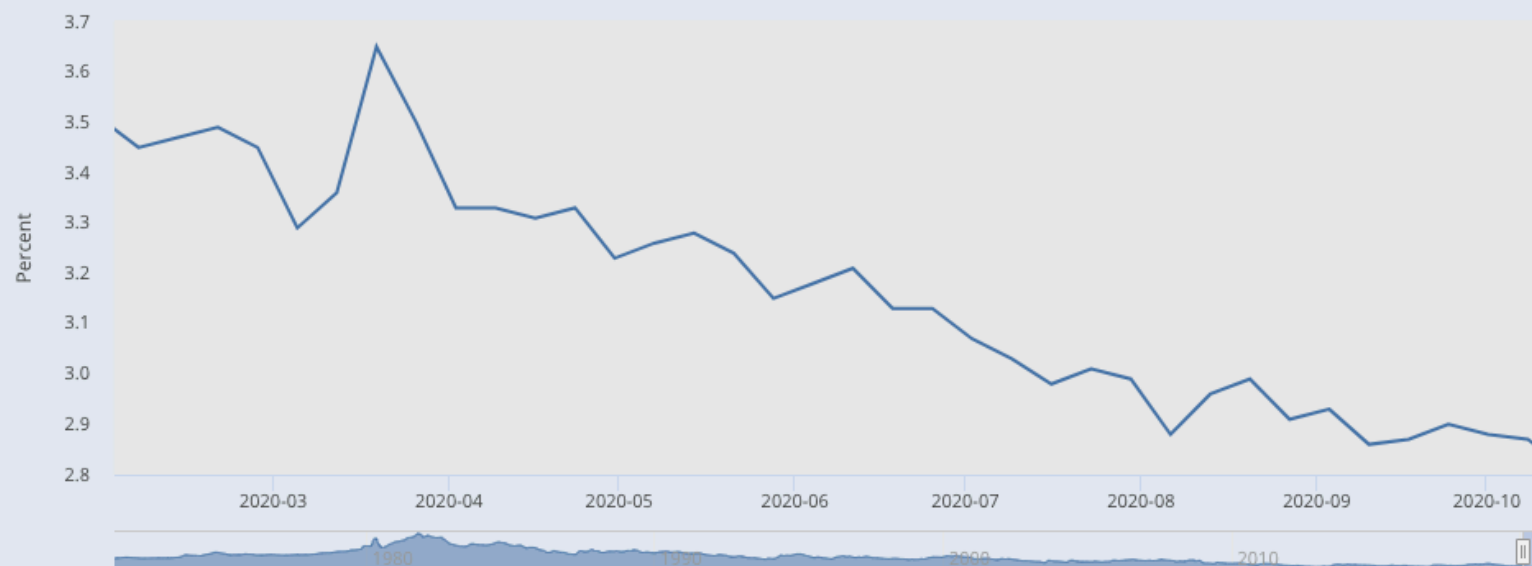
to

2020-10-10

EDIT GRAPH

FRED

— 30-Year Fixed Rate Mortgage Average in the United States



Source: Freddie Mac

Conversation #2

Because without communication, there is no relationship. And relationship is what determines your success.



The End.

How long will the run up on prices continue?

One thing we can predict is *that it will END when interest rates go up*, which they eventually will.

My bet is sooner rather than later.

When that happens, no matter WHERE you live, you very well may be STUCK there. That's every homeowner you know... including YOU.

As I've been saying for several years, and Mike and I arranged for ourselves: ***"Go get stuck where you want to be stuck... not where you don't want to be stuck."***

If where you live now is NOT where you want to be for the next 7-10 years, **MOVE NOW.**

Categories > Production & Business Activity > Housing > New Residential Sales

☆ **Average Sales Price of Houses Sold for the United States (ASPU)**

DOWNLOAD

Observation:
Q2 2020: **368,700** (+
more)
Updated: Jul 24, 2020

Units:
Dollars,
Not Seasonally Adjusted

Frequency:
Quarterly

1Y | 5Y | 10Y |
Max

1990-01-01

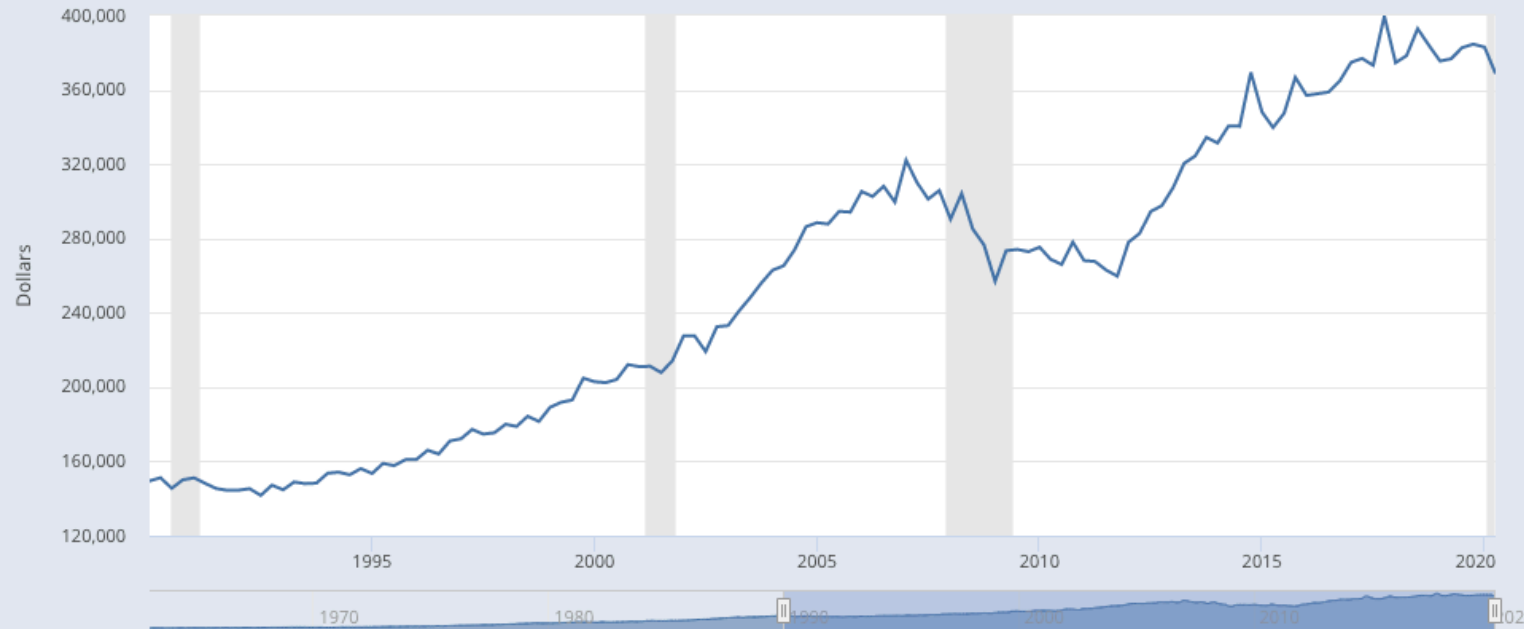
to

2020-04-01

EDIT GRAPH

FRED

— Average Sales Price of Houses Sold for the United States



Source: U.S. Census Bureau

fred.stlouisfed.org



Conversation #3

Because without communication,
there exists friction, frustration,
confusion, and tension.

Are you in a single or multi-level home?

Single level properties, or primarily single level (at least 2 bedrooms and 2 baths on main level) are scarce.

And the demand for them is going to go up
DRAMATICALLY for the rest of our lifetimes.

It's just math. It's the law of supply and demand.

The last count on Americans over 65 was 49.2 MILLION. By 2050 it's projected they will account for 83.7 million. Again... it's just math combined with the needs of older Americans.

As I've said for years, I believe that single level \$/sq. ft values may **be worth DOUBLE what a multilevel home is in the future.** Why? Builders don't want to build them because it takes a larger lot footprint. They will only do it if it's more income for them. **So... In looking at #1 & 2 & 3 is it time to get into a single level NOW?**



Conversation #4

Without **communication** there can be misunderstandings, mistrust, missed opportunities, conflict, the dissemination of misinformation.

(I heard it through the grapevine)



How old is your home and your investment rental?

The Aging of American Homes is going to become a bigger and bigger problem. We coach agents all over the US and Canada.

Those in areas with older homes **continue to have more problems with inspections and failed transactions due to home repair and maintenance issues.**

Let's face it - homes built before 2000 were not meant to last 40+ years.

When you are choosing a new abode from #1, 2 or 3 above... Or a rental property to shelter some of your wealth from the stock market, **consider the newest home you can find** to avoid roofs, electrical, plumbing and appliance replacements for the entire next cycle.

Conversation #5

Without **communication** there is no TRUST. And if the people you care about do not trust you, they will not refer to you or use your services.



Buy Investment Real Estate NOW

Buy investment real estate. **It's called "real" estate because it's something real.** Something tangible. Something of value.

When you invest in paper or companies, they can go away. Completely away. Invisible away.

Real Estate, if fee simple (which most of the US is fee simple) has value. DON'T overextend. See #2 above.

DO get something that is a NO-BRAINER will rent for LOTS more than the cost and **then SAVE that overage in case of vacancy or repairs.**

Want less repairs? Then go with prediction #4 and buy a new home to invest in. We have investments around \$270K that rent for \$1800+ or more right now. Put down 10% and get an investor loan around 4% for a P&I payment of under \$1200/month. Add taxes, insurance and property management and you are still PRETTY DARN SAFE at a profit each month, not to mention your money is in a TANGIBLE "real" asset **until the next cycle.** *Don't buy things that can go down to \$0.* I speak from experience. [Consider using a self-directed IRA.](#) You have the money... for now. Put it somewhere safe. Talk to your wealth manager for details.

As an Agent, believe in and trust what you sell: Real Estate!

Breakout Time

Two Questions -

1. Which of the 5 I've covered do you believe in the most? ***Enough to become an evangelist for this fall & winter?***
2. What is one MORE prediction YOU have that you are willing to share with us?

Breakout Responses

1. Which of the 5 did your group believe in ***enough to become an evangelist for this fall & winter?***

2. What is one MORE prediction your group had?

Demand going up for BIG MASTER BEDROOMS

Demand going up for MORE bedrooms for Home Offices OR Dedicated Office spaces

More people will buy houses with a GREAT INTERNET CONNECTION - Add this as a FEATURE if your property has it.

Yes, this was a Monday Mindset of SERVICE

HELPING the people you care about most

What are **you** willing to DO with this?

Step One – Write down TEN friends/family you care about

Step Two – Write down Every Past Client who ever referred someone to you

Step Three – Write down 10 Past Client's who SHOULD refer to you i.e., they are in positions of influence – either social media, or leadership roles at work or volunteer work.

Step Four – Write out your OWN predictions if you don't believe in these to share over the next months.

Step Five – Contact those people ONLY before you contact anyone else... **Get the word out. Communicate. Create TRUST.**