

# Sales Meeting

BROCKPORT OFFICE – 3/16/22

www.HowardHanna.com

BROCKPORT  
OFFICE  
585-637-6810

Main St



Howard  
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*“This, too, shall pass.”*

-Grandpa Klock



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# Agenda

- 1<sup>st</sup> Priority – Mary Kern
- Children's Free Care Fund
- Market Conditions – Perspective
- Market Inventory
- Boost – Datamining



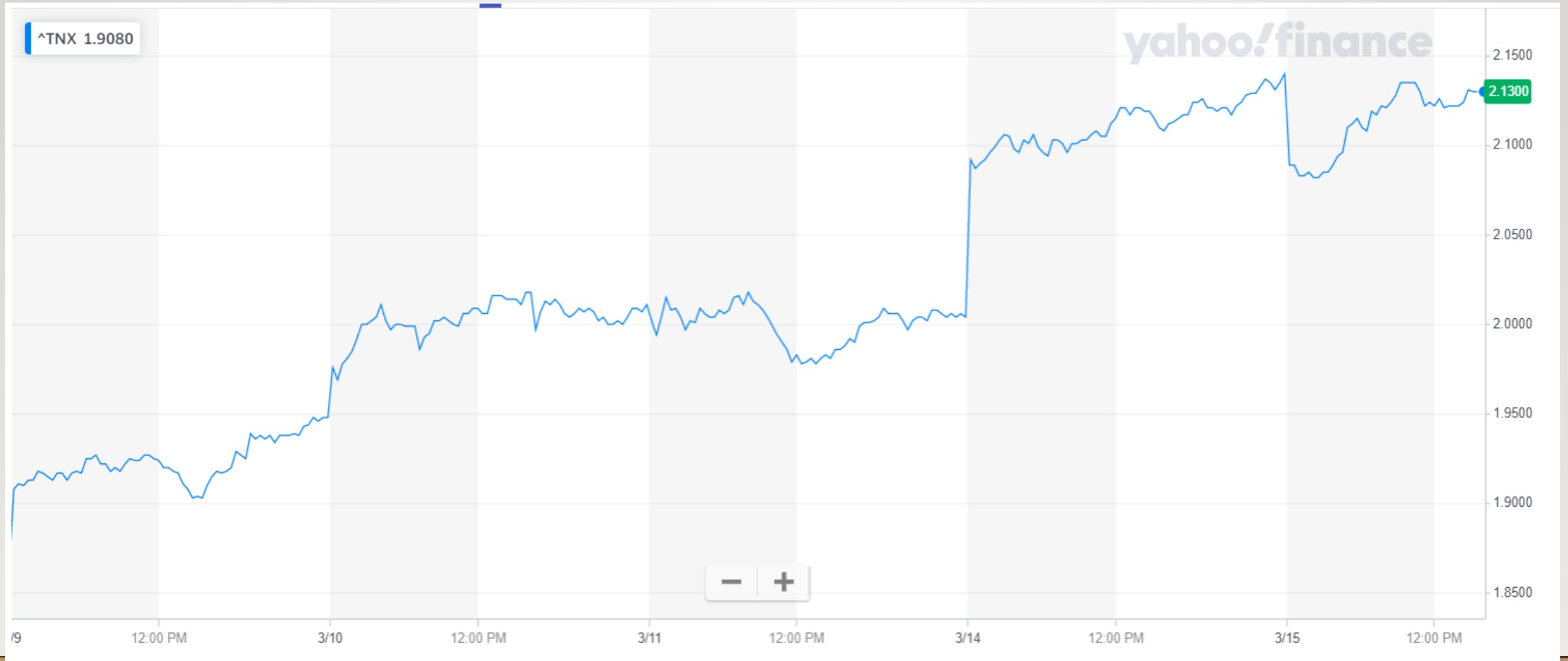
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# 1<sup>st</sup> Priority

- Mary Kern



# 5 Day – 10 Year Treasury (TNX)



*Motivate* Buyers, don't **SPOOK** them!

# 20 Year Chart for 10 Year Treasury (TNX)





Chairpersons:

Joanne Bocach &  
Kim Donley

*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!

# How do you describe the market?

## DO YOU SAY?

- Challenging
- Housing Shortage
- Competitive
- Bidding War

## WHAT IF WE SAID...

- High Velocity
- Hugely Efficient
- Moving Quickly
- High Demand by Consumers



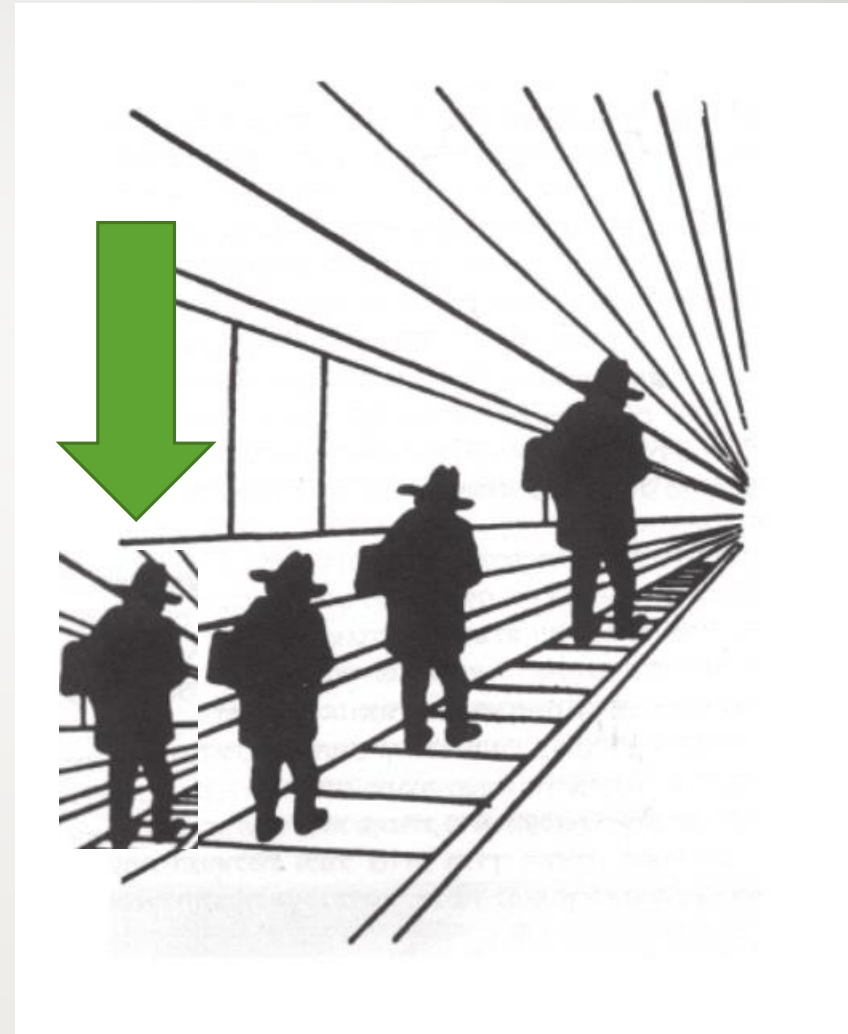
What do you see?

Which person appears  
the largest?



Perspective matters

How we *paint* it  
matters more...



# More from Matthew Ferrara

[There Is No Real Estate Housing Shortage \(vimeo.com\)](#)

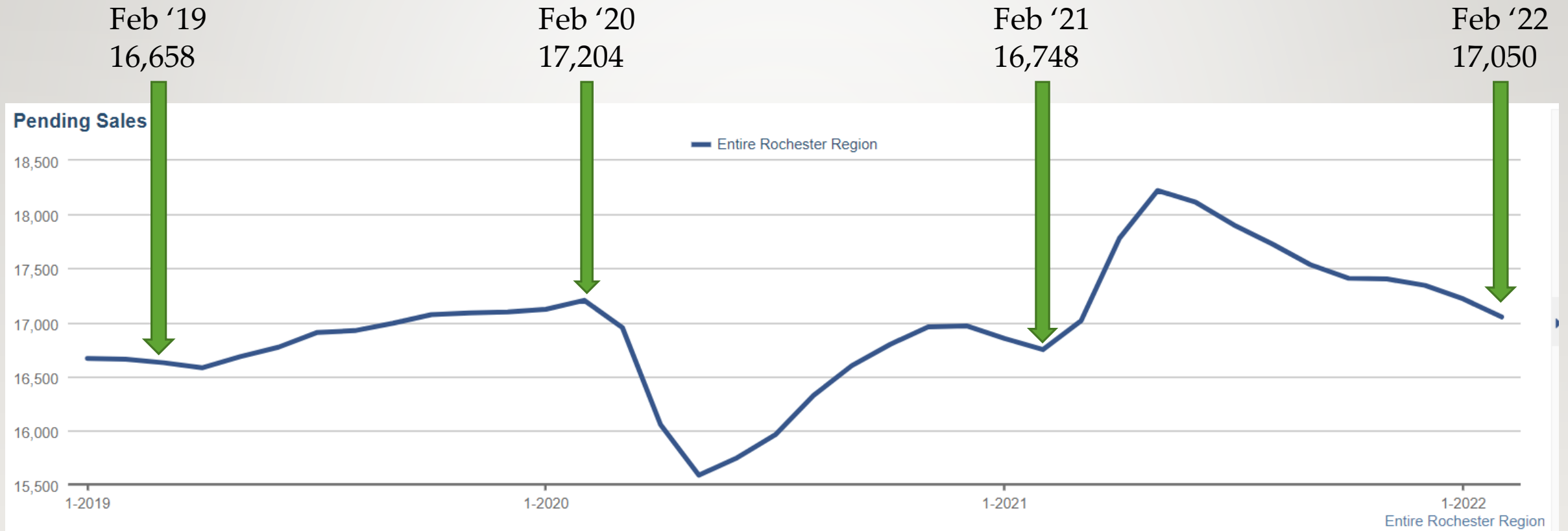
Motivate buyers to TAKE ACTION to enter a marketplace that is rising as an asset.

-Matthew Ferrara

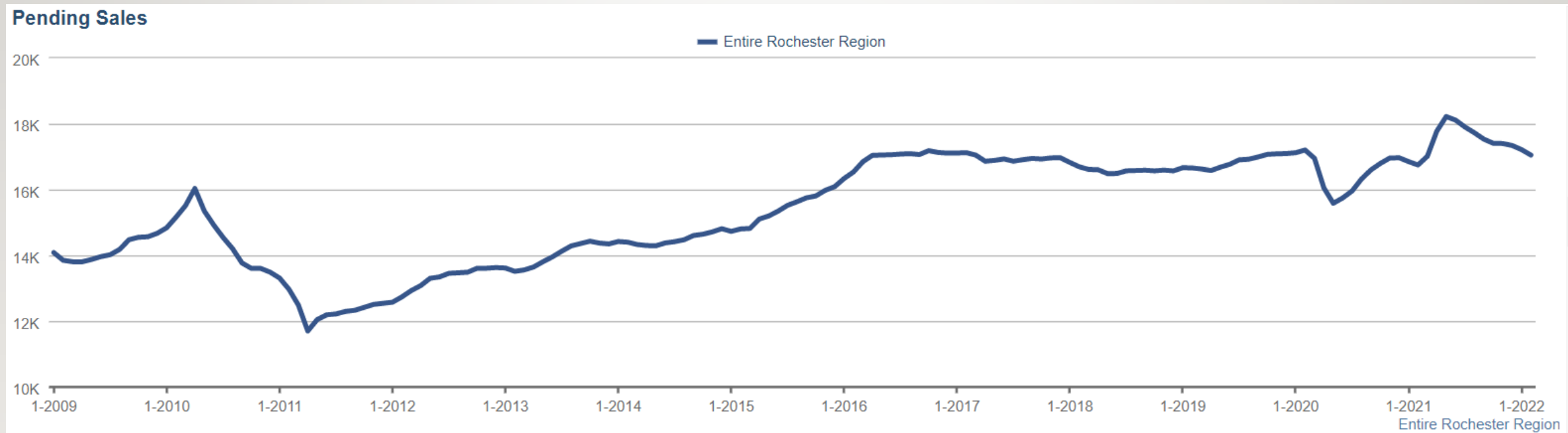


Is the same  
true locally?

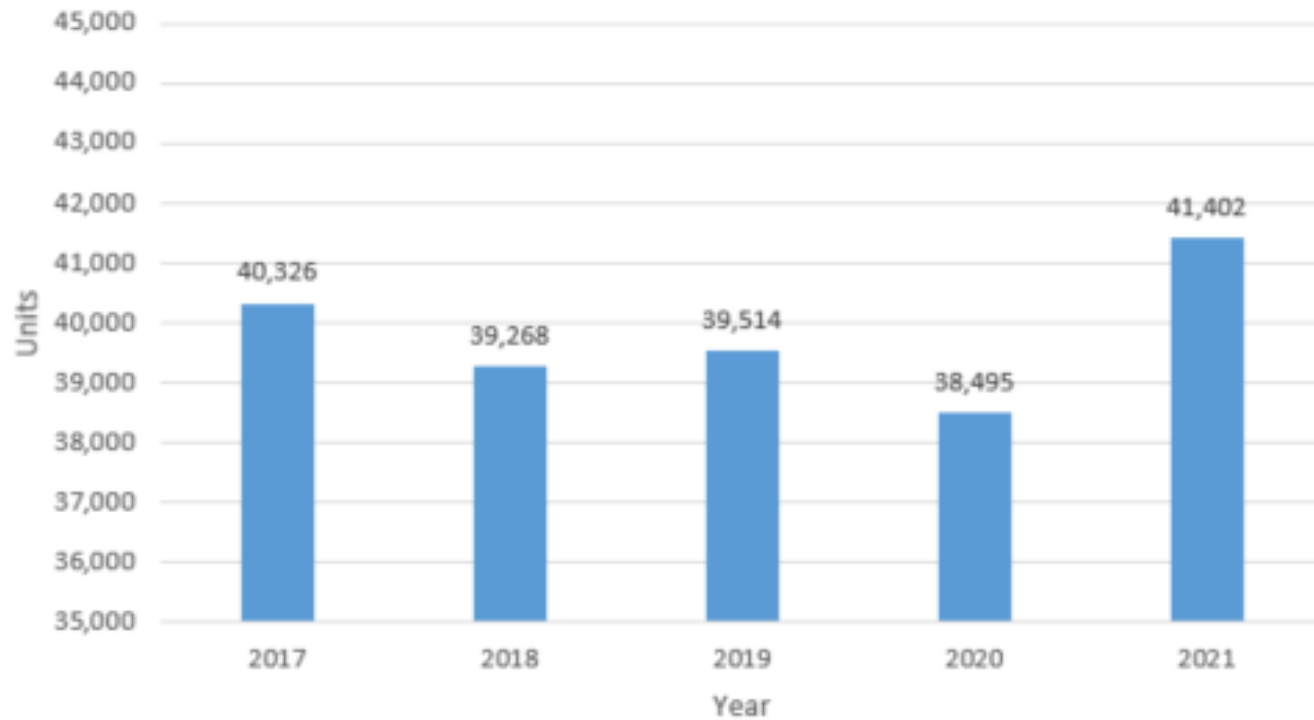
# Rochester Region, Pending Sales Last 3 years



# Rochester Pending Sales since 2009



GRAR Closed Sales by Year



Closed Sales are High.

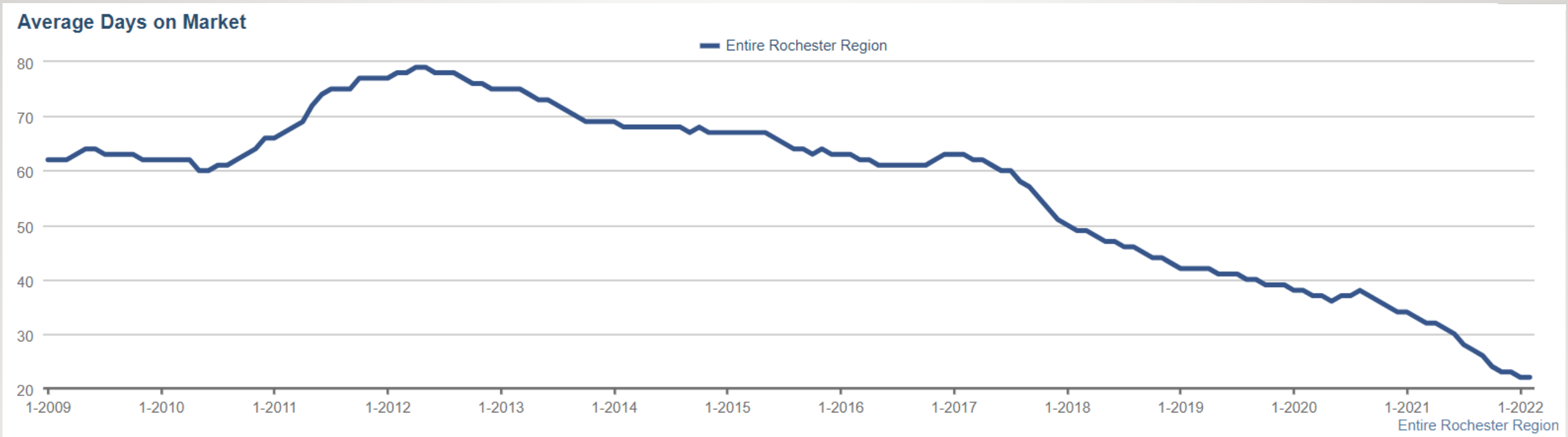
Higher than last 4 years.



## So why does it seem/feel different?

- Low(er) Interest Rates
- Access to Cash
- Pandemic Slow Down Creating Pent-up Demand
- Delayed Negotiations → Days on Market
  - New “On-Demand” Market
  - Must sell in ~6 days or becomes stigmatized

# Rochester Average Days on Market



# So what are some possible solutions?

## CONTROL

- Let Buyers Buy
  - If they don't it could cost them
- Change the Narrative
  - Speak Positively About the Market
  - Industry Shift away from "On-Demand" Buying
  - Stop saying Sold in One Day!
- Be Better Than the Next Agent
  - Trust vs. Value
  - Don't start with bad news!
  - Who helped you with the process vs Are you working with an agent. (Open-ended questions, not Yes/No)
  - Focus on what gets results
- Spring Market – Historically turns around
  - Get out and talk to sellers
  - Condition Sellers to accept contingent deals

## NO CONTROL

- Rising Interest Rates
- Inflation
- World Turmoil

Focus on what you CAN control!

# Market Inventory



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# Current Single Family & Condo for Sale

(as of 3/14)

- Monroe County – 351 (289)
- Brockport School Dist. – 7 (5)
- 14420 – 6 (5)

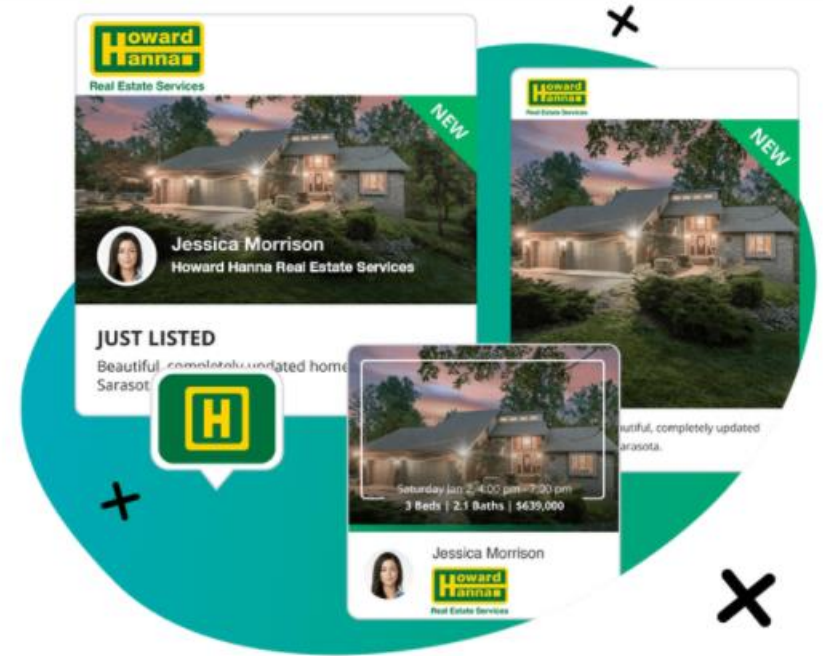


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## Automated ad campaigns

Boost automatically creates digital ad campaigns across various channels for each of your listings. You'll be able to tweak and edit each of your campaigns to your liking, track performance, and reach your target audience.



<https://watch.screencastify.com/v/PAvIJJmMYP3Ayx7jYdqC>



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Thanks for coming!