



RE/MAX 2000 Realty
17843 N. Colima Road
City of Industry, CA 91748
(626) 964 – 8999

MEETING AGENDA | January 10th, 2020

2020 MORTGAGE RATE?

The 30 Yr., fixed Mortgage rate in 2020 is projected to remain below 4% hovering 3.7%. With slowing growth (not a recession) in the US & Global Economy paired with Uncertainties in Politics, the Fed is more likely to decrease & maintain rate to stimulate the economy

Low to Mid-Priced Listing (Less than \$900K)

This segment will continue to grow & experience the most growth increasing more than 2.5%. Sale numbers were low, but this does not correlate with home value. (Must remember this). The reason is due to affordability issue paired current buyer demand + buyers who were on the sidelines since 2018. With rent projected to increase & speculation of stock prices stagnating this year, investors are also looking for different investment opportunities & jumping into real estate.

High-Priced Listing (More than \$900K)

This segment will not gain as much momentum in terms of price and activity. The number of active listing in this segment have further increased by 5.6% YTY. While sales price decreased by the end of 2020 by 2.4%. With more high-priced properties in the market and less buyers. It is unsure but this price segment MIGHT increase in value slightly.

THE US ECONOMY | SO... WILL THERE BE A RECESSION IN 2020?

Highly Unlikely. Many experts that talked about a recession to start in 2020 are backing off from such talk. Fundamental indicators such as GDP & Unemployment rate & wage growth is strong. Economic growth is forecasted for the USA however, it is a slower growth rate. 2.2% GDP to 1.6% while Unemployment rate forecasted to be 3.7% from 3.9% which is still a historically low number.

How does this affect real estate?

In previous years, buyers were mainly holding off due to a scare of possible recession paired up with uncertainties with the US-CHINA Trade war & outcome of Brexit. With trade deal talks heading towards an optimistic direction & experts pulling away from a “recession” prediction, buyers are slowly gaining confidence in the real estate market. The real estate market is looking to improve in 2020

East San Gabriel Data Comparison

Here are some of the basic data to support the market change and the upswing of price in 2020. Even market is hot now, it's going to get even crazier in the next few months.



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Things You Must do in 2020

1. You need to truly understand the current market trend & situation & equip yourself with strategies to handle buyers & sellers as their perception might be drastically different. **MY OWN** forecast in 2020, mid and entry level price in any area will be looking at an 8% to 12% appreciation in 2020. This entirely changes the way in which, you communicate with seller & buyer compared to 2019.
2. You need to categorize potential sellers and buyers into different types of client where you have different techniques to close them. 2020 is completely different from 2019 so you must close the seller and buyer on the spot. Once you let them think, it might as well be another agent's client & closing.
3. Learning how to respond to negative reviews & turning it into positive advertising. You need to standardize your services hence; it is easier for you to respond to any type of negative review. Online exposure & reviews in multiple platforms continue to be crucial for agents to set a good impression with current and potential clients.
4. You need to have the ability on Price Range Adjustments when it comes to setting prices on listings & buyer offer. You need to be extremely flexible yet grasp the knowledge & skill to project what will be the future value of a property as early as the next 2 weeks. It is crucial to know that the more precise you are in projecting the price, the stronger you are at negotiating with buyer & seller.
5. Video testimonial will become your important closing tool. You must somehow get all your clients to do a 30 second to 90 second testimonial video on your iPhone or iPad. These are only for you and your client's eye only. This is not necessarily an advertising act, it is just a simple express of opinion & experience from your clients. This proves to be the best closing tool.

Super Session Speaker (Right after Office Meeting)

Kris German – The Apartment Dealer , RE/MAX 2000

Speakers:

Franchine Hyan – First American Title

Joyce Lee – Toll Brothers



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OFFICE ANNOUNCEMENTS

1. **NEW ARCADIA OFFICE GRAND OPENING!**

The RE/MAX Premier office have moved to a few blocks down to an entirely new location and environment. You are invited to the Grand Opening! Formal invitations will be sent to everyone next week. Details at the back of the page.

2. **CAR's Industry 360 has "social media ready" information**

Anyone of you who like to have meaningful content that is easy to generate must learn how to use the Industry 360 from CAR for its unique features.

3. **What is SB50?**

SB 50 is the controversial measure from Sen. Scott Wiener (D-San Francisco) that would override local zoning laws to allow mid-rise apartment buildings to be constructed within half a mile of major transit stops or in "jobs-rich" areas, even in single-family neighborhoods

4. **House Passes Repeal on SALT CAP!**

See article.

5. **Rent Cap and Just Cause Eviction Law**

(Rent Control, AB 1482) is effective since Jan. 1, 2020. All lease transactions will require the RCJC form which is included in the new version of a residential lease agreement. Single Family Residential Property including a condominium and units in planned developments (PUD) may be exempted from this new law. If the property is qualified for the exemption, Landlord needs to mark on RCJC, page 2, Item V. 3. Without the proper marks of the paperwork, the property will not be exempt. For more information about AB1482, please go to <https://bit.ly/37W27vZ> or ask Sunnie for more info. See back of page for actual form and location to mark.

6. **New Forms & Wildfire Disastor**

* Wildfire Disaster Advisory: If a property is in a potential wildfire area, the office advises agent to provide this form to the buyer. For other changes and updates of zip Form, please go to this link for more info. <https://bit.ly/37TfBZK>

7. **Spring Festival Postcards!**

The spring festival postcards are available since this week and deadline will be on Monday 1/13/2020. Please contact Mirelda to order ASAP. Samples at the back of the page.

8. **Rentspre report and tenant's information.**

Rentspre report is only available online for 30 days. Please make sure to download the full report and upload it to Skyslope. The office is also required the following documents to upload to Skylope: 1. Tenant's Driver's License, Tenant's Bank Statement, Tenant's paystub copy.



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9. JANUARY PUBLIC HOLIDAYS

Martin Luther King, Jr Day | January 20th Monday | Full-Day
Spring Festival eve | January 24th Friday | Half Day Only

UPCOMING EVENTS

FEBRUARY SUPER SESSION | CUSTOMER DATABASE with SHARON LIU

Top agent Sharon Liu will be sharing the fundamentals on how to create and maintain your client database. All successful agents share a similarity, they have a solid client database that they go back to. With Sharon Liu, you will see simple and easy examples and methods to create or improve your database. Register quickly as seats are limited. Details at the back of page.

R4 2020 | ANNUAL RE/MAX Convention, Training, & Awards Night

Registration for R4 next year is Open! Early Bird pricing will be available until January 16th, 2020. Early bird prices are the same as before, \$425 for two-day registrations or \$549 for full registration. **To register, check out the R4 flyers at the back, scan the QR Code for registration and for discounted rooms at the MGM. Contact CK if you have questions.**



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Grand Opening

PLEASE JOIN US TO
CELEBRATE THE OPENING OF
OUR NEW LOCATION

RE/MAX PREMIER PROPERTIES
133 EAST HUNTINGTON DRIVE
ARCADIA, CA 91006

WEDNESDAY
FEBRUARY | **12** | 12:00PM
2020

LUNCH WILL BE SERVED



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Sharon Liu's

ESSENTIAL GUIDE TO CUSTOMER DATABASE

February 7th, 2020

(Friday)

Time: 10:30 am

(Right after office meeting)

Top agent Sharon Liu will be sharing the fundamentals on how to create and maintain your client database. All successful agents share a similarity, they have **A SOLID CLIENT DATABASE** that they go back to.

With Sharon Liu, you will see simple and easy examples and methods to create or improve your database. Register quickly as seats are limited.

Location: RE/MAX 2000 Realty, Hacienda Heights Branch
Address: 1221 S. Hacienda Blvd., Hacienda Heights CA 91745



Please scan to RSVP or go to:

<http://remaxep2.mikecrm.com/Sc508yH>

Chinese New Year Postcards!

Order Deadline: **January 13**

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3



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Contact:
remaxdesignteam@gmail.com

RCJC, page 2, Item V. 3.

- a) Intent to occupy the residential real property by the owner or their spouse, domestic partner, children, grandchildren, parents or grandparents. **Open with** (dropdown arrow)
- For leases entered into on or after January 1, 2020 or amendment to existing leases prior to January 1, 2020:**
Tenant and Owner hereby agree that the Owner shall have the right to terminate the lease if the Owner, or their spouse, domestic partner, children, grandchildren, parents or grandparents, unilaterally decide to occupy the residential property.
- b) Withdrawal of the Premises for the rental market.
- c) Unsafe habitation, as determined by a government agency that has issued an order to vacate, or to comply, or other order that necessitates vacating the residential property.
- d) Intent to demolish or substantially remodel the residential real property. "Substantially remodel" means the replacement or substantial modification of any structural, electrical, plumbing, or mechanical system that requires a permit that cannot be accomplished in a safe manner with the tenant in place, and that requires tenant to vacate the residential real property for a least 30 days. Cosmetic improvements alone do not qualify.

Tenant Payments under No-Fault Just Cause Eviction:

1. If Owner issues a termination of tenancy under a No-Fault Just Cause, Owner notifies Tenant of the right to direct payment relocation assistance equal to one month of the tenant's rent in effect at the time of the termination and shall be provided within 15 calendar days of service of the notice.
2. In lieu of direct payment, Owner may waive the payment of rent for the final month of tenancy prior to the rent becoming due. The notice shall state that the amount of rent waived and that no rent is due for the final month of tenancy.

IV. SPECIFIC EXEMPTIONS TO JUST CAUSE EVICTION REQUIREMENTS:

1. Housing accommodations in which the tenant shares bathroom or kitchen facilities with the owner who maintains their principal residence at the residential real property.
2. Single-family owner-occupied residences, including a residence in which the owner-occupant rents or leases no more than two units or bedrooms, including, but not limited to, an accessory dwelling unit.

V. SPECIFIC EXEMPTIONS TO BOTH RENT CAP AND JUST CAUSE EVICTION REQUIREMENTS:

1. Housing that has been issued a certificate of occupancy within the previous 15 years.
2. A duplex in which the owner occupied one of the units as the owner's principal place of residence at the beginning of the tenancy, so long as the owner continues in occupancy.
3. **Single Family Residential property (including a condominium and units in planned developments) provided** the residential real property is alienable separate from the title to any other dwelling unit AND (i) the owner is NOT a real estate investment trust (REIT), (ii) the owner is NOT a corporation, and (iii) if the owner is a limited liability company, then NONE of the members of the LLC are corporations.

This exemption only applies if the notice below is checked and delivered to the tenant.

Landlord hereby notifies tenant that the Property is exempt from the rent cap provisions specified in Civil Code Section 1947.12 and the just cause eviction provisions specified in Civil Code 1946.2.

Notice of Exemption:

Pay attention to this new section

This property is not subject to the rent limits imposed by Section 1947.12 of the Civil Code and is not subject to the just cause requirements of Section 1946.2 of the Civil Code. This property meets the requirements of Sections 1947.12 (d)(5) and 1946.2 (e)(8) of the Civil Code and the owner is not any of the following: (1) a real estate investment trust, as defined by Section 856 of the Internal Revenue Code; (2) a corporation; or (3) a limited liability company in which at least one member is a corporation.

RCJC 12/19 (PAGE 2 OF 3)

RENT CAP AND JUST CAUSE ADDENDUM (RCJC PAGE 2 OF 3)
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WHY ATTEND R4 CONVENTION?

- 1. Celebrate your Achievements** | Attend the Award Luncheon or Award Night to receive your hard earned RE/MAX Award on stage. You will also receive High-Quality Photos of you receiving the award on stage.
- 2. Network & Prosper!** | Network with RE/MAX agents around the world and also agents within the RE/MAX Elite, Premier & 2000 network. Knowing the right people will open up plenty of opportunities.
- 3. Motivation & Knowledge** | Get super motivated through the Award Events and Morning Sessions hosted by famous Motivational Speakers
- 4. Party Hard, Work Harder** | Attend the parties & concert (Journey!) that are organized by RE/MAX Headquarters & RE/MAX EP2. Pick the brains from other agents and get new ideas to double your production!

EARLY BIRD SPECIAL
REGISTER BY JANUARY 16
SAVE \$100!



SCAN TO REGISTER

Discounted: \$549
Regular: \$649
At the Event: \$749

**Book your discounted
accomodation Early
at MGM Grand!**





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January 02, 2020

	30-Yr FRM	15-Yr FRM	5/1-Yr ARM
Average Rates	3.86 %	3.20 %	3.68 %
Fees & Points	0.5	0.5	0.4
Margin	N/A	N/A	2.74

December 24, 2019

	30-Yr FRM	15-Yr FRM	5/1-Yr ARM
Average Rates	3.90 %	3.24 %	3.70 %
Fees & Points	0.5	0.5	0.4
Margin	N/A	N/A	2.74

December 19, 2019

	30-Yr FRM	15-Yr FRM	5/1-Yr ARM
Average Rates	3.93 %	3.25 %	3.65 %
Fees & Points	0.5	0.5	0.4
Margin	N/A	N/A	2.74

December 12, 2019

	30-Yr FRM	15-Yr FRM	5/1-Yr ARM
Average Rates	3.93 %	3.26 %	3.67 %
Fees & Points	0.5	0.5	0.4
Margin	N/A	N/A	2.74

December 5, 2019

	30-Yr FRM	15-Yr FRM	5/1-Yr ARM
Average Rates	3.90 %	3.23 %	3.67 %
Fees & Points	0.5	0.5	0.4
Margin	N/A	N/A	2.74

November 28, 2019

	30-Yr FRM	15-Yr FRM	5/1-Yr ARM
Average Rates	3.88 %	3.24 %	3.59 %
Fees & Points	0.5	0.5	0.4
Margin	N/A	N/A	2.74

November 21, 2019

	30-Yr FRM	15-Yr FRM	5/1-Yr ARM
Average Rates	3.89 %	3.25 %	3.60 %
Fees & Points	0.5	0.5	0.4
Margin	N/A	N/A	2.74