

National Home Valuation Week 2023

From Agent to Advisor: Thriving in a Low Inventory Market with Equity Insights



Presented by:

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Vice President, Client Success

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Welcome to Day 2!

First, a quick poll to
see how yesterday
went!

POLL

How did your first day go yesterday?

- A. I engaged my geographic sphere
- B. I engaged my social sphere
- C. I engaged my clients
- D. Two of the above!
- E. All of the above!

Agenda

From Agent to Advisor: Thriving in a Low Inventory Market with Equity Insights

- **Recap of NHVW Day 1**
- From Agent To Advisor
- Why is Equity Important?
- What is the Equity Report?
- How Agents are leveraging Equity Insights
- Summary / Preview of Next Webinar

**NH
VW** 2023
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Current State of the Market

Right now:

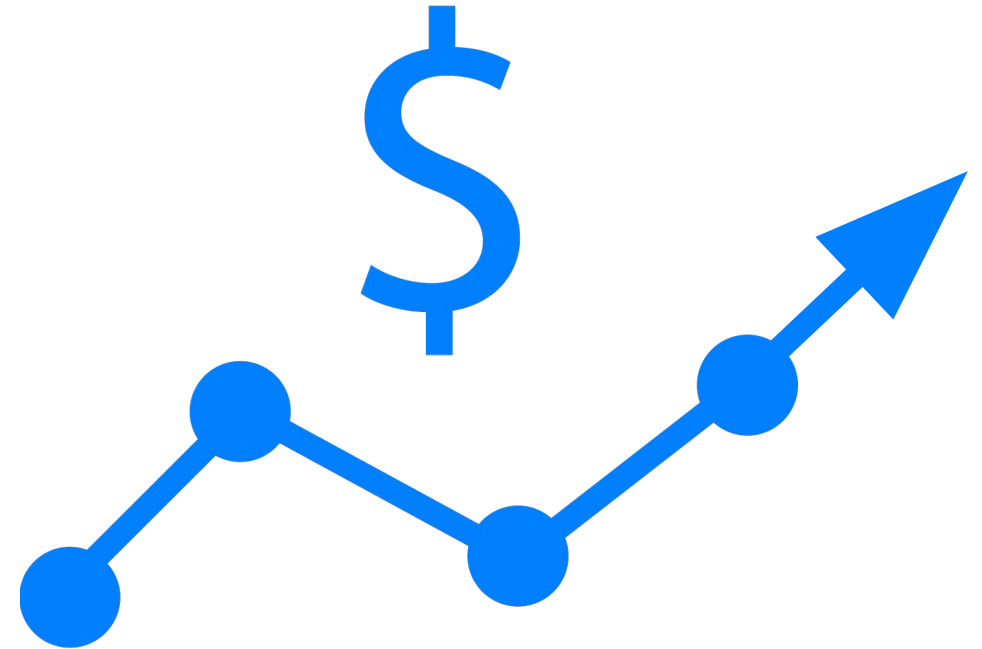
- Homeowners have seen an increase in their home's value
- Homeowners are exploring and acting upon **equity options**:
 - **Example:** Borrowers struggling to make payments are taking advantage of the increased value and refinancing or selling for profit.



Current State of the Market

Right now:

- Mortgage rates are rising:
“ The average mortgage rate for a 30-year fixed is 6.88%, nearly double its 3.22% level in early 2022. ” → [forbes.com](https://www.forbes.com), 3/31/2023
- Supply costs are rising
- Inflation economy = home values are rising



Current State of the Market

Right now:

- Recent buyers are staying put
- Inventory is stressed:

“ Homeowners who had locked in low mortgage rates in 2020 and 2021 [have been] unwilling to list their homes for sale. The number of existing-home sales plunged 36.9% from January 2022 to January 2023. ”

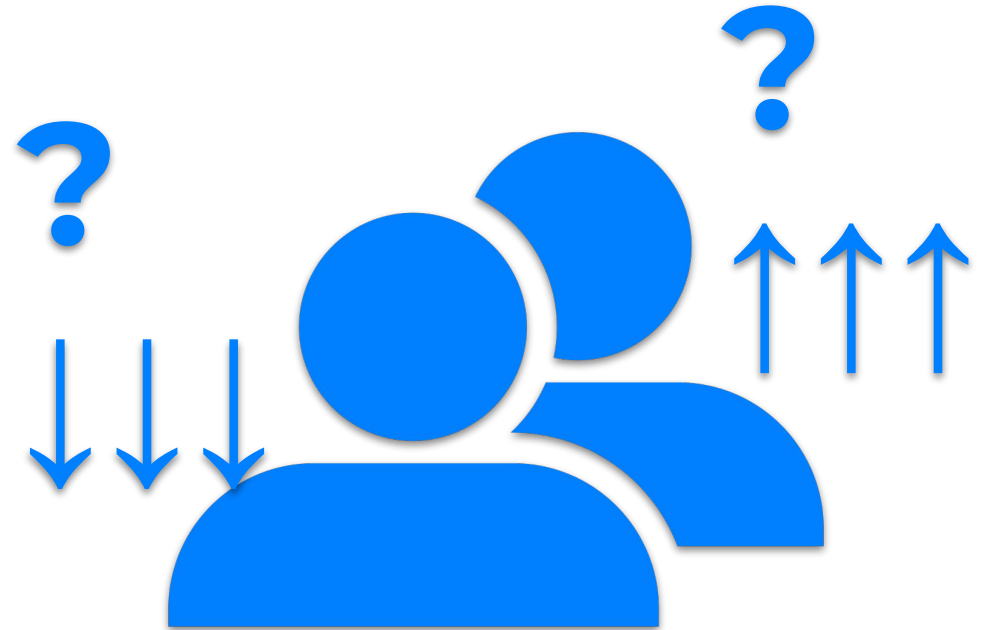
→ [Mansion Global / WSJ](#), 3/6/2023



Current State of the Market

Right now:

- Confusion in the Marketplace
 - *Sellers:*
 - Still act like it is a hot market
 - Believe they can price as high as they want & still sell
 - Think buyer bidding battles are still as common as 2022
 - *Buyers:*
 - Believe market will go down
 - Do not bite. Instead, they wait.



Current State of the Market

Right now:

- HELOCs are at a 15-year high
- It has never been more important for real estate agents to be seen as a *trusted advisor*

HOUSINGWIRE
Daily Update
March 30, 2023

FIRST LOOK
DRIVING HOMEOWNERSHIP
IT'S NOT JUST A BUSINESS. IT'S A COMMITMENT.

AUCTION.COM

Check out the latest on the Mortgage Rates » Go!

Home-equity niche will benefit from a private-label lift
Mortgage, Secondary, Home Equity

The demand for home-equity loans, particularly HELOCs as well as shared-equity investment products, is now stronger than at any time since before the global financial crisis some 15 years ago.

Current State of the Market

Real Estate in 2023

Throughout National Home Valuation Week, we will discuss and expand upon the current state of the market.

This includes current mortgage rates, supply costs, inventory levels, marketplace mindsets, outlooks and more.

Keep in mind – Current markets may behave differently than future markets. Stay tuned throughout the week to learn tips and best practices for navigating the current and projected future real estate landscape.



MORTGAGE RATES & INFLATION

- Mortgage rates rising
- Supply costs rising
- Inflation affecting home values



CONTINUED LOW INVENTORY

- Those who bought in '20 & '21 – staying put
- Inventory down ~37% Jan '22 to Jan '23



CONFUSION IN THE MARKETPLACE

- Sellers think market is still hot
- Buyers starting to wait & avoid bidding wars



LEVERAGING POSITIVE EQUITY

- Homeowners exploring options with equity
- Economically stressed borrowers refinancing

Trends & Market Predictions

Real Estate in 2023

Throughout National Home Valuation Week, we will discuss and expand upon the current state of the market.

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MORTGAGE RATES & INFLATION

- Mortgage rates will stabilize
- Supply costs are already decreasing
- Becoming a trusted advisor on the market will be key to winning new listings



CONTINUED LOW INVENTORY

- Inventory will improve but still remain low compared to years past
- Winning listings & closing both sides of the transaction will be key to success in 2023



CONFUSION IN THE MARKETPLACE

- Buyer-Seller market confusion will continue
- Agents need to be a trusted home advisor to remove confusion
- The HVS will be a top tool to gain trust and help navigate uncertainty



LEVERAGING POSITIVE EQUITY

- Homeowners will continue to refinance and/or explore their equity options
- Maximizing equity will be a powerful message throughout 2023

Important Facts: Life Events

Life Events Will Happen

- In your database of clients and prospects, regardless of rates, there are people who will:
 - Get married
 - Get divorced
 - Have a child and want to upsize
 - Want to retire and downsize
 - Pass away, leaving family members behind



PEOPLE WILL NEED YOUR HELP

Important Facts: Life Events

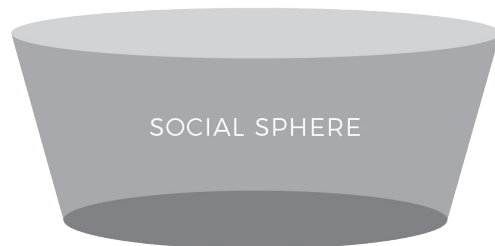
This Year in Numbers

- 4m people will graduate college
- 2.5m weddings will happen
- 3.5m babies will be born
- According to the US Census, up to 10 million families may relocate in the next 12 months
- 600,000 people will get divorced
- 10,000 baby boomers reach retirement age every day
 - 3.5M baby boomers will retire this year



ANY QUESTIONS?

Engaging Sellers



YOUR GEOGRAPHIC SPHERE:

Those homeowners in the location you farm. Most of these Homeowners still need to be introduced to you & your brand.

WHAT TO DO:

[Send out direct mailers the week of April 3-7 with a QR code](#) that directs them to your own What's My Home Worth Page.

[Ad Retargeting](#). Redirect any purchased local ads for homeowners to check their home's value on your Home Valuation Page.

YOUR SOCIAL SPHERE:

These are your 1st & 2nd degree contacts engaged with your social media profiles.

WHAT TO DO:

[Post content about the market & housing price changes](#) directing them to check the value of their own home. Include your home valuation site in your newsletter and/or emails that you send to your network.

CLIENTS:

These are the people you've already worked with in the past. It's a great opportunity to update them on their home's value & buyer demand.

WHAT TO DO DURING #NHVW2023:

1. [Subscribe each of these contacts to a monthly Home Value Report](#) coming from you each month. That way as we go into the hot season, they've already been getting a report from you on their home's value increasing month over month.
2. [Create a Buyer Market Analysis report for the homeowner's you've worked with in the past](#). This is a great way to start a conversation about how the market is this new year, the new home values, buyer demand, and see what their plans are.

Summary of How to 2x Your Leads

- **The Home Valuation Tool** is a mindset to capture seller leads. Market, Market, Market!
- **Consistency and Speed** are the name of the game when following up with leads.
- Use Percy's **Marketing Suite + Email Tools** to follow up quickly and effectively.
- Take advantage of NHVW and send mailers to your **Geographic Sphere** this week!
- Establish follow-up practices for your **Social Sphere**, including new lead responses.
- Enroll your past clients and other personal contacts to receive the monthly report.



YES or NO:

Has this been helpful so far?

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WHAT DO OWNERS WANT

According To A Zillow Survey And The Annual NAR Survey,
Two Things Owners Wanted From A Listing Agent:

FIND INTERESTED BUYERS

89%

DETERMINE LIST PRICE

79%

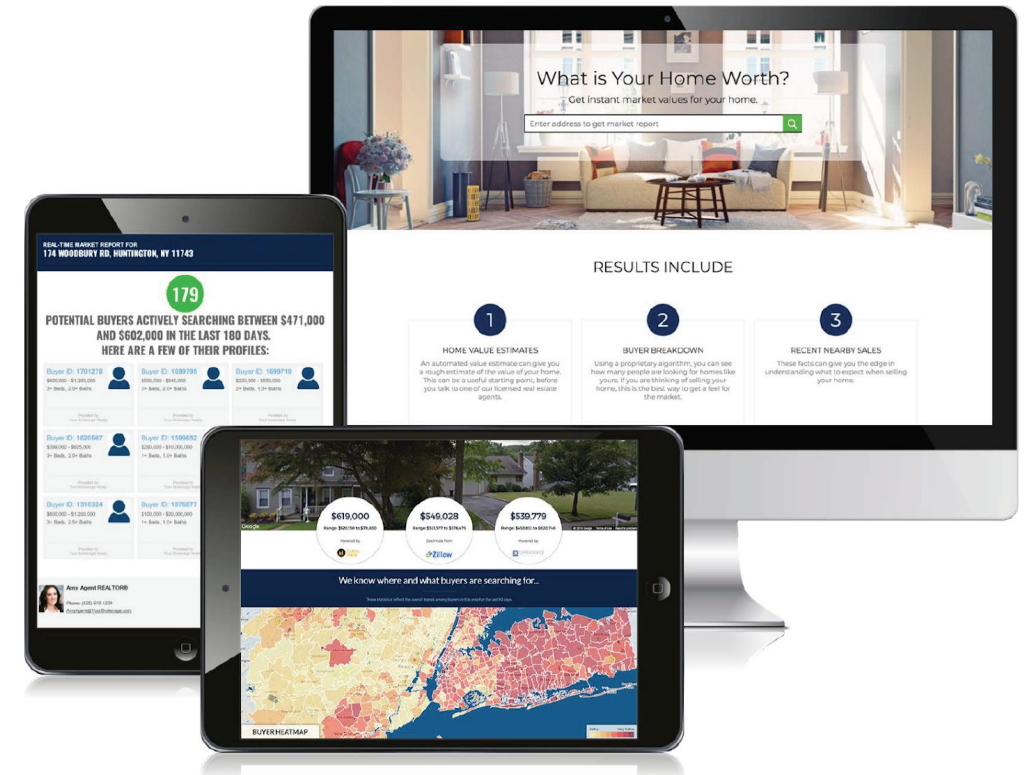
PercyHome Valuation Statement

What Homeowners Want

- Multiple valuations; help with price
- Buyer demand
- Nearby Market Activity

About Percy

- The leader in the AVM space; it's also the only thing we do
- Generated 1M+ seller leads
- High Conversion (9%+) to new inventory



REMEMBER THIS? WHAT DO **OWNERS WANT**

According To A Zillow Survey And The NAR Survey,
Two Things Owners Wanted From Their Listing Agent:

FIND INTERESTED BUYERS

89%

DETERMINE LIST PRICE

79%



WE NOW LIVE IN A
ONE-CLICK ECONOMY



#NHVW2023

Real Estate Agents Wear Many Hats

Expected Roles

- Market Expert
- Marketer
- Negotiator
- Scheduler
- Stager/Photographer

Additional, Non Paid Roles

- Contractor
- Plumber
- Therapist
- Wealth Manager
-and many more



IMPORTANT FACTS ABOUT HOMEOWNER EXPECTATIONS TODAY

- Homeowners care about their home and want the financial stability it can provide
- Homeowners are naturally inclined to want Information on their home
- Relevant content and and trusted equity advice drives engagement and ensures you stay top of mind
- When you are top of mind and providing value, you will get more repeat and referral business



HOW TO KEEP YOUR CLIENTS ENGAGED ARE YOUR ENGAGEMENT STRATEGIES ADDING REAL VALUE?



 **Susan's Real Estate Roundup**
All the Seattle real estate news that you need to know!

Susan Williamson (206) 555-4455 susan.smith@pacrealsolutions.com

 real estate
COMMERCIAL REAL ESTATE



10 Things You Can Do to Sell Your Home Faster

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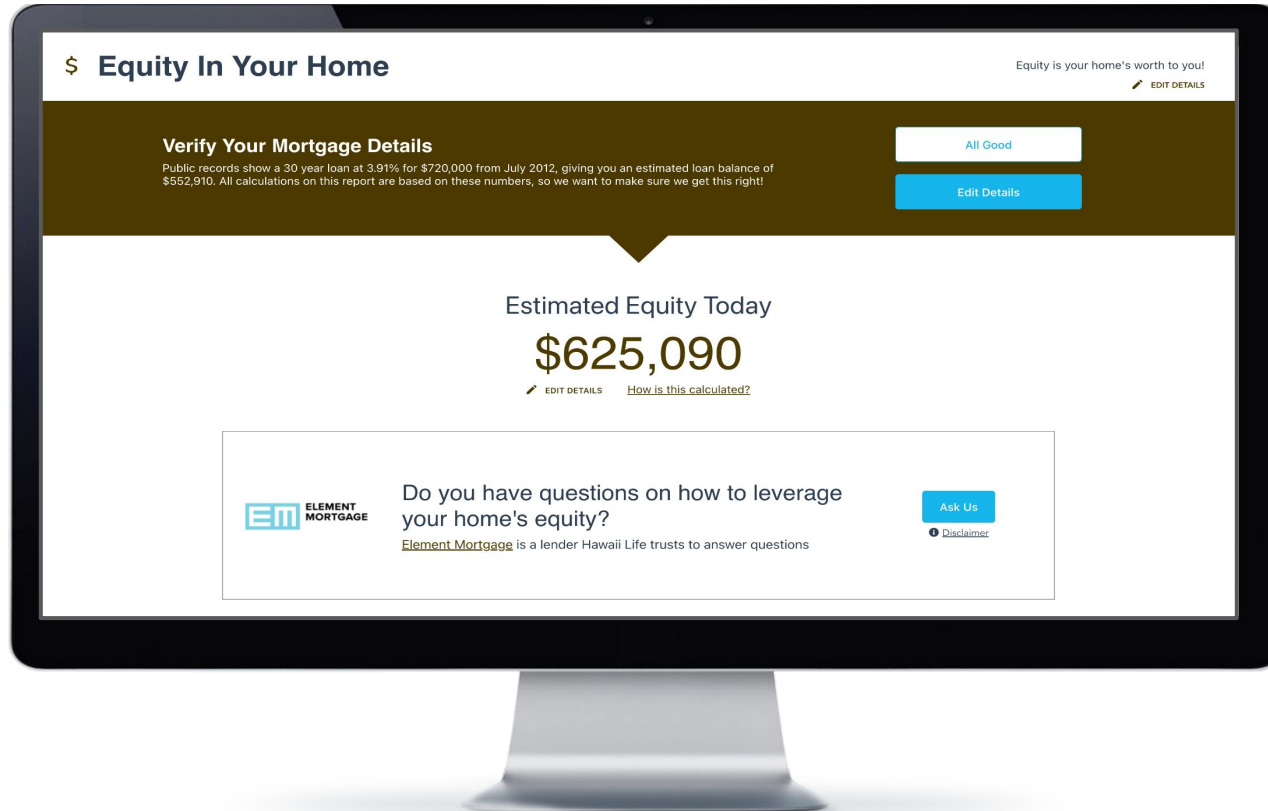


A house is more than just a home ... it's an investment too. And most home buyers have a home to sell first.

Build meaningful relationships with homeowners and position yourself as a **trusted advisor** on their home investment.

PERCY HOME EQUITY STATEMENT

Homeowners track your 401k/Roth IRA with a dashboard, why not track their largest asset, their home, with an Equity Statement?



By providing Equity Insights to your clients, you are adding value to their overall report, whether that's the immediate report or the monthly one.

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OWN THE OWNER

CREATE CLIENTS FOR LIFE

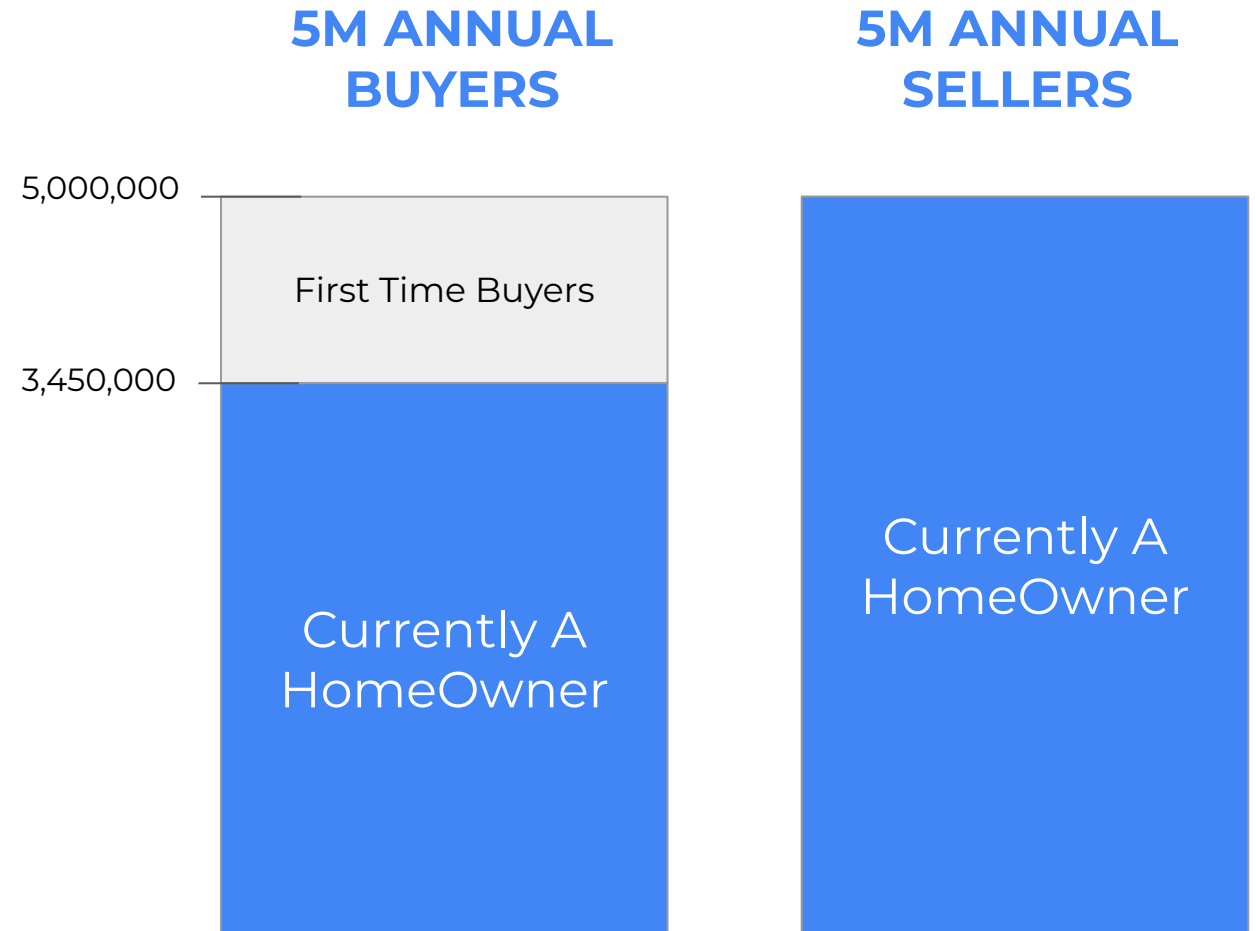
START WITH HOMEOWNERS

DID YOU KNOW: Your Next Borrower Is A HomeOwner

69%

Of Buyers Are Homeowners.

By Generating Inventory, You're Effectively Creating **Future Purchase Business.**



START WITH HOMEOWNERS

DID YOU KNOW: Your Next Borrower Is A HomeOwner

- ❖ **There Are 140 Million US Homeowners**

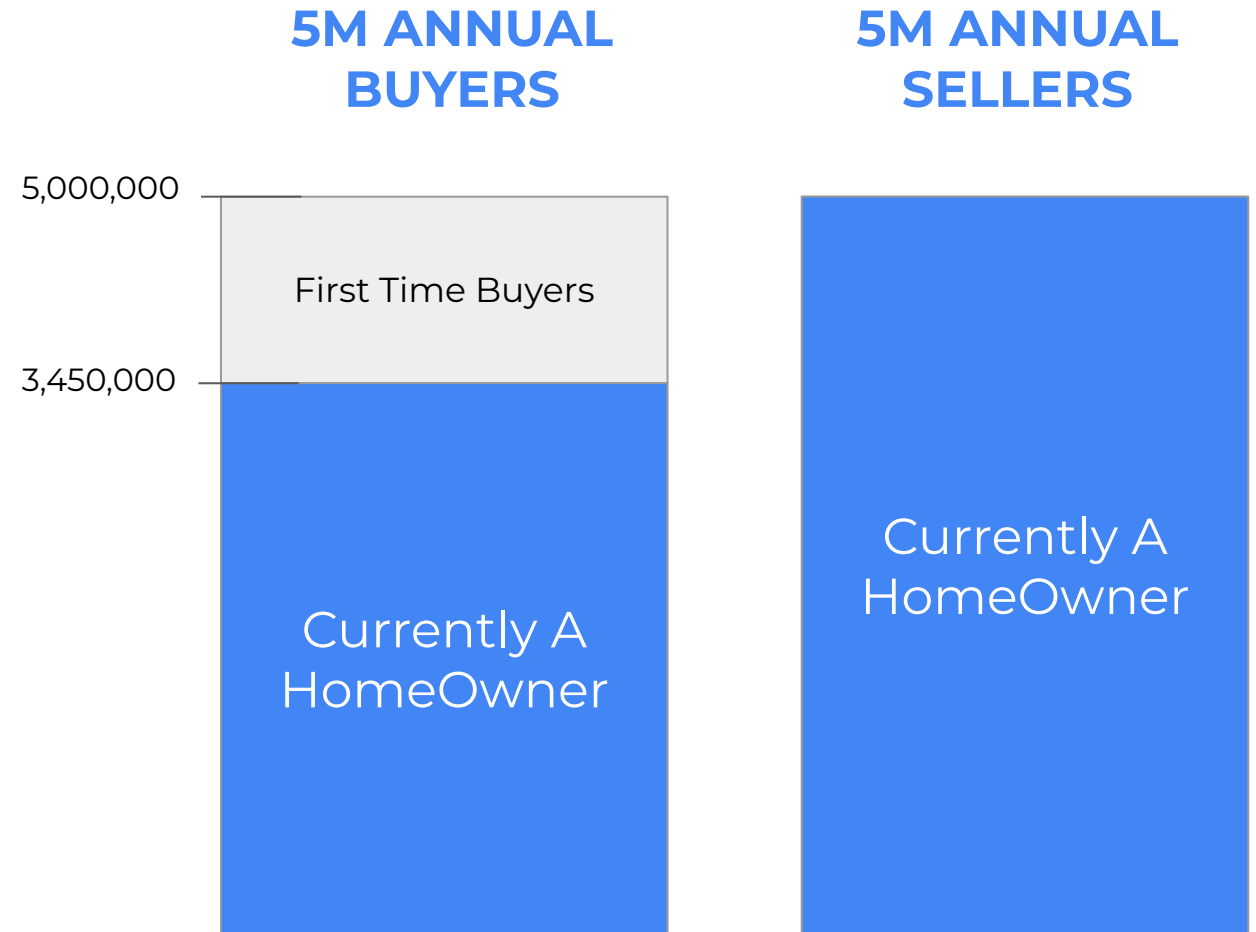
7M Will Buy or Refi This Year

- ❖ **69% of Buyers Are Homeowners**

According to National Assoc of Realtors

- ❖ **Their Home is Their Largest Asset**

83% Of US Homeowners' Personal Wealth Comes From Their Home Equity, Upon Retirement.

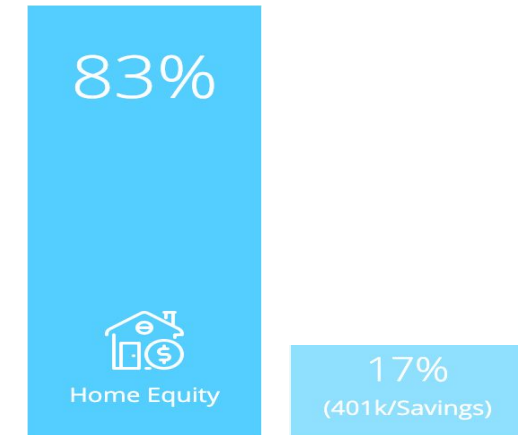


DID YOU KNOW: Their Home Is Likely Their Most Valuable Asset

ENGAGE OWNERS WITH RELEVANT CONTENT

EQUITY IS MONEY.

- **85%** of homeowners use their **home equity** for their new purchase down payment
- At Retirement, 83% Of The Average US HomeOwners' Wealth Will Come From Their Homes' Equity

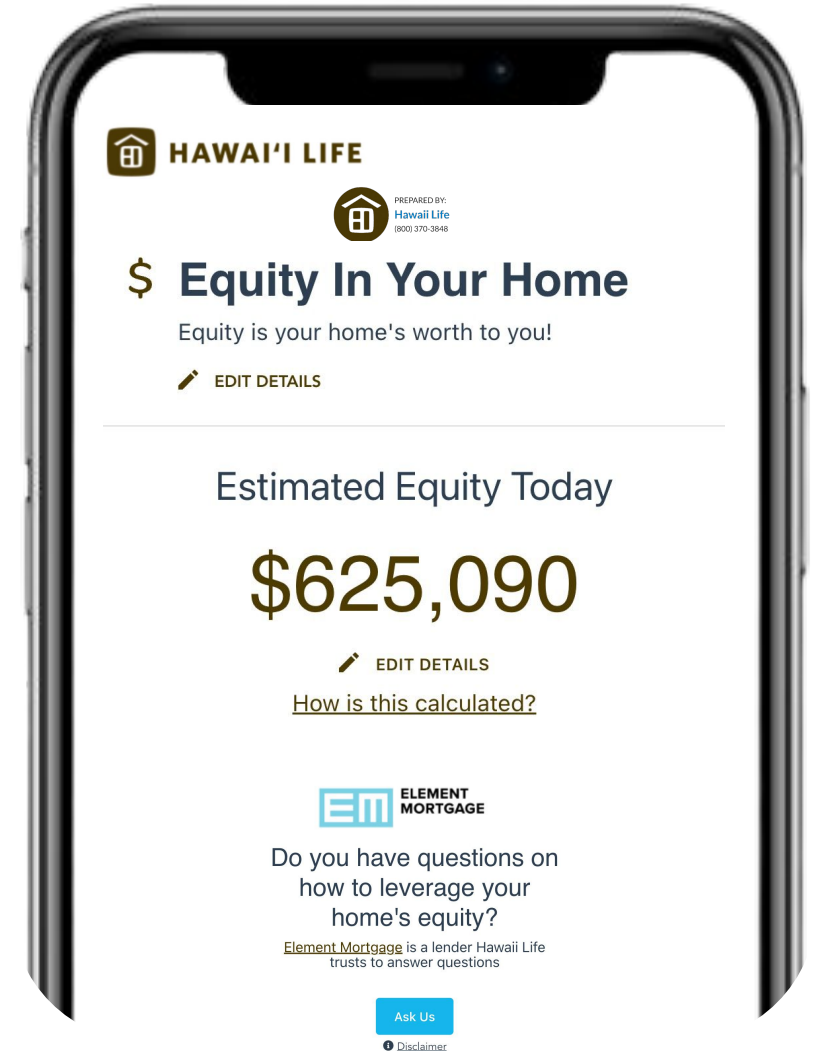


Why Is Equity Important Today?

Percy Equity Insights

Facts & Figures

- 65% of Americans own real estate.
- Housing prices have increased 393% since 1985. After adjusting for inflation, the median American household income has increased by just 17% in total since 1990.
- Tappable home equity is to be around \$18.1 trillion by the end of this year
- The average homeowner has somewhere between \$200k and \$300k dollars in equity.



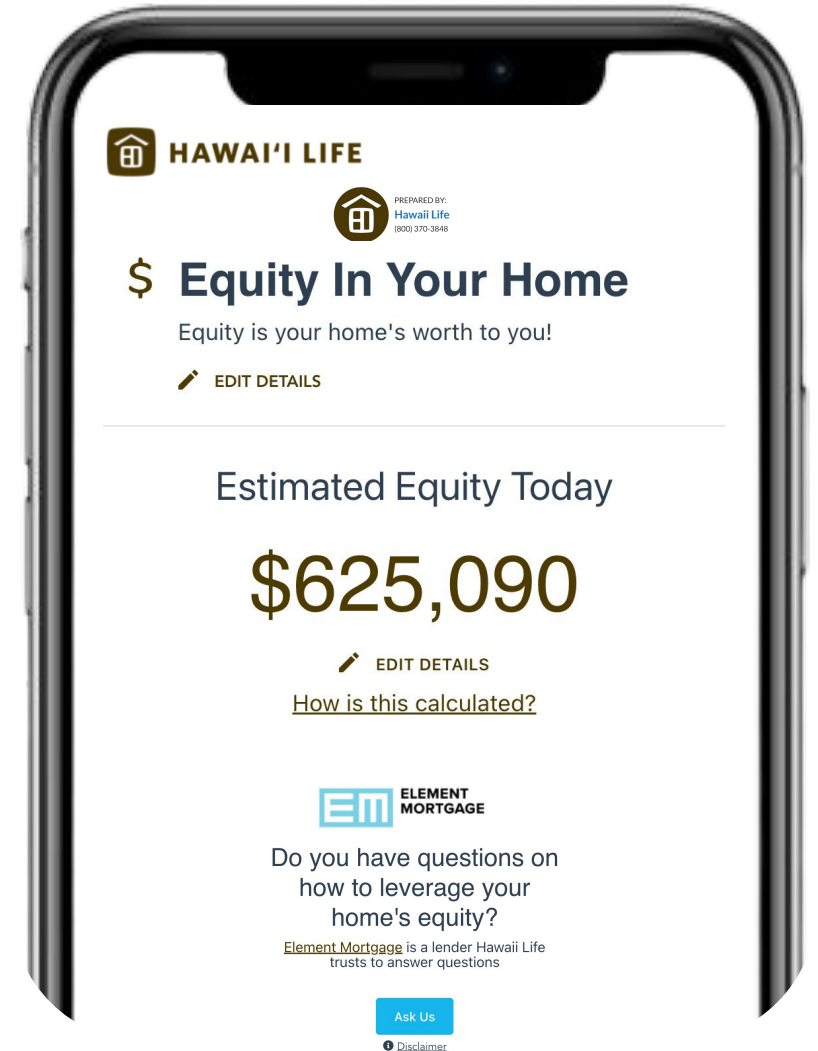
PERCY HOME EQUITY STATEMENT

With Personalized Wealth Tips

PERCY^{AI}

Benefits to you:

- Makes the report more valuable; shows their overall ROI from their home and how much purchasing power they have.
- Puts you at the center of the conversation; whether at the dinner table, amongst their friends and family, etc.
- Positions **you** as the knowledge broker; enables you to have a deeper relationship with your clients.
- Strengthens the LO-Agent Relationship



ANY QUESTIONS?

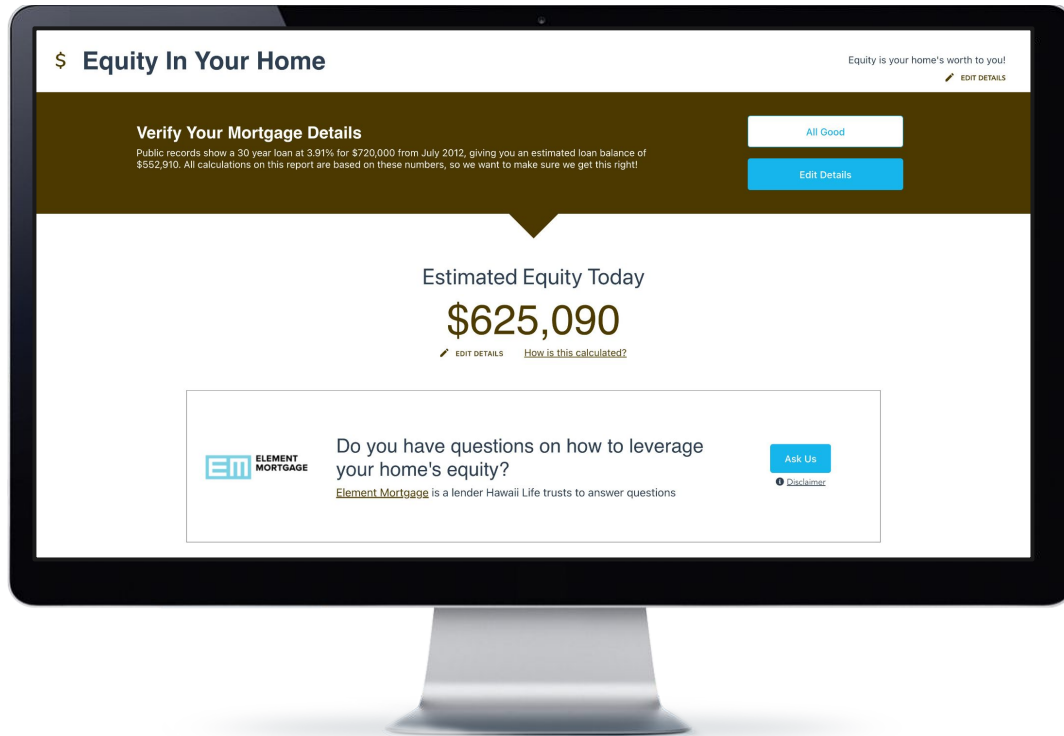
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Overview of Home Equity Insights



Home Valuation

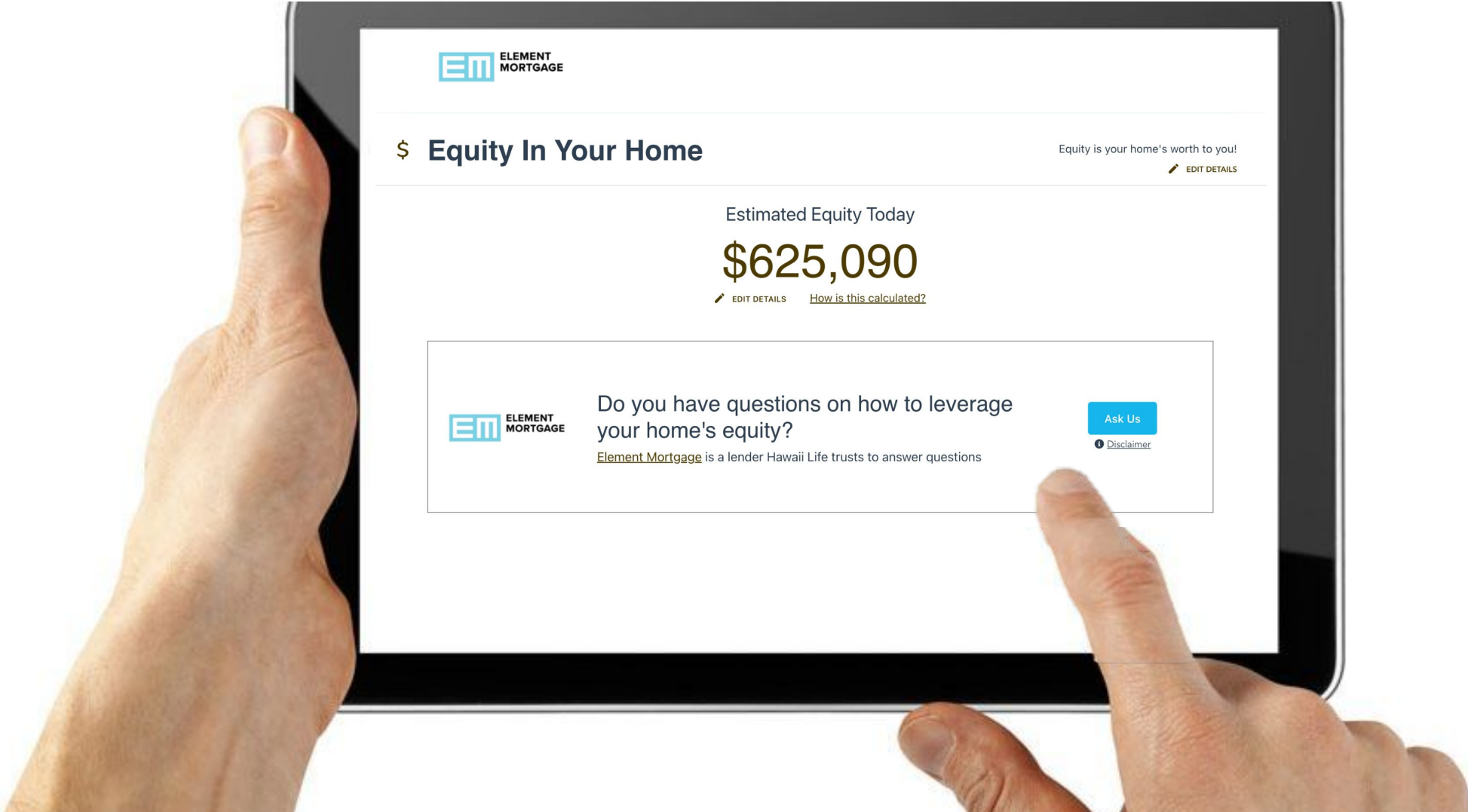
- Mortgage pulled from public records; allows the homeowner to update information.
- Calls to action that go to both you and a lender (optional)
- (6) different sections that provide *valuable insights* to the homeowner, on your behalf.

From Home Valuation → Home Valuation + Equity Insights

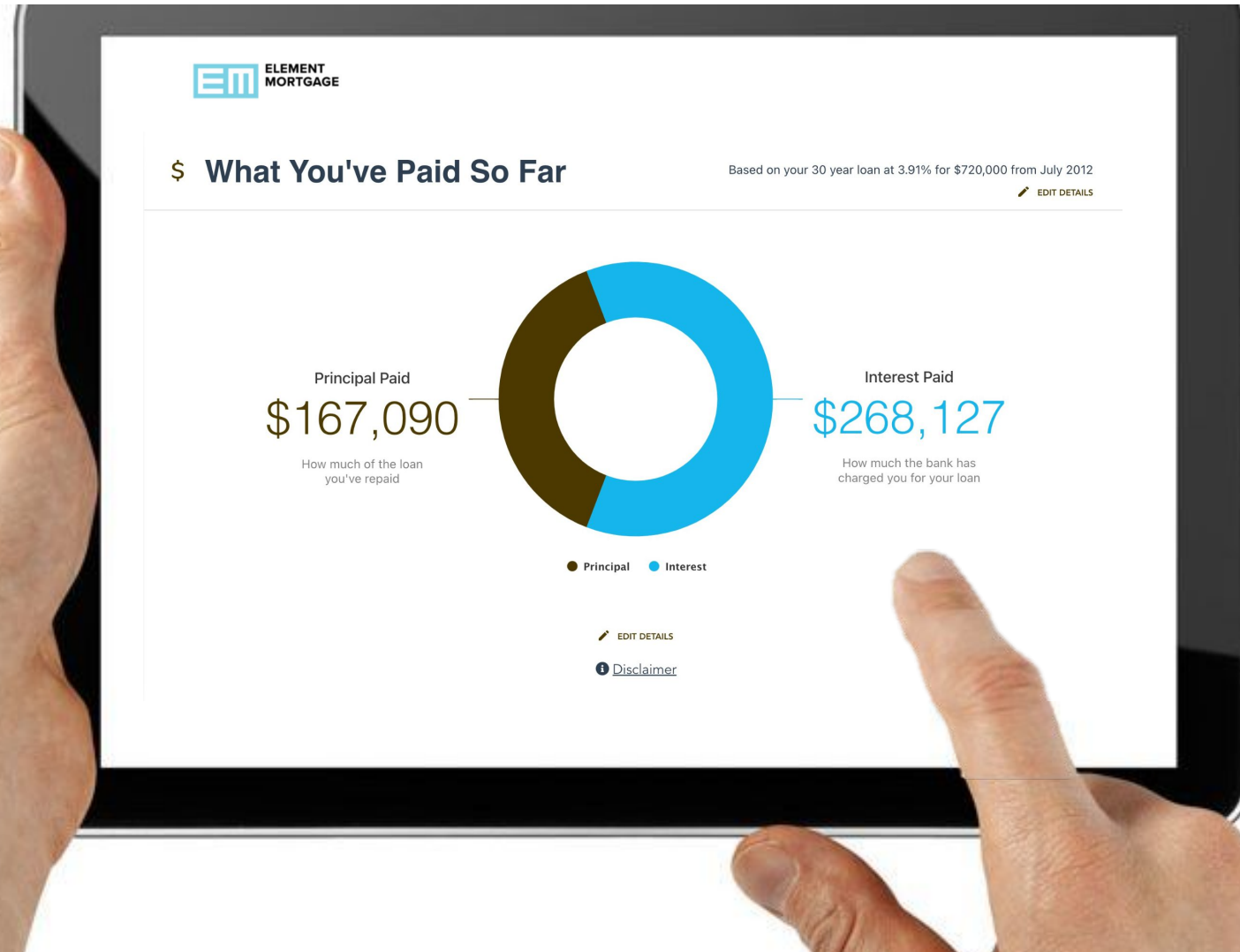
- 3 Estimated Home Values
- Home Equity Payment Snapshot
- Sales Proceeds Calculator
- Refinance Options
- Pay A Little Extra Options
- Relevant Home Equity Loan Recs
- Buyer Heatmap & Activity
- Supply-Side Trends
- Recent Nearby Sales



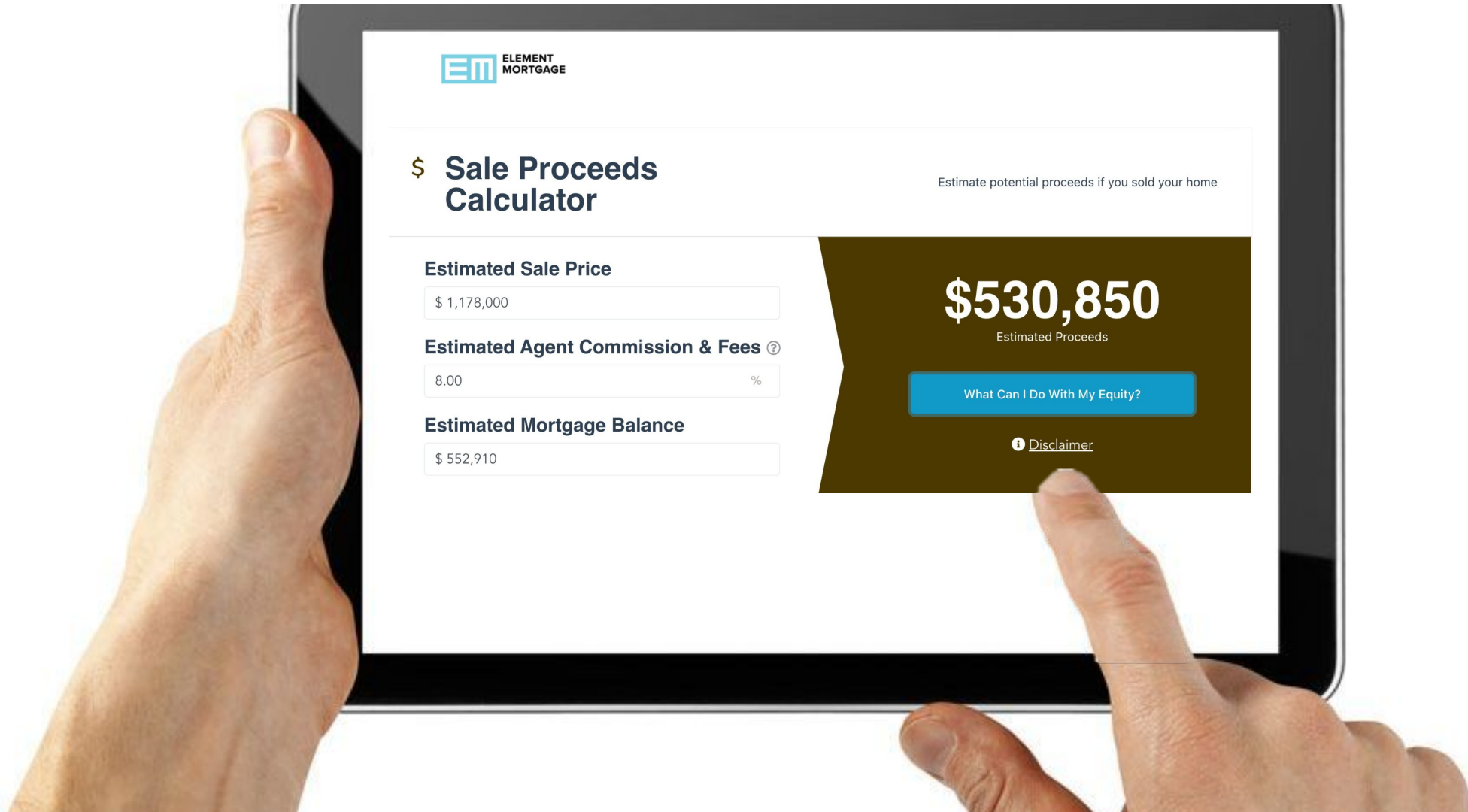
HOW MUCH EQUITY DO I HAVE?



WHAT YOU'VE PAID SO FAR



WHAT IF I SOLD MY HOME?



WHAT ARE MY REFI OPTIONS?

The image shows a hand holding a tablet that displays a web page for Element Mortgage. The page is titled "Refinance Options" and provides information about potential savings from refinancing a 30-year loan. It compares two options: a 15-year fixed rate and a 30-year fixed rate, each with associated costs and risks. At the bottom, there is a call to action to ask questions.

EM ELEMENT MORTGAGE

\$ Refinance Options

Based on your 30 year loan at 3.91% for \$720,000 from July 2012 [EDIT DETAILS](#)

With a refinance of your loan, you could save:

Term	Rate	Estimated Savings	Additional Info
15 Year Fixed	5.96%	-\$48,857	Long term loss Payment may go up by \$271/mo Learn more about this
30 Year Fixed	6.69%	-\$494,258	Long term loss Payment may go up by \$1,372/mo Learn more about this

EM ELEMENT MORTGAGE Do you have any refinance questions?
Element Mortgage is a lender Hawaii Life trusts to answer questions

[Ask](#) [Disc](#)

WHAT IF I PAID **A LITTLE EXTRA?**

EM ELEMENT MORTGAGE

\$ Pay A Little Extra

Based on your 30 year loan at 3.91% for \$720,000 from July 2012 [EDIT DETAILS](#)

How much more can you pay per month?

\$100 \$2,000

If you pay just **\$300** more each month, you could save

\$29,854

in interest over the rest of your loan

You would also be done with the loan and no longer making payments 2 years and 2 months earlier!

[Learn more about this](#)

EM ELEMENT MORTGAGE Do you have any questions?
Element Mortgage is a lender Hawaii Life trusts to answer questions [Ask Us](#) [Disclaimer](#)

WHAT CAN I DO WITH MY EQUITY?

EM ELEMENT MORTGAGE

\$ Using Your Equity

Based on your 30 year loan at 3.91% for \$720,000 from July 2012 [EDIT DETAILS](#)

With your **\$625,090** in equity, you could afford to:

Buy a new home \$1,562,725 Learn more	Sell & pocket cash \$530,850 Learn more
Buy an investment property \$729,271 Learn more	Make home improvements \$62,509 Learn more

EM ELEMENT MORTGAGE Do you have any questions?
Element Mortgage is a lender Hawaii Life trusts to answer questions [Ask Us](#) [Disclaimer](#)

Co-Sponsored AGENT BRANDED PAGES

Lender Sponsorship

Using Your Equity

With your \$927,326 in equity, you could afford to:

Buy a new home \$2,318,315 Learn more	Sell & pocket cash \$816,286 Learn more
Buy an investment property \$1,081,880 Learn more	Make home improvements \$92,732 Learn more

Do you have any questions?
Capital Partners Mortgage is a lender Sara trusts to answer questions.
[Ask Us](#)

- Mortgage Companies
- Insurance Companies
- Title Companies

Loan Officer Sponsorship

Using Your Equity

With your \$927,326 in equity, you could afford to:

Buy a new home \$2,318,315 Learn more	Sell & pocket cash \$816,286 Learn more
Buy an investment property \$1,081,880 Learn more	Make home improvements \$92,732 Learn more

Do you have any questions?
All Borrowing is a lender Sara trusts to answer questions.
[Ask Me](#)

- Per Office Assignment
- Dual Lead Routing
- Optional Redirect

DEMO

Percy turns every one of our sites into 24/7 data portals, giving sellers exactly what they're looking for:
real-time market insights.

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1. Subscribing All Past Clients

Treat it as a service and value add; track their investment over time



2. Updating Calls to Action to Include Equity

Become the agent that provides even more value



Example Equity Social Calls to Action



Three Sample Posts (Copy/Paste)

1. If your home is your largest asset, maybe you should keep track of its value? Just click the link and you will get your report on your home's value, for free.
2. Just saw these stats: At Retirement, 83% Of The Avg US Homeowners' Wealth Will Come From Their Homes' Equity."

And, there's 10 trillion dollars in equity in the country right now.

See how much equity you have today:

3. There's 10 trillion dollars in equity in the country right now. Make sure you are taking advantage of that potential. Check out how much equity you have here:

3. Give them ideas on what to do with their equity

Prescribe best practices, like buying an investment home in an up and coming area



4. Recommend home improvements

Share contractors with them and help them increase their equity



5. Partnering with their loan officer

Creating meaningful conversations to transition from an agent to advisor



ANY QUESTIONS?

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Summary

- Equity is becoming more important in the current market we are in; HELOCs are at a 15-year high
- Equity is money; 83% of homeowner's wealth
- Agents need to transition over to the advisor mindset; own the owner and clients for life



Coming Up! *Tomorrow* @ 1 pm ET

PERCY^{AI}

National Home Valuation Week 2023

**Promoting your HVS: How Top Agents Leverage
Social Media**



Presented by:

Brandon Carroll
Vice President, Client Success
brandon@percyai

Promoting your HVS: How Top Agents Leverage Social Media

Hosted by:

Brandon Carroll,
Percy Vice President - Client Success

ANY FINAL QUESTIONS?

PERCY^{AI}

WE VALUE YOUR PARTNERSHIP.