

Sales Meeting

BROCKPORT OFFICE – 2/16/22

www.ohwardhanna.com

BROCKPORT
OFFICE
585-637-6810

Main St

Howard
Hanna
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The window display features several real estate listings with photos and text, arranged in a grid-like fashion.



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*A laundromat for pigs
is hogwash.*



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Agenda

- 1st Priority – Mary Kern
- New Agents
- Market Inventory
- Mortgage Rates



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1st Priority

- Bank Attorneys
- Pre-Qualification vs. Pre-Approval
- Open Houses



Approved Bank Attorneys

- *Underberg and Kessler*
- *Webber Law*
- *Vincent Moyer*
- *John Marchioni*
- *Gallo & Iacovangelo*
- *Dollinger Law Firm*
- *Creary Law*
- *Davidson Fink*
- *Pheterson & Sparatorico*



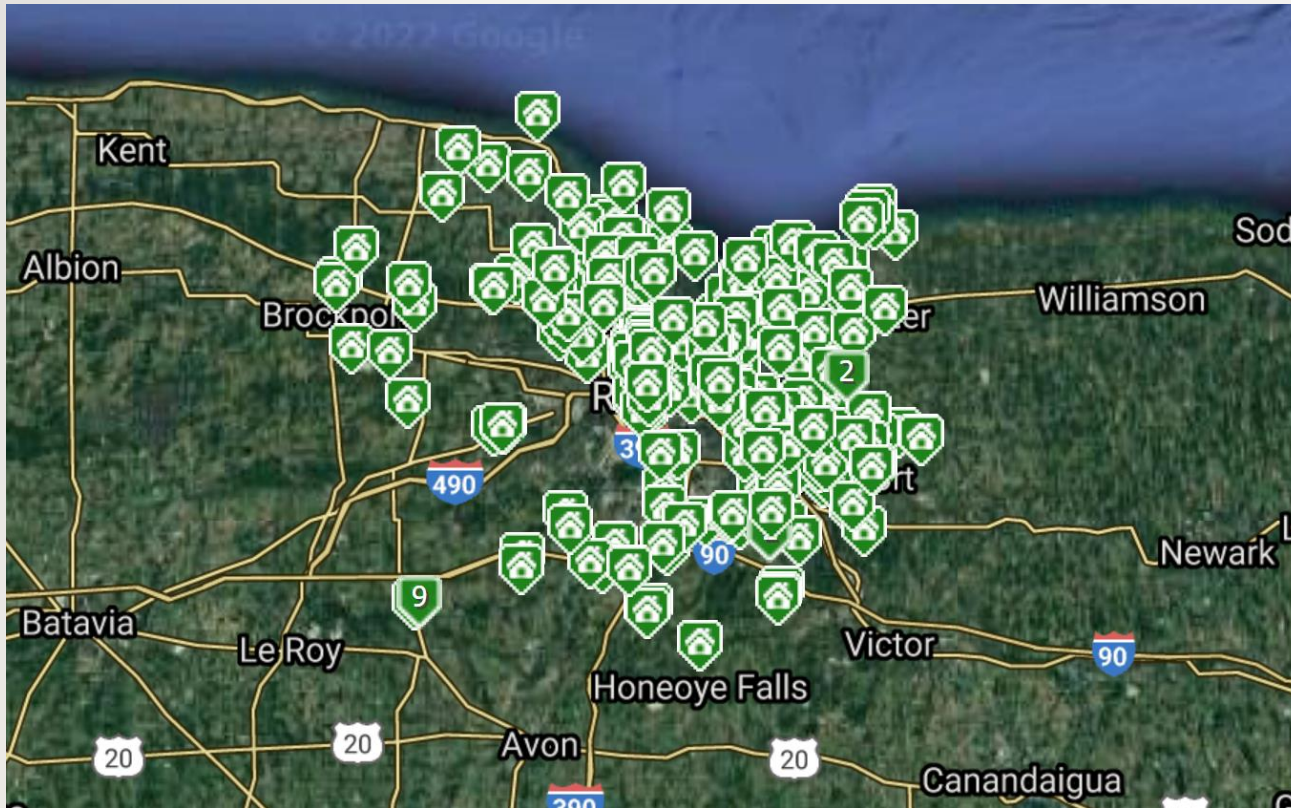
Welcome New Agents to the Office!

- John Carr
- Jordan St.Denis



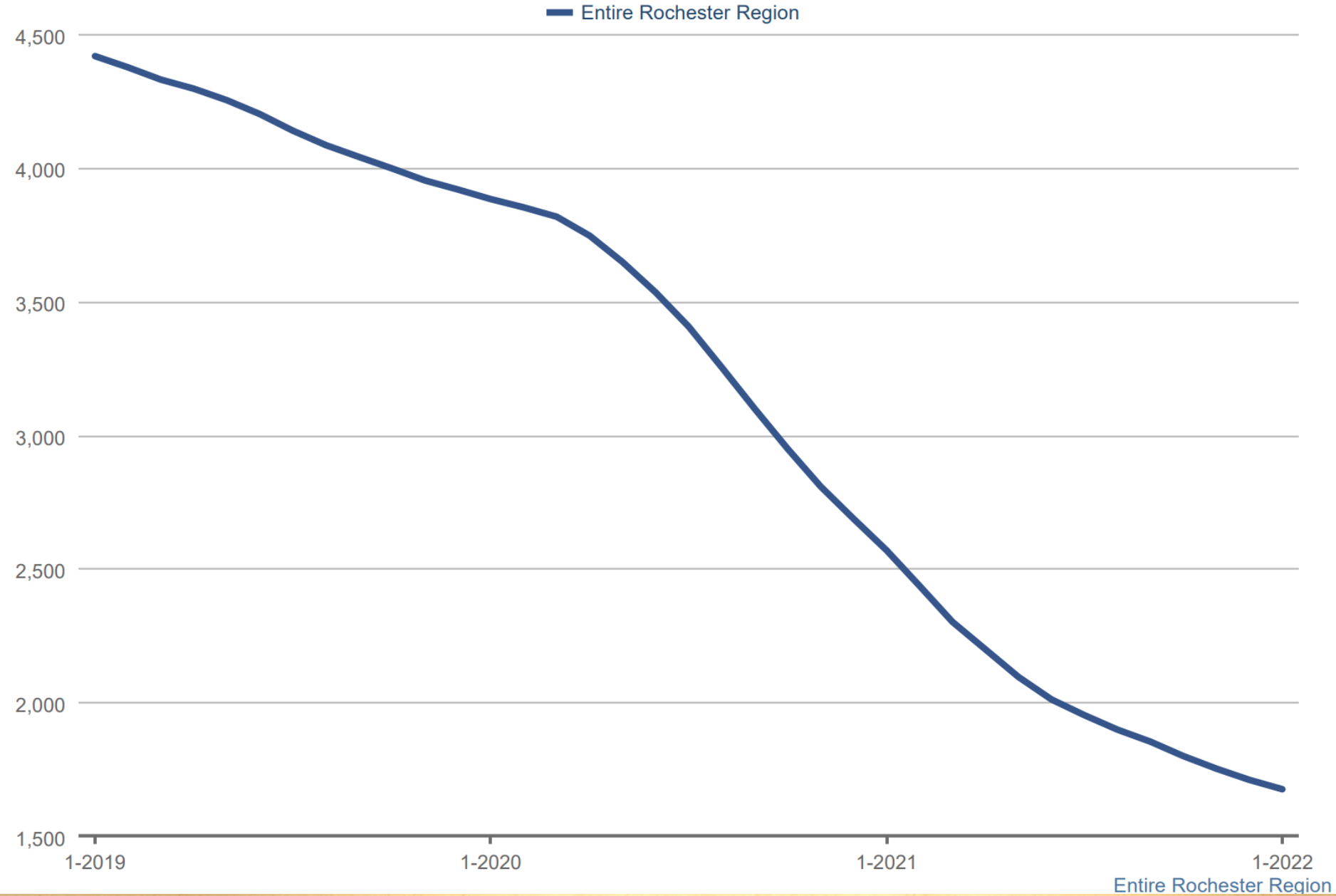
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Inventory



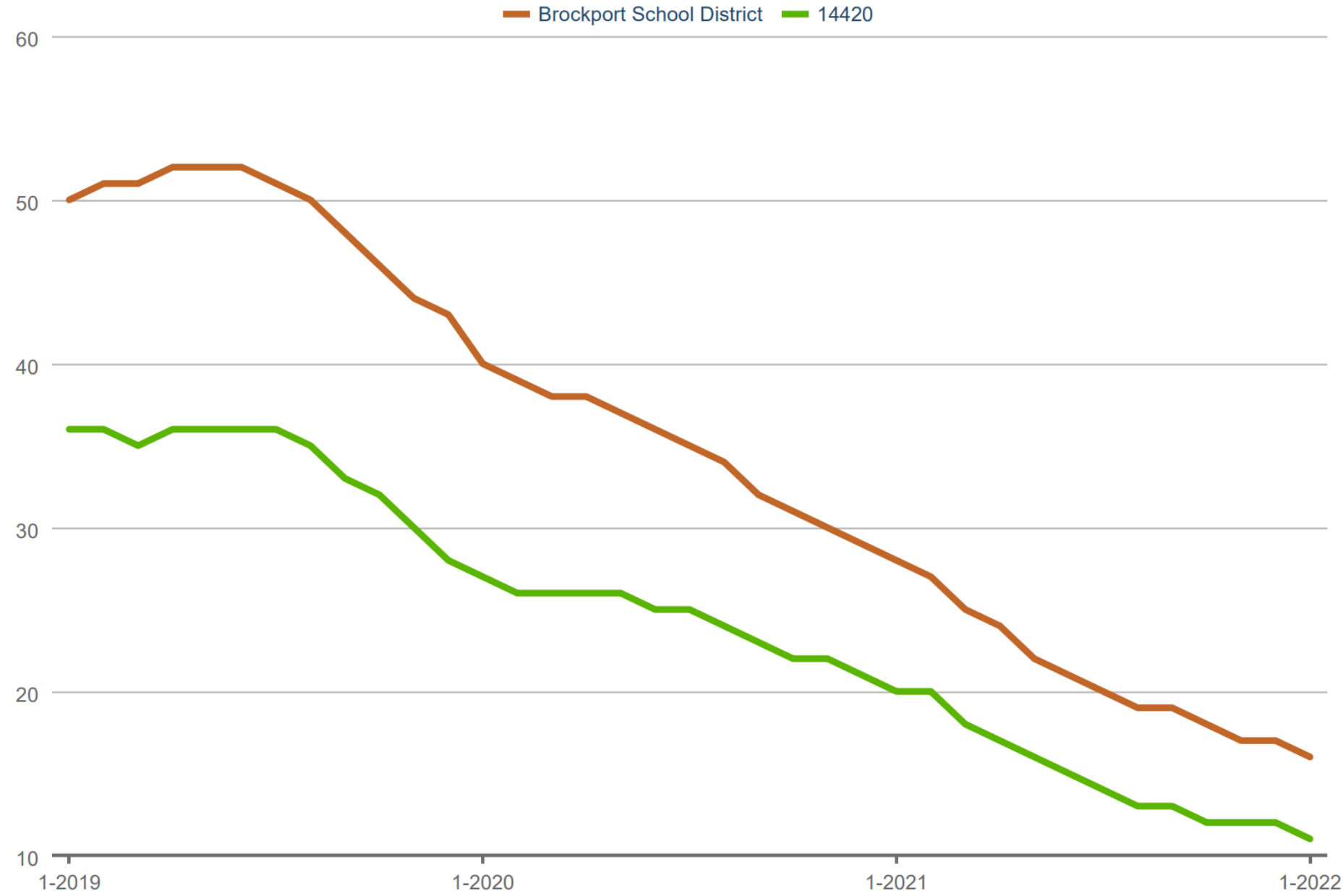
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Homes for Sale



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Homes for Sale



Brockport School District & 14420



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Current Single Family & Condo for Sale

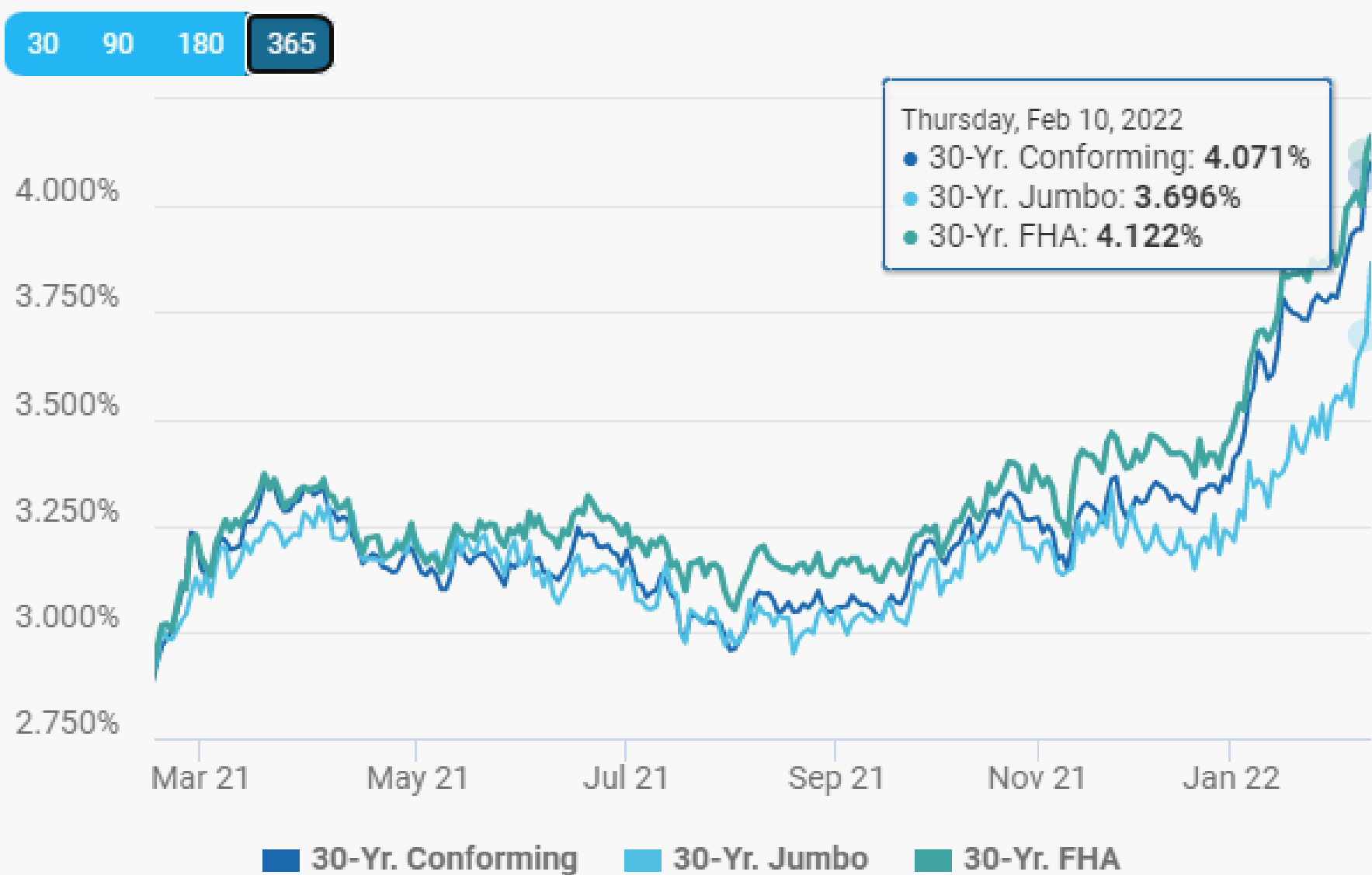
(as of 2/15)

- Monroe County – 301
- Brockport School Dist. – 8
- 14420 – 6



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Mortgage rates break 4 percent threshold



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Mortgage Rates

Mortgage Rates Hit 4% For First Time Since December 2019 – Inman

- Rates rise above 4% for first time since December 2019
- St. Louis Fed Chair James Bullard fueled investor concerns, telling Bloomberg News that he would support raising the federal funds rate by a full percentage point during the first half of the year — a rapid increase that which would entail implementing the first half-point rate hike since 2000.
- Fannie Mae economists predicted that many homebuyers will be priced out of the market this year, and that sales of existing homes will fall by 3.2 percent
- Fannie Mae economists expect that home price appreciation will remain strong but decelerate in 2022
- That forecast assumed that rates on 30-year fixed-rate loans would not rise above 3.5 percent this year — an assumption that now looks out of date.
- fear of missing out on low rates could get buyers off the fence
- Result – Less *buying power*



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Monthly Interest Comparison

3 .1%	Rate	4 .1%
\$854	Principal & Interest	\$966
\$1000	Taxes	\$1000
\$125	Insurance	\$125
\$1,979	Total PITI	\$2,091

Assumptions

Purchase Price - \$250,000

20% Down Payment

Loan Amount - \$200,000

Taxes - \$12,000

Homeowners Insurance - \$1,500

Difference of \$112 a month x 360 months = **\$40,320**



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Buying Power

What can you get for the same monthly payment of 3.1%?

\$1,979 PITI Monthly Payment

4.1 % Rate

\$222,500 Purchase Price

\$27,500 LESS in Buying Power



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Thanks for coming!