

# **Office Meeting Agenda May**

## **Real Estate Market Outlook:**

### **How is the Tri-County Market?**

The first quarter of 2017 has been crazy, real estate sales has increased by 6.9% in March 2017 compared to the same month in 2016 despite having 12% less listings compared to last year. This change can be attributed by low inventory levels, speculation of increased Mortgage Interests Rate throughout 2017, a better economy that increased income in 2016 and the recovering equity of Gen X.

To start with, the market in Los Angeles is still very hot. Low to Mid pricing properties are very hot and it gets hotter the lower the price is. In terms of locations, Inland Empire is the hottest market right now. Surprisingly, Luxury listing sales between the price of \$1mil – \$5mil has increased by 20% in Los Angeles but anything above \$5 mil experienced a 16% decrease.

## **Buyer and Seller Demographics**

### **Market Summary, Buyer Demographics & Speculation**

- Home Prices for low to mid-level pricing will still increase throughout Spring and Summer as the demand are coming from First Time Buyers and Repeat Buyers who are upsizing and investing.
- Luxury Listings will experience a more stable sales rate as Affluent customers are not too bothered by the hot sales period and speculated increased mortgage rate.
- Low – Mid priced houses are hot with first time buyers. It is also hot with repeat buyers for upsizing and investment purposes. Keep note that high price listings in Inland Empire and Riverside are also hot due to repeat buyers wanting to trade up for a bigger house.
- Keep in mind, repeat buyers are older at 48 yrs old that buys at an approximate range of \$600,000 or higher where most of them buys with conventional loan while 25% of these buyers buys all cash. They typically are trading up their houses and are looking for 1800sqft houses. 18% of repeat buyers are actually investing while 9% are buying a second vacation home. are family oriented and most likely to buy a house 1,800sqft and up with >2 bedrooms and a good school district.
- 30% of it are First Time Buyers and 70% of them are repeat buyers. First time Home Buyers typically age at 30 and buy houses ranged under \$450,000 with an FHA loan. You can definitely expect them buying in riverside and Inland Empire.
- You can use Speculation of increased Home Ownership Cost (Mortgage Interest Rate) as a talking point to buyers and convince them to buy now since it is speculated that it will increase by 50 base points which means every 50 base points increased means buyer can afford properties that are \$50k less.
- Do not get blinded by increased sales of Luxury listings as it does not apply to all Asian concentrated cities and not from Foreign China Buyers. The increased sales are attributed to local buyers who are trading up as well.

## **Today's Guest Speaker**

Tran Ma from Chase Bank

Topic: SBA loan (20 minutes)

## Office Announcements

### 1. Square footage discrepancy

Office recently have a couple of cases about buyer complains to the selling agent about square footage discrepancy. Agent should always cross check the square footage shows on MLS listing to the Realist Tax Assessor record. If the square footage is different. The agent needs to disclose to buyer and suggest the buyer to verify the square footage with city and county immediately. Per Buyer Inspection Advisory, it's Buyer's obligation to verify the square footage and city permit.

### 2. Zillow stops accepting manual posts from agents.

Beginning in May, 2017, Zillow Group, which includes both the Zillow and Trulia platforms, has decided to STOP accepting manual listing entries from real estate agents. Zillow and Trulia will ONLY accept listings through direct MLS or brokerage feeds. Agents WILL NOT be able to post listings directly to Zillow independently of your MLS or brokerage. This change WILL NOT apply to the FSBO, Coming Soon, or Make Me Move listing types. You will still be able to enter these manually.

### 3. Loopnet account, CoStar account and commercial transaction

Start from April 2017. Office will not share Kuan's Loopnet account with any agent. Office suggests agents to pair with a commercial agent for all commercial transactions. If you want to get a CoStar account, please contact Anita. The cost of costar commitment is for 12 months period. Which mean you use it for 2 months and decide its not for you, office still need to charge you for 12 months. There is no early termination.

### 4. Forms you must know

COP: Contingency for sale of buyer's property

SPRP: Seller's purchase of replacement property

SES: Seller intent to exchange supplement

BES: Buyer intent to exchange supplement

Please do not write your own language on the contract or counter. Use "Form"

### 5. Buyer objection and Seller objection

### 6. New Data Tool from CAR to show clients:

This is another tool for agents to use to study more on the current Market provided by CAR. Very informative, user and printer Friendly and Easy to Use. You can use this tool and infospark to show Buyers and Sellers to justify your point on submitting offer and setting listing price.

<http://www.car.org/marketdata/interactive/>

### 7. Quick Recap Updates & Office Meeting Agenda

We will be offering Current Office Meeting Agenda and Previous Agenda Quick Recaps. Please wait till the end of the day for the current office meeting agenda.

Please visit the URL or scan the QR code to access it: <https://join2000.com/meeting-agenda-quick-recap-1st-quarter-2017/>



**8. Qualifying Foreign Buyers**

Agents are having issues with qualifying foreign buyers. Agents feel like time and effort has been wasted on these leads that ended up not buying, finding other agents to buy or buyers not being able to get their money transferred here. When encountering Foreign Buyer leads, you will need to find out where is the buyer's money. If it is in China and they do not have bank accounts in USA, buyer might not be ready to buy now and you want to follow up on a monthly or quarterly basis only. If buyer already has bank accounts here with enough money for down payment or all-cash. This will be the buyer you need to pay most of your attention to.

**9. FREE Chinese Classified for Agents!**

We are proud to inform you that REMAX 2000 Realty will continue to translate and post your listings on Local Chinese Websites for free! Limit two listings per agent per week. Please contact CK if you have listings to post on Chineseinla.com and 58.com

**10. Open House Hosting Program**

If you are looking for experience and reliable agent to host your Open House or if you are looking to host our agent's open house, look no more! Contact CK, we will help you!

**11. Claim Your Business on Google!**

Agents, here is a FREE way to increase your presence online without spending a single DIME! Visit the link below and setup your Business Info on google. You will receive a verification code on a postcard. You will need to use this code to activate your business on google.  
<https://www.google.com/business/how-it-works/>

## **UPCOMING EVENTS**

### **MIKE FERRY SUPERSTAR RETREAT 2017**

All agents are suitable for this event that emphasizes on prospecting, mentality and self-management and discipline. It will give you a very good idea on how to lay the basis to be a top producing agent in future.

**Scan the QR Code or visit the Website URL to find out how to register:**

<https://join2000.com/mike-ferry-superstar-retreat-2017/>



### **TOM FERRY SUCCESS SUMMIT 2017**

I will recommend marketing eccentric or experienced agents to attend the Tom Ferry Success Summit. It specializes on mentality building, self-management and planning your business, however, the jewel of this event is on its Marketing strategies, technologies and ideas that will help give you more ideas for the year to come.

**Scan the QR Code or visit the Website URL to find out how to register:**

<https://join2000.com/tom-ferry-success-summit/>

