

REimagine Real Estate 2024

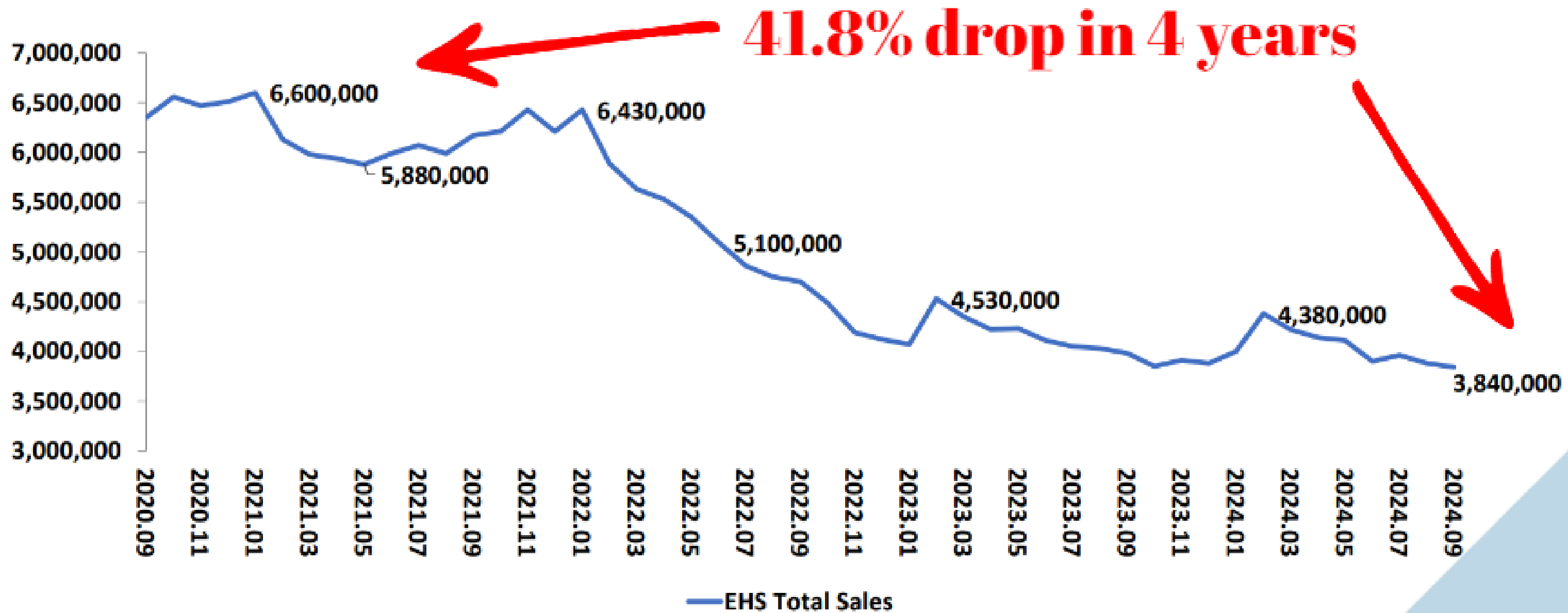
A Middleton Elite Coaching Summit



November 13, 2024 – Raleigh, NC

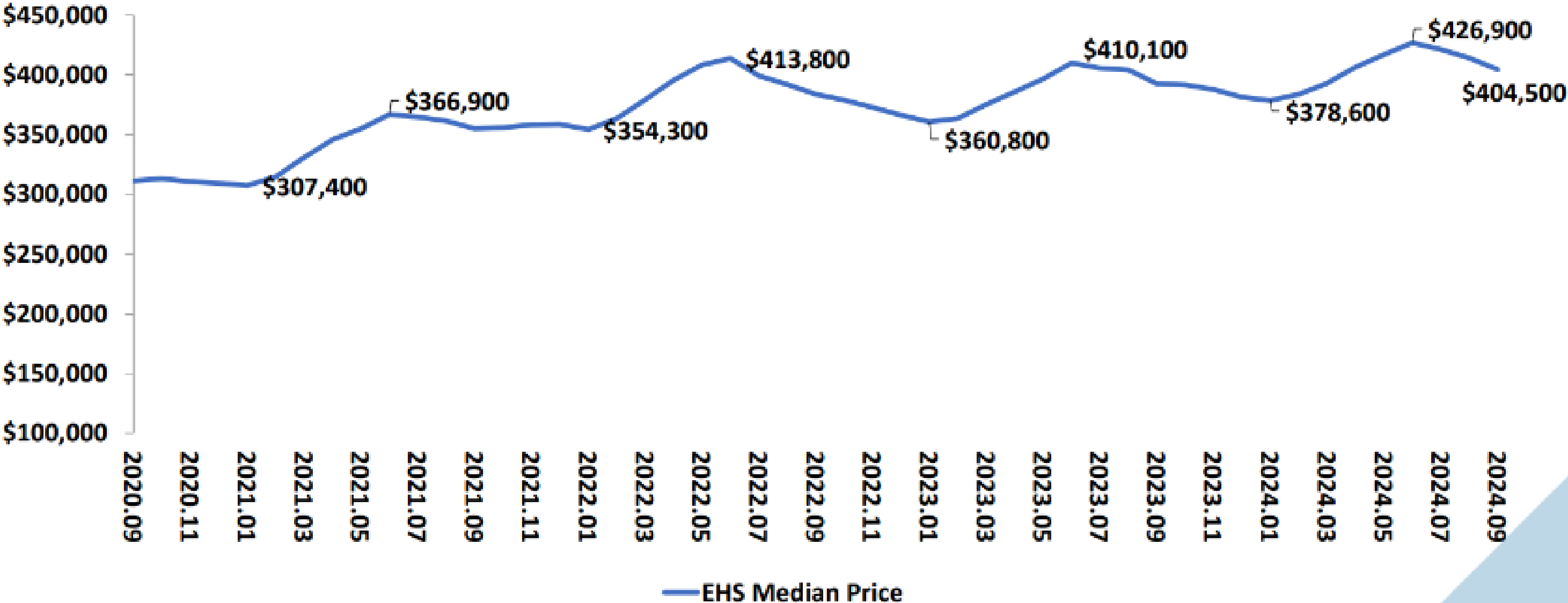
Market Update and 2025 Forecast

Total Existing Home Sales, SA Annual Rate



Median Price of Existing Home Sales

Up 3-5% YOY



Buyer Demand vs. Seller Supply

Buyer Demand

1. **Net Migration**
2. **Demographic Waves**
3. **Monetary Policy**

Seller Supply

1. **New Construction**
2. **Resale**
3. **Incentives/Tax Policy**





- 1 Myrtle Beach, SC/Wilmington, NC (1st in 2023)
- 2 Ocala, FL (4th in 2023)
- 3 Houston, TX (5th in 2023)
- 4 Greenville-Spartanburg, SC (10th in 2023)
- 5 Charlotte, NC (16th in 2023)
- 6 Raleigh, NC (20th in 2023)
- 7 Phoenix, AZ (18th in 2023)
- 8 Knoxville, TN (7th in 2023)
- 9 Jacksonville, FL (8th in 2023)
- 10 Asheville, NC (17th in 2023)
- 11 Boise, ID (15th in 2023)
- 12 Portland, ME (13th in 2023)
- 13 Nashville, TN (11th in 2023)
- 14 Atlanta, GA (Not ranked in 2023)
- 15 Johnson City, TN (Not ranked in 2023)
- 16 Huntsville, AL (Not ranked in 2023)
- 17 Dover, DE (Not ranked in 2023)
- 18 Orlando, FL (3rd in 2023)
- 19 Savannah, GA (19th in 2023)
- 20 Greensboro, NC (Not ranked in 2023)



Cities with
the most
long-distance
moving requests.

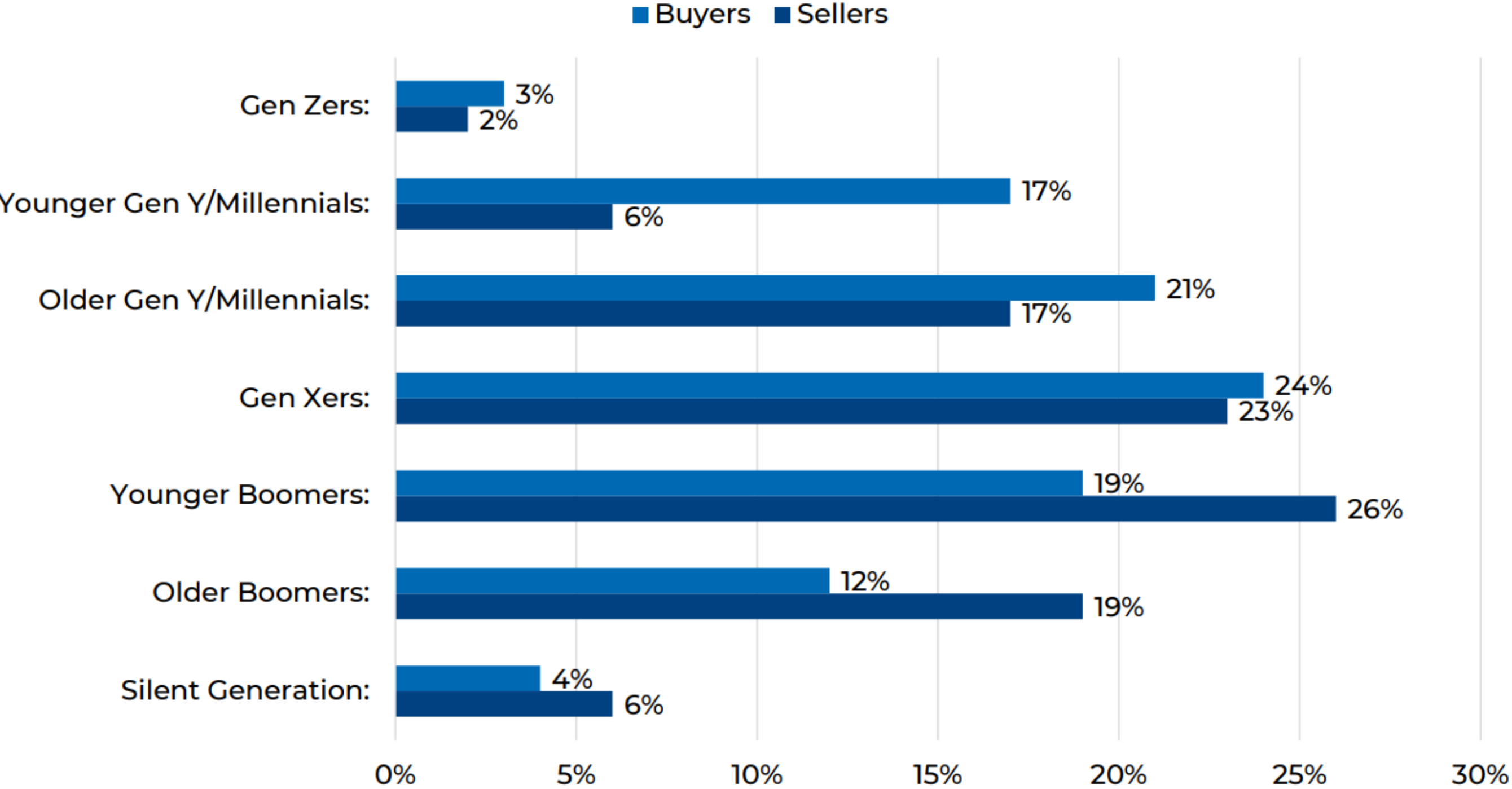
- 1 Austin, TX
- 2 West Palm Beach, FL
- 3 San Diego, CA
- 4 San Francisco, CA
- 5 Miami, FL
- 6 Las Vegas, NV
- 7 Houston, TX
- 8 Denver, CO
- 9 Seattle, WA
- 10 Colorado Springs, CO

PODS Study

REALTOR.com Study



SHARE OF BUYERS AND SELLERS BY GENERATION



PRIMARY REASON FOR PURCHASING A HOME

Exhibit 1-15

(Percentage Distribution)

AGE OF HOME BUYER

	All Buyers	25 to 33	34 to 43	44 to 58	59 to 68	69 to 77	78 to 98
Desire to own a home of my own	26%	49%	35%	26%	12%	5%	4
Desire to be closer to family/friends/relatives	12	4	5	8	18	31	28
Retirement	5	*	*	2	15	11	6
Desire for a home in a better area	1	3	7	7	8	8	7
Desire for smaller home	6	*	1	4	10	14	20
Desire for larger home	11	10	20	12	6	7	3
Change in family situation (e.g. marriage, birth of child, divorce, etc.)	8	8	8	11	8	7	5
Job-related relocation or move	6	6	8	9	3	1	1
Desire to be closer to job/school/transit	3	2	3	3	2	*	1
Affordability of homes	2	2	1	2	2	2	3
Establish a household	2	6	3	1	*	*	*
Financial security	2	3	2	1	2	1	1
Better weather conditions	1	*	1	2	1	1	*
Desire for better home for pet(s)	1	2	1	1	1	1	2
Desire for a newly built or custom-built home	2	*	1	2	2	2	3
Purchased home for family member or relative	1	*	*	*	2	1	*
Greater number of homes on the market for sale/better choice	*	*	*	*	*	*	*

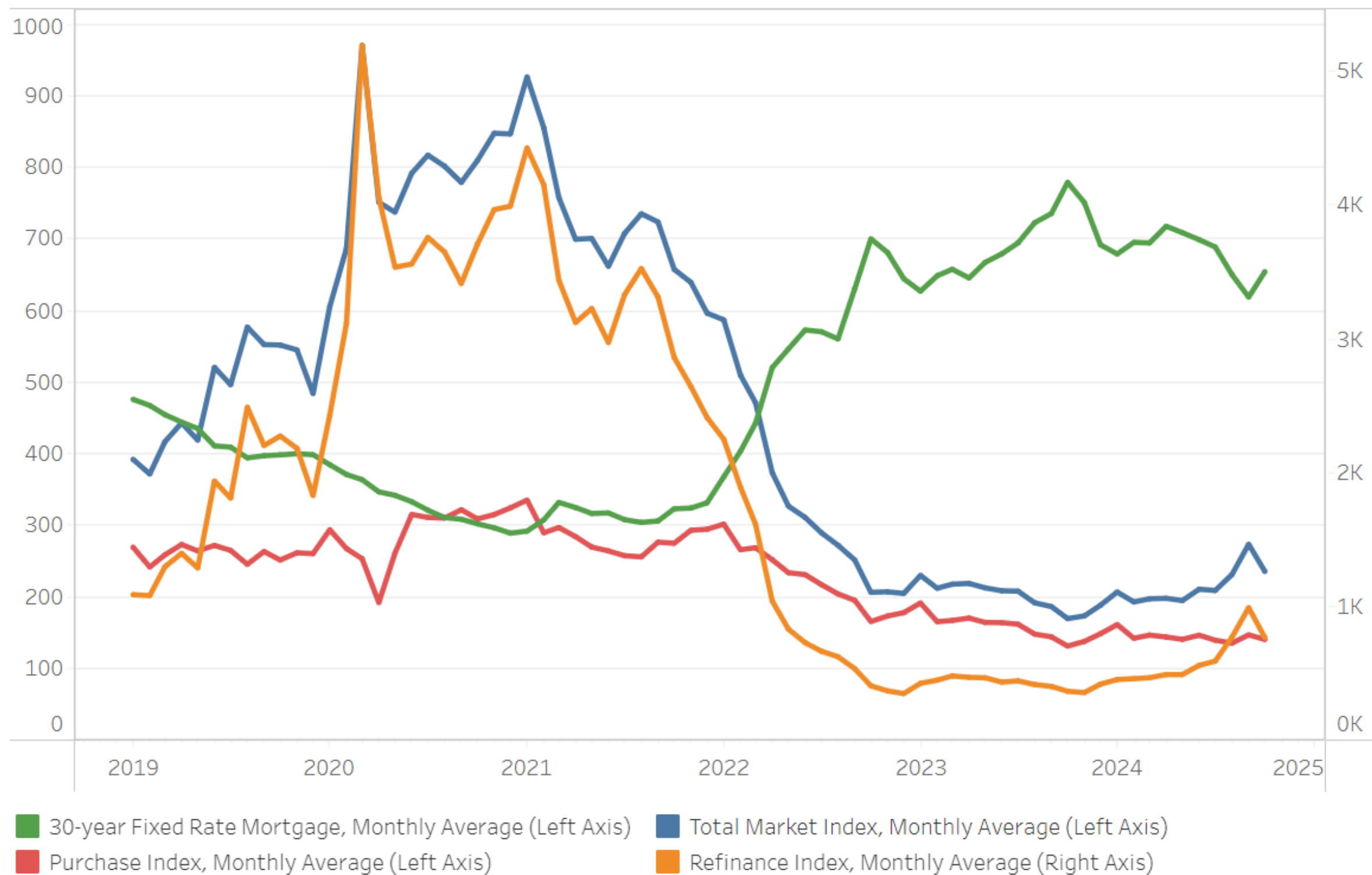
*Less than 1 percent

Mortgage Interest Rate Projections by Year End 2025:

- Fannie Mae – 5.7%
- NAHB – 5.9%
- NAR – “near” 6.0%
- Mortgage Bankers Assoc. – 6.0%
- Goldman Sachs – 6.1%
 - 85% of mortgages are below current rate
 - 70% of mortgages are 5% or less
- Some commentary on inflation and the FED



Mortgage Applications and Interest Rates (Index)



Source: MBA Applications Survey

Index, 03/16/1990 = 100, seasonally adjusted



	7% RATE	6% RATE	5% RATE
\$250,000	\$1,663	\$1,499	\$1,342
\$500,000	\$3,327	\$2,998	\$2,684
\$1,000,000	\$6,653	\$5,996	\$5,368



Buyer Demand vs. Seller Supply

Buyer Demand

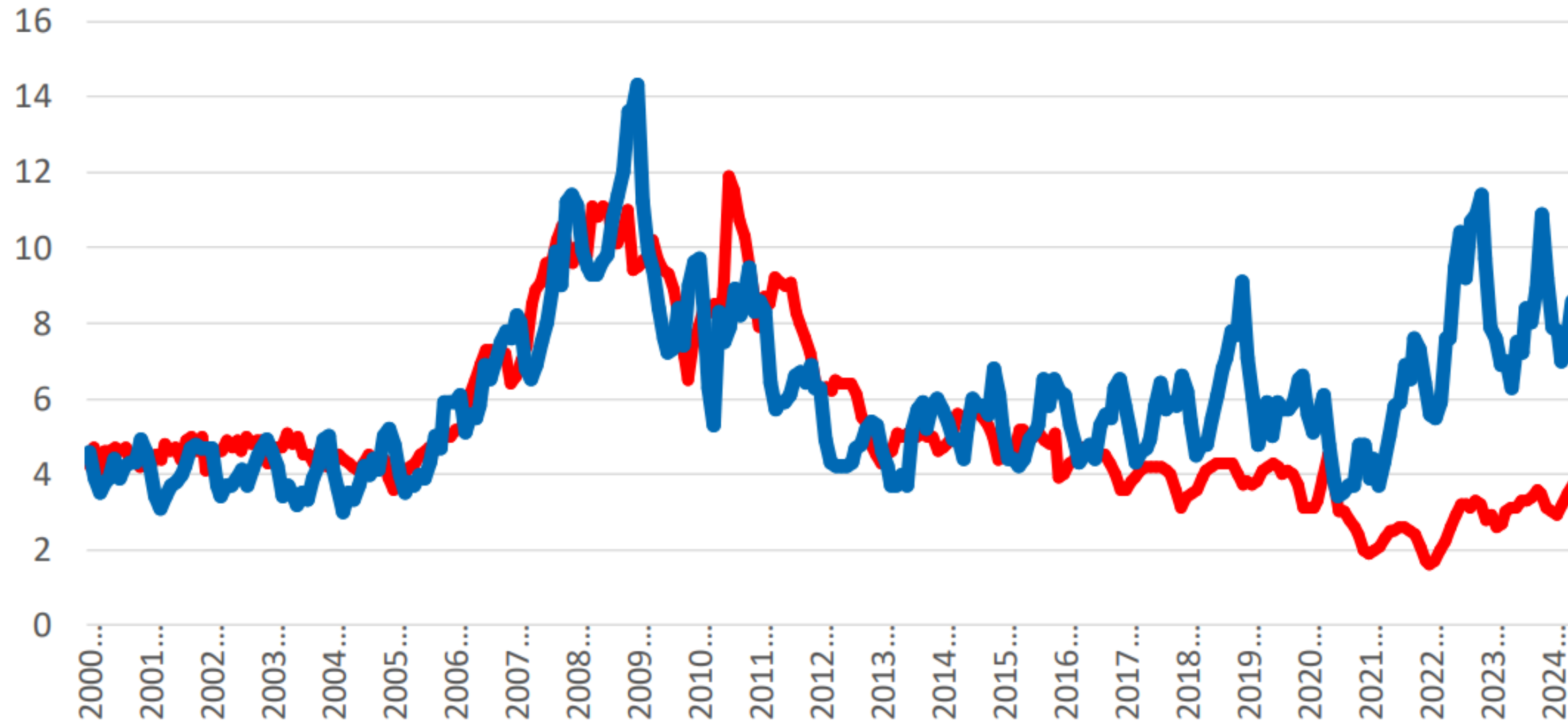
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Seller Supply

1. **New Construction**
2. **Resale**
3. **Incentives/Tax Policy**



Months Supply of Inventory New and Existing



Source: NAR and Census

PRIMARY REASON FOR SELLING PREVIOUS HOME

Exhibit 6-13 (Percentage Distribution)

	AGE OF HOME SELLER						
	All Sellers	25 to 33	34 to 43	44 to 58	59 to 68	69 to 77	78 to 98
Want to move closer to friends or family	23%	14%	8%	14%	28%	35%	44%
Home is too small	13	31	37	12	5	5	1
Job relocation	8	17	16	14	4	1	1
Neighborhood has become less desirable	9	8	9	11	10	8	6
Change in family situation (e.g., marriage, birth of a child, divorce)	10	11	10	13	6	7	5
Home is too large	9	1	1	6	11	15	16
Moving due to retirement	8	*	1	4	15	11	4
Want to move closer to current job	3	8	4	6	2	*	1
Upkeep of home is too difficult due to health or financial limitations	4	1	1	3	6	7	10
Schools became less desirable	1	1	3	2	*	*	*
Can not afford the mortgage and other expenses of owning home	1	*	1	2	2	2	1
Other	10	8	7	15	10	8	14

*Less than 1 percent

Incentives/Tax Policy

Possible/Good Ideas:

- 1. Less restrictive zoning**
- 2. Incentivizing conversion of commercial office space to multi-family space**
- 3. Better lumber trade arrangement with Canada**
- 4. Small (relative) investor seller tax credits**

Not-so-good Ideas:

- 1. Political meddling with the FED**
- 2. Large tariffs that impact housing construction materials**
- 3. Overly-restrictive immigration policy that constrains labor**
- 4. Massive tax credits to buyers** (this is a cost/supply issue)



Exercise:

What are the highest priority things that are within my control for:

- Me?
- My family and those closest to me?
- My team (if applicable)?
- My clients?

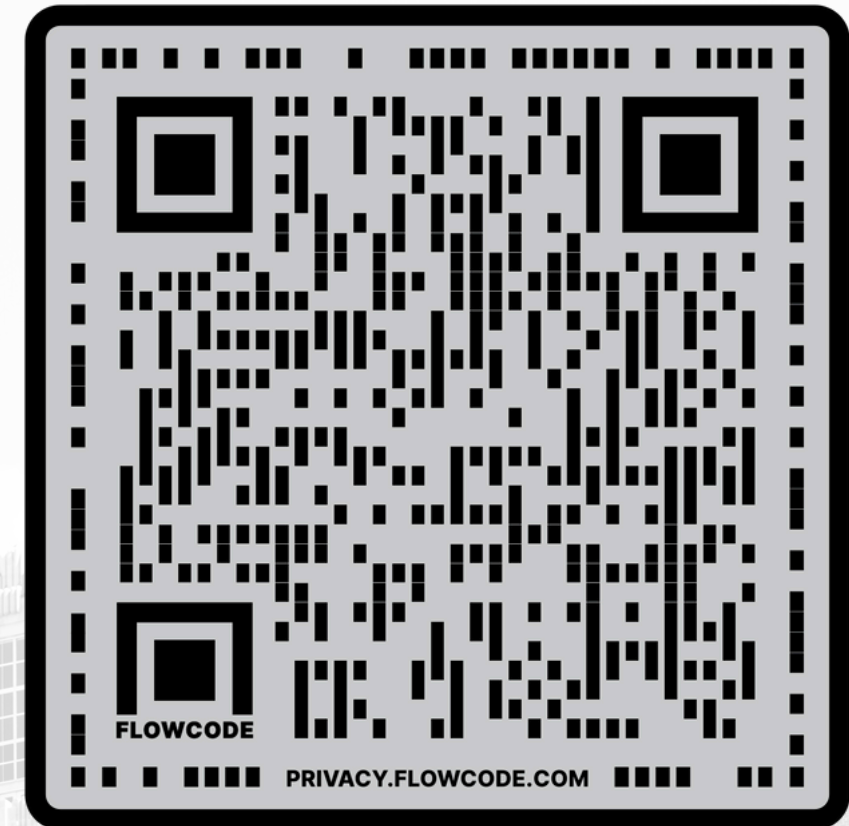
Based on that, what (specifically) will I do next?





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that works.

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& RESOURCES

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Panel Discussion: Fundamentals REimagined



Linda Trevor

Linda Trevor & Co.
COMPASS
Cary, NC



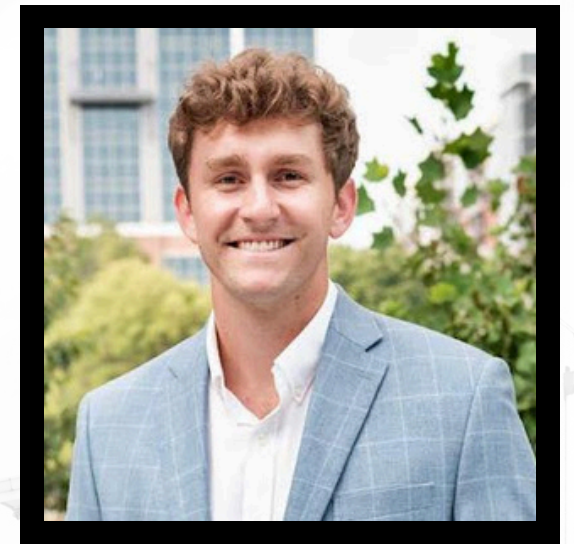
Davis Holt

The Results Team
COMPASS
Cary, NC



Jason McClendon

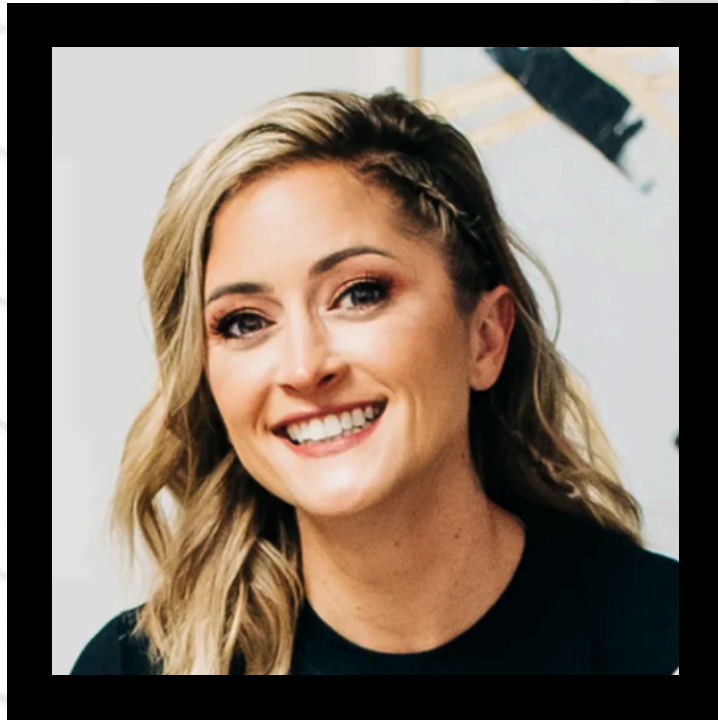
Broker / Owner
MCCLENDON REALTY
Greenwood, SC



Will Sawyer

Will Sawyer Real Estate
KW GREENVILLE UPSTATE
Greenville, SC

About Sheena



Sheena Saydam

Saydam Properties Group
KW CAPITAL PROPERTIES
Washington, DC

Sheena Saydam, along with her husband, leads Saydam Properties Group at Keller Williams - a small but mighty real estate team covering the DC Metro area. The team has sold a billion dollars in real estate entirely by referral and was Keller Williams DC Metro #1 Team for Sales Volume in 2023 and the #3 Top Team in Washington, DC across all brokerages in 2023.

SPG is known for giving back to the community, and has donated in excess of \$650K to charity.

Giving is a central part of what they do, and has resulted in the creation of more than a dozen clean water drinking wells in Africa, a library for a local maximum security prison, a shower truck for the homeless and investments in military veterans, DC firefighters, school safety, after school tutoring and athletics for children in NE, DC, a school for 80 girls in Kisii, Kenya, and countless other projects. Sheena is a mom of three, barre enthusiast and lover of nonfiction books.

REImagine Real Estate 2024

Benefitting Hurricane Relief in WNC + the Southeast US

Auction – Bid on a 45-minute coaching session with **Shaun!**

Raffle – Win a 90-minute negotiations class with Sheena

Purchase Raffle Tickets: 1 for \$25 or 5 for \$100

***All winning bidders + raffle purchasers, MEC Podcast Subscribers, get a copy of Sheena's 'Facebook Magic', the very system Sheena used to build her team!**



Venmo check out at the table in the back of the room.

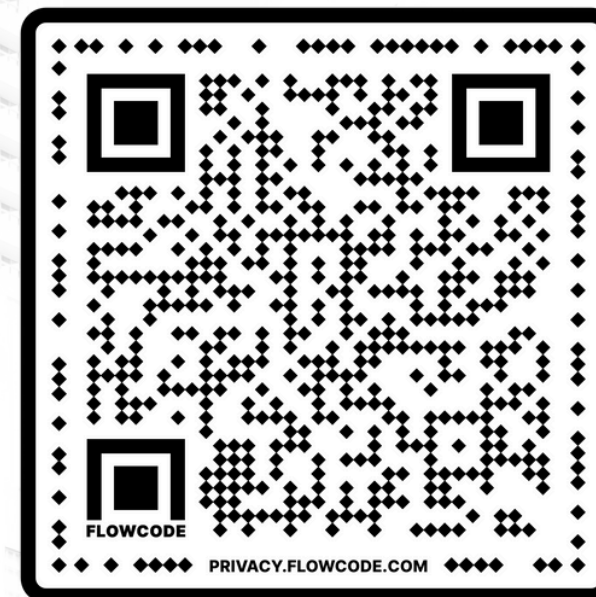
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Panel Discussion: Buyer Communication REimagined



Colleen Lawrence

Linda Trevor & Co,
COMPASS
Cary, NC



Justin Grogan

Firefly Realty
KW PROFESSIONALS
Asheville, NC



Lisa Quin

Quin Realty Group
COMPASS
Cary, NC



Brian Bursell

REALTOR®
BLUE COAST REALTY
Wilmington, NC

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Panel Discussion: Operations REimagined



Katie Prendergast

Firefly Realty
KW PROFESSIONALS
Asheville, NC



Sara Little

Firefly Realty
KW PROFESSIONALS
Asheville, NC



Mark Rucker

Rucker & Associates
KW GREENVILLE CENTRAL
Greenville, SC



Daniel Rodgers

Rucker & Associates
KW GREENVILLE CENTRAL
Greenville, SC

About Shaun



Shaun Rawls

Speaker | Trainer | Author
RAWLS CONSULTING
Atlanta, GA

Shaun Rawls is the Founder and CEO of Rawls Consulting, a forward-thinking organization that invests in people, businesses, and real estate ventures. He is a highly sought-after national speaker and author of "F-it-Less." The book redefines the "F-it!" mindset, offering readers a transformational approach to facing life's toughest moments instead of giving up.

Rawls built Atlanta's #1 residential real estate firm, The Rawls Group of Keller Williams, which boasts more than 2,000 agents and over \$4 billion in annual sales. The Rawls Group was also awarded "Atlanta's Best Place to Work" for five consecutive years. Beyond Atlanta, Rawls was a co-regional owner for Keller Williams in New York, New Jersey, and Connecticut, and his expertise has earned him recognition by Real Trends and Swanepoel.

Shaun lives in Atlanta with his wife, Jeri, and their blended family of five children. He enjoys spending time at the beach, riding his motorcycle, playing tennis, and living life to the fullest.

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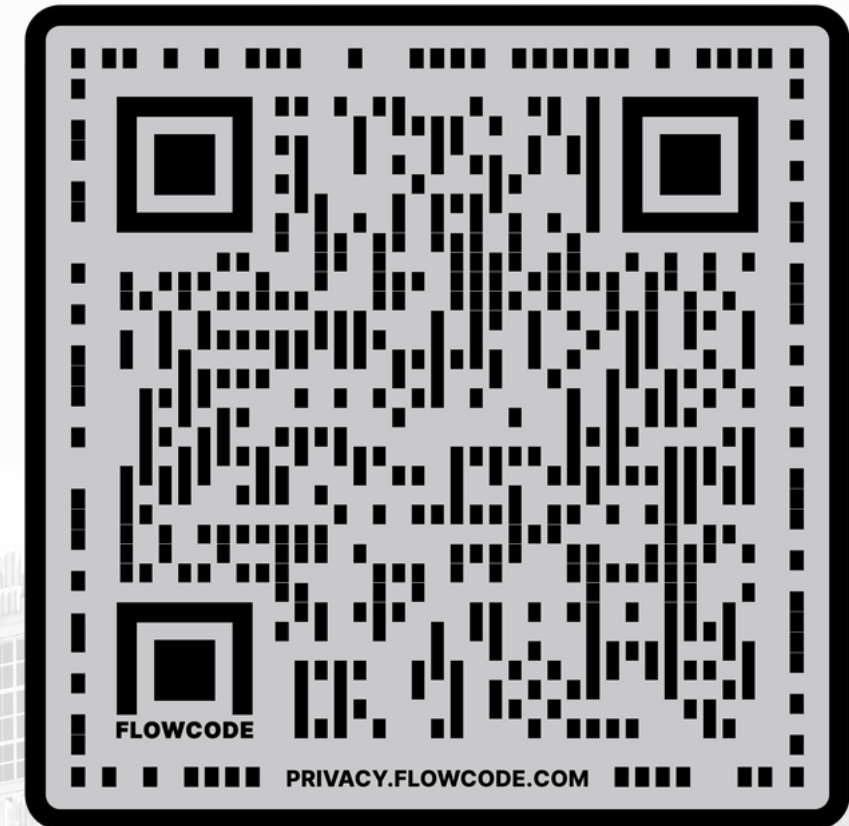


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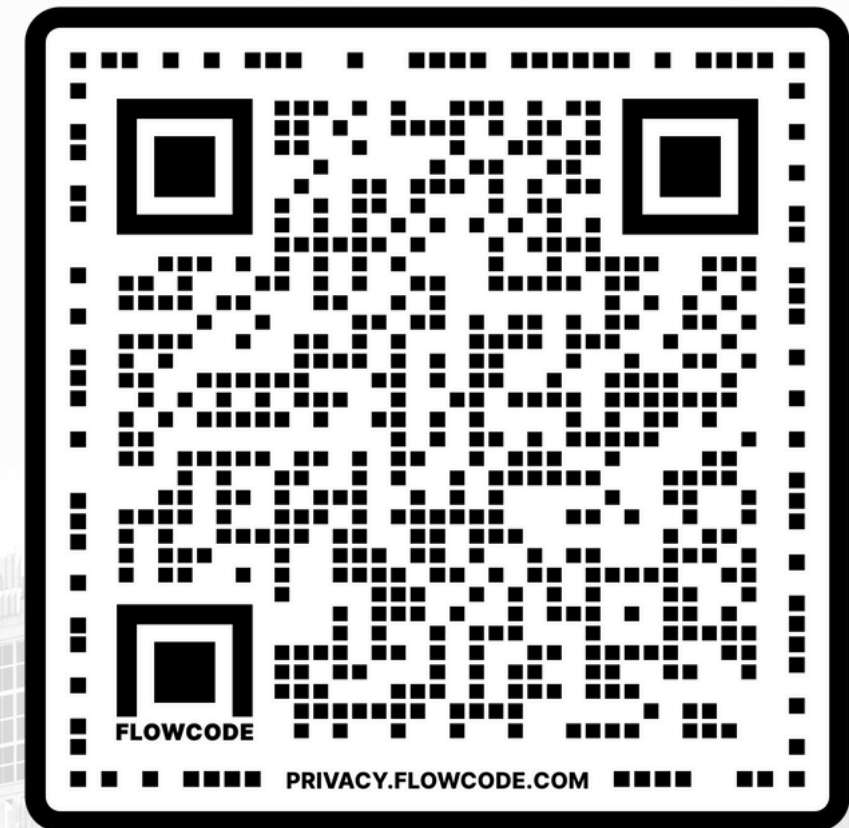
& RESOURCES

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We value your feedback!
Take this survey to
receive a copy of Sheena's
'Facebook Magic!'

MEC's REImagine RE



Feedback Survey

MiddletonEliteCoaching.com

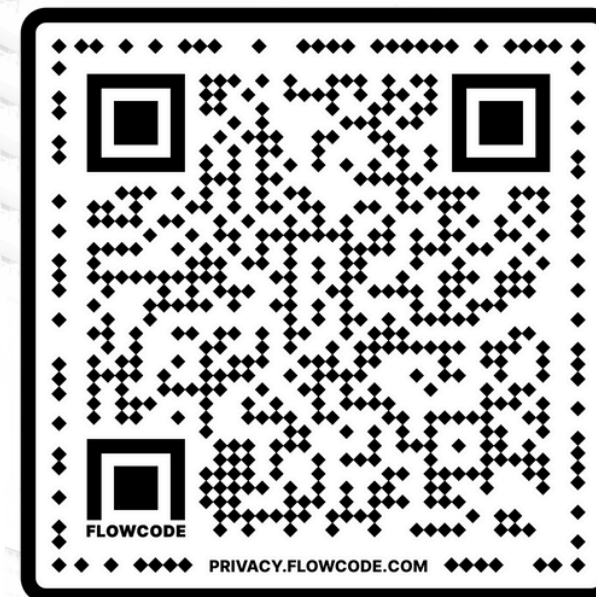
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