

Sales Meeting

BROCKPORT OFFICE – 3/30/22

“Attitude is a *choice*.
Happiness is a *choice*.
Optimism is a *choice*.
Kindness is a *choice*.
Giving is a *choice*.
Respect is a *choice*.
Whatever *choice* you make makes you.
Choose wisely.”
— Roy T. Bennett



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Agenda

- Cutco Representative
- 1st Priority – Mary Kern
- Children’s Free Care Fund event update
- Market Conditions – Are we in a Housing Bubble
- Market Inventory
- Department of State Update



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MARISSA GIBBONS

1st Priority

- Mary Kern



5 Day – 10 Year Treasury (^TNX)

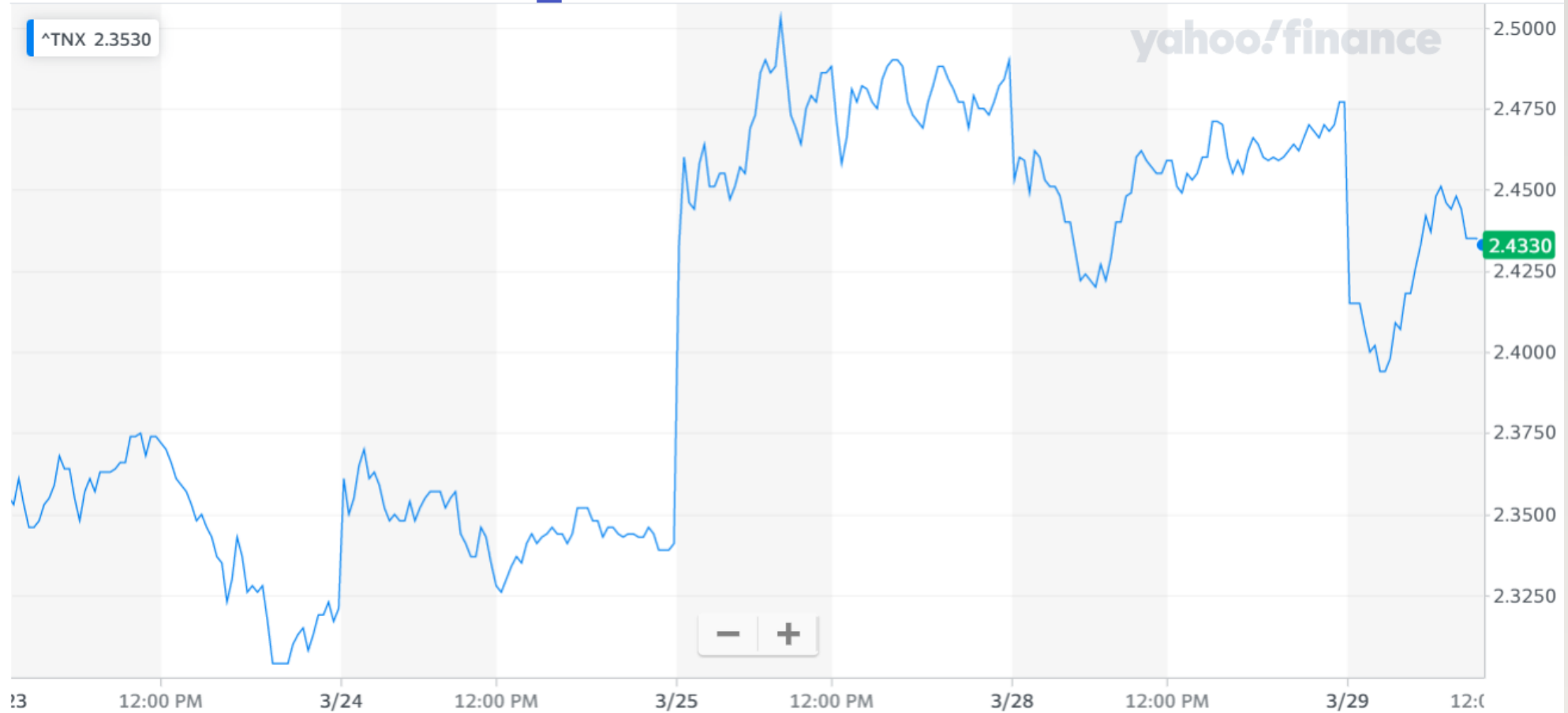
Treasury Yield 10 Years (^TNX) ☆

ICE Futures - ICE Futures Real Time Price. Currency in USD

2.4330 -0.0440 (-1.7763%)

As of 11:36AM EDT. Market open.

⊕ Indicators ⊕ Comparison | 📅 Date Range 1D **5D** 1M 3M 6M YTD 1Y 2Y 5Y Max | 📄 5Min ▾ ⌵ ▾ 📌





Updates:

Save the Date!



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Euchre Tournament

Sunday, April 24, 2022

Brockport Elks Lodge

4400 Sweden Walker Road | Brockport NY 14420

Registration starts @12 Noon, play to begin at 1pm

Proceeds To Benefit The



50/50 RAFFLE

CASH PRIZES



DOOR PRIZES!



CONCESSIONS & BAR

\$25 Tickets



Purchase from your favorite
Brockport Howard Hanna Agent

or

Stop in to our office:

585-637-2810

Brockport Howard Hanna

9 Main Street

Brockport NY 14420

At Howard Hanna, we are dedicated to giving back to the communities where we live and work. As part of that commitment, the company has proudly supported hundreds of educational, health, and humanitarian programs in all of our market areas!

Are we in a housing bubble?

Reference from:

KEEPING CURRENT MATTERS



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Are these prices too good to be true?

- In a word...No
- How is this different from 2008?
- Three key factors to share with your clients
 - **Housing Supply**
 - **Housing Demand**
 - **Equity**



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Housing Supply

Before

- Months Supply in 2005-2007 increased from 5 months to 11 months
- Surplus did not warrant price appreciation

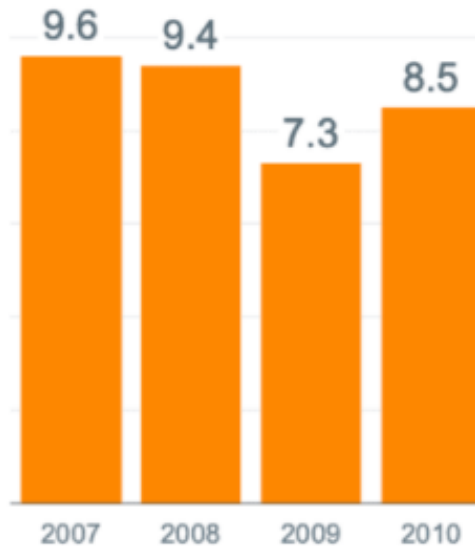
Now

- Supply of homes is outpaced by demand
- Housing values appreciating 15% Nationwide
 - Early Predictions closer to 6% for 2022

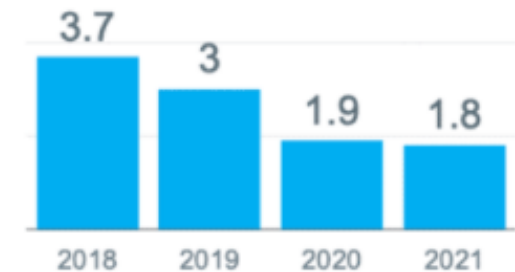
Inventory of Homes Nothing Like Last Time

Months Supply of Existing Homes for Sale in December of Each Year

Four Years of Housing Crash



Last Four Years



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Source: NAR

Housing Demand

Before

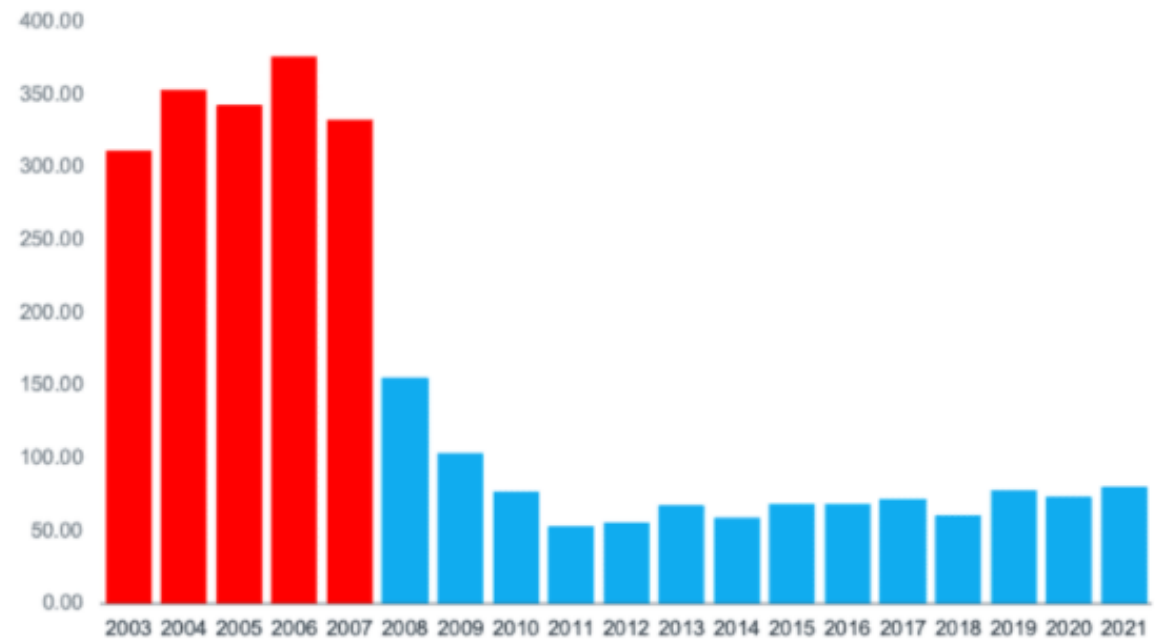
- “Irrational Exuberance”
 - Robert Schiller, Yale
- Mortgage industry
 - Fed frenzy
 - Lead to unsubstantiated growth

Now

- Lending standards change
- Escalating rent
- Low mortgage rates
- Millennials & Gen Z now buyers
- Did not build enough housing last decade.

Lending Standards Tighter Since the Crash

Volume of Loans in Billions with a Credit Score Below 620



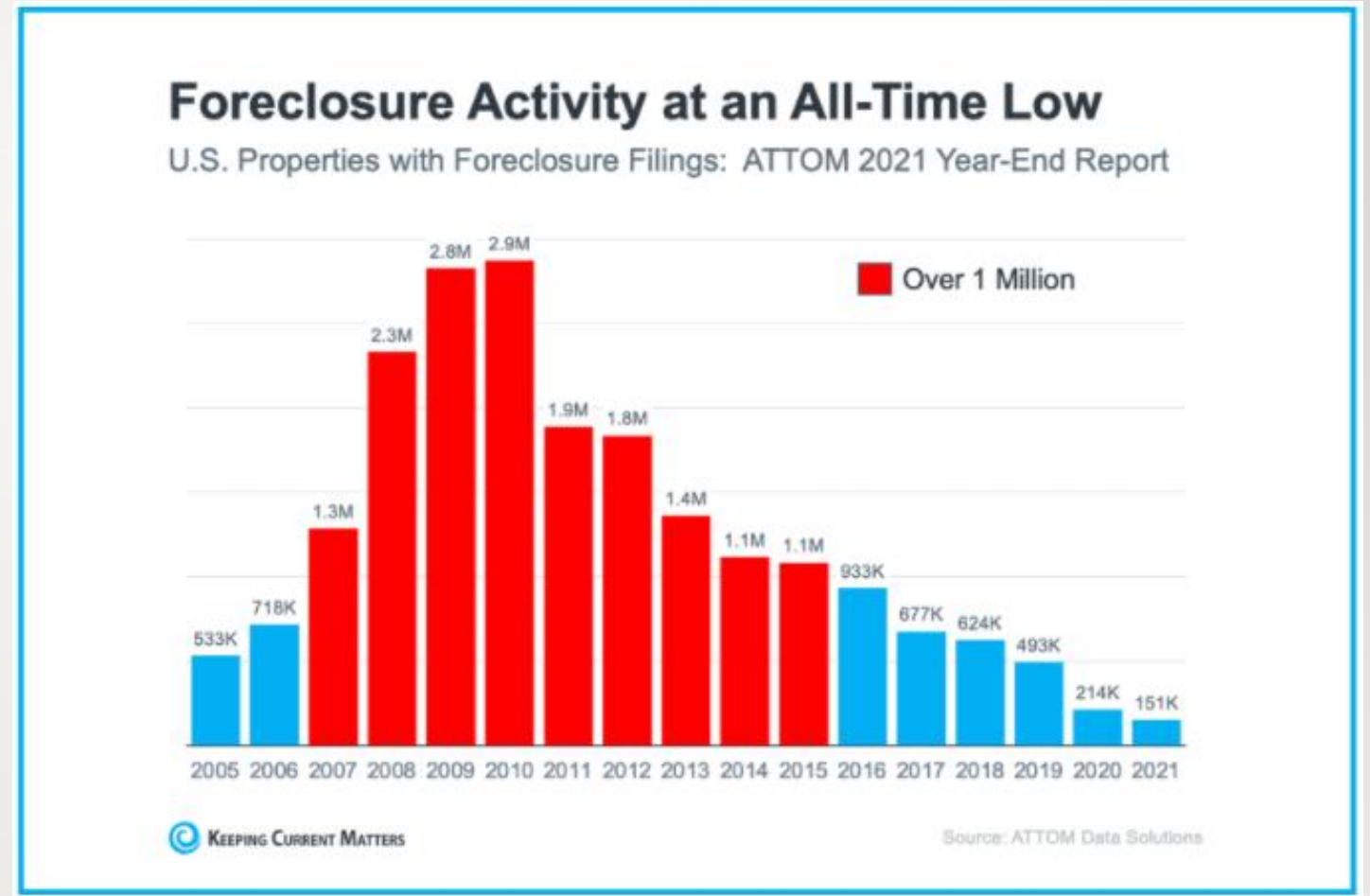
Equity

Before

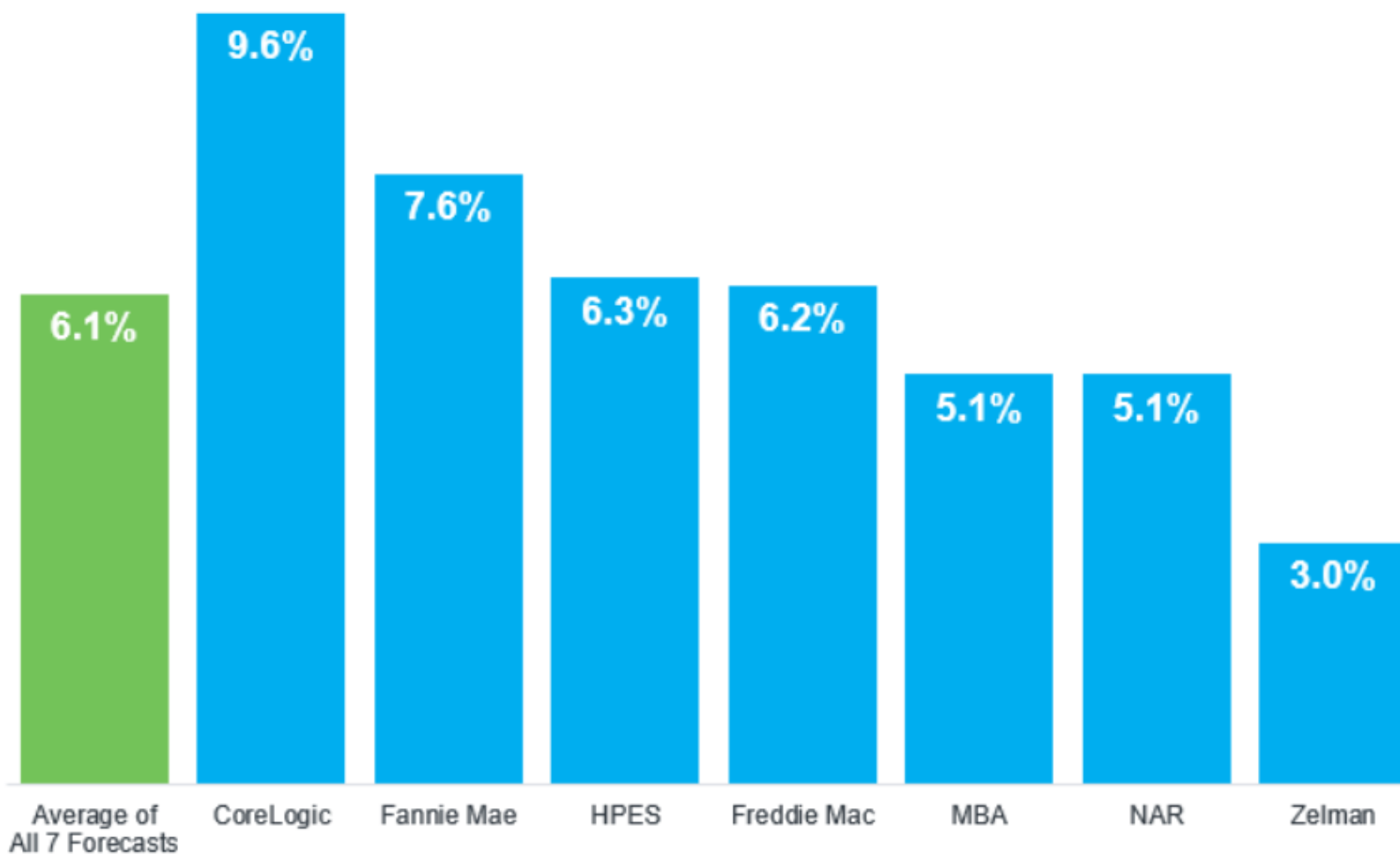
- Cash-out Refi's
 - Using equity like ATMs
- Short Sales & Foreclosures
 - Depreciated home values nationwide

Now

- Last 3 yrs Cash-out Refi's is only 1/3 of mortgages
- Fewer Foreclosures
 - Escalating appreciation providing more equity
 - Stronger Market
 - Minimizing risk

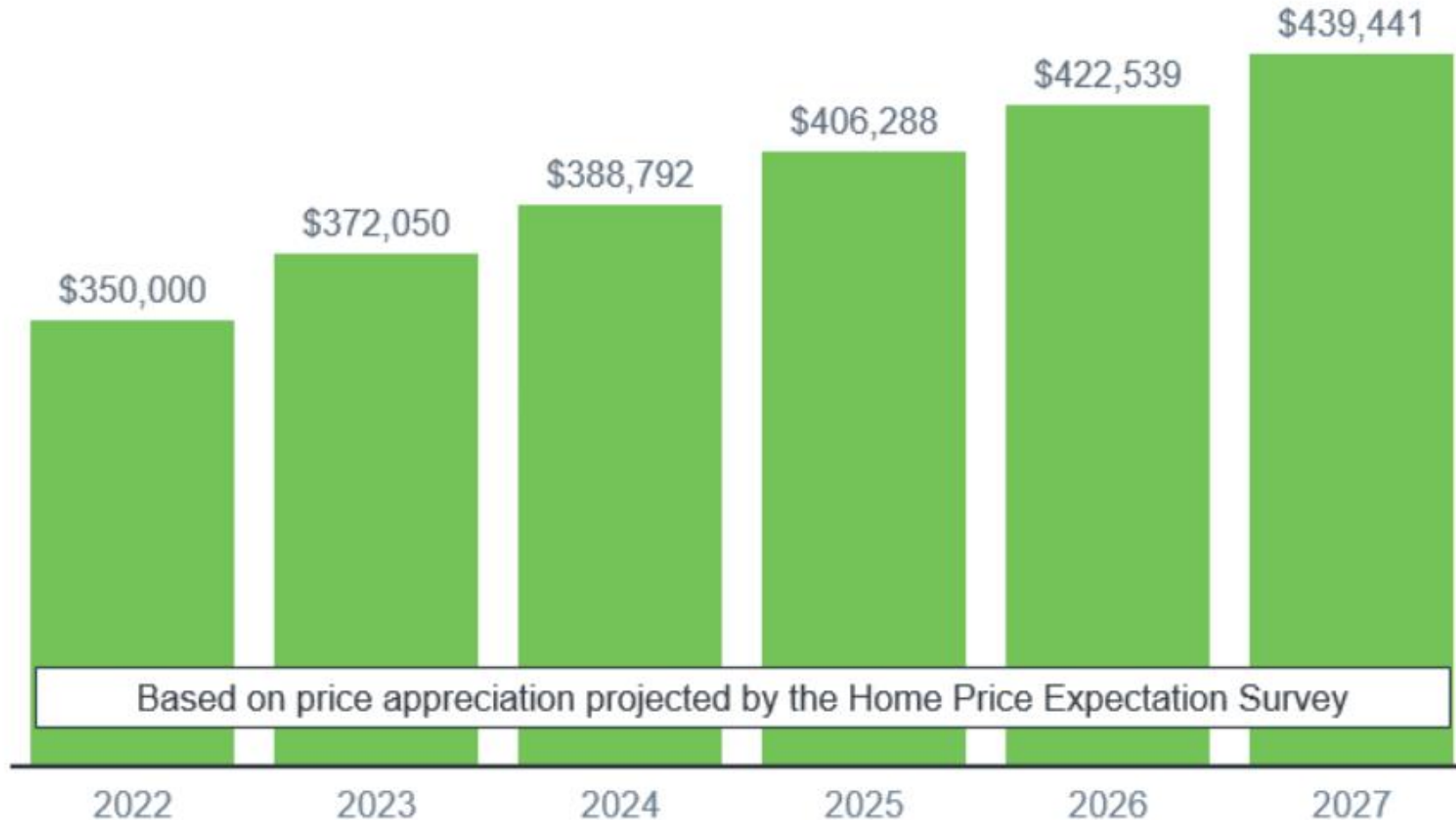


Home Price Forecasts for 2022



\$89,441

Potential growth in household wealth over the next 5 years based solely on increased home equity if you purchase a \$350K home in January 2022



Based on price appreciation projected by the Home Price Expectation Survey



Other Objections

Rapid inflation

- Is now a good time to buy a home with rapid inflation?
- Yes! Here's why...



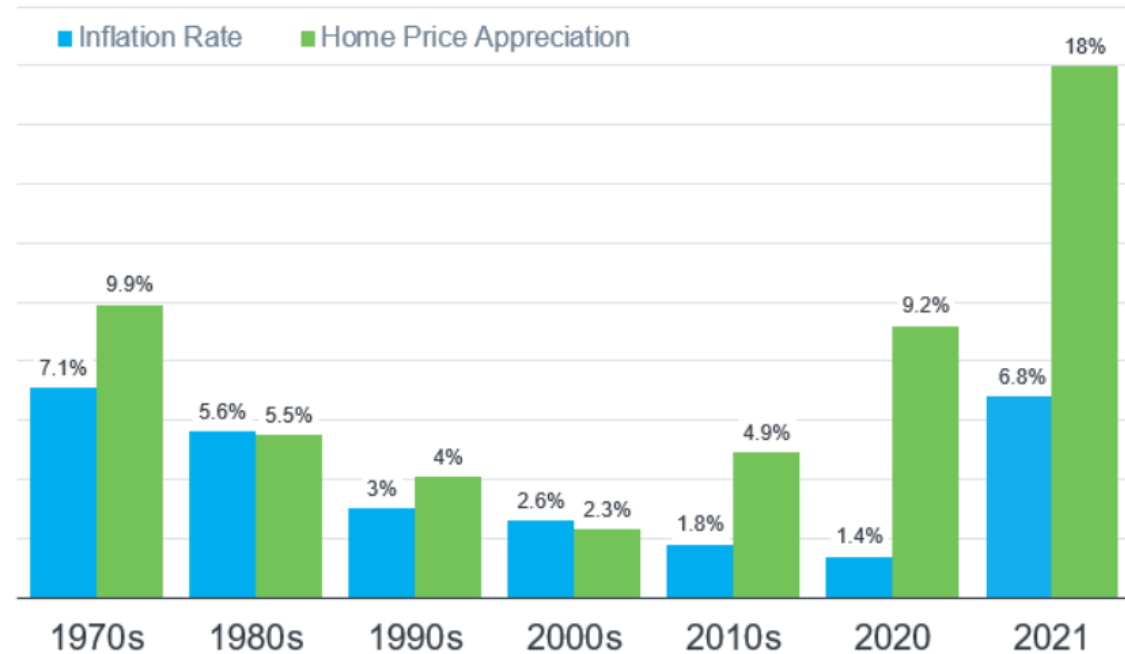
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Inflation

- Housing has outperformed inflation
- Homeownership is a good hedge against inflation over time.
- Lock in current rates

Homeownership: A Hedge Against Inflation

Home Price Appreciation vs. Consumer Price Increases over the Decades



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Source: National Association of Realtors, CoreLogic, Consumer Price Index



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Market Inventory



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Current Single Family & Condo for Sale

(as of 3/29)

- Monroe County – 363 (351)
- Brockport School Dist. – 7 (7)
- 14420 – 5 (6)



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Department of State

- Standard Operating Procedure Law – effective 4/20/22
- Broker required to have notarized SOP on website
- Requires broker to provide specific guidance to three questions
 - (1) Whether prospective clients shall show identification
 - (2) Whether an exclusive broker agreement is required
 - (3) Whether pre-approval for a mortgage loan is required
- All agents and teams cannot have individualized requirements
 - *Caveat:* Homeowners can make these requirements individually
- Goal is to treat everyone the same



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2022 Big Open House Events

- 4/30 & 5/1 – Weekend
- 5/25 & 5/26 – Twilight
- 7/20 & 7/21 – Twilight
- 9/17 & 9/18 - Weekend



GET READY FOR **OPENING DAY!**

THINKING OF BUYING A HOME?

We're going to show you how to get there.

THINKING OF SELLING YOUR HOME?

We're going to share the tools you'll need.



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Watch this space for information on our big opening day event
and simple tips to use with our team to bring you home!





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Thanks for coming!