

MONTHLY NEWSLETTER

"NO ONE CAN EVER CARE MORE FOR YOUR BUSINESS THAN YOU DO; STAY FOCUSED!"



It's easy to become distracted and unfocused by negativity and news, especially when facing one of the slowest-moving Real Estate markets in the past few decades.

Buyers can't afford the asking price, sellers don't want to sell for less, mortgage rates are at +25-year highs, and extremely few homes are available for sale. By most measures, the market appears to be slow-moving, even "frozen." Everything in life (including business) is happening in seasons! This slow business season affects everyone and all companies in our Marketplace but also creates new opportunities.

Due to the Market Circumstances, many companies in our Marketplace and even Nationwide (even the big ones) may go out of business in the next 12-18 months. There are many reasons why we have been in the industry for over 50 years and operate in more countries with the success of being the #1 in many countries and Markets!

How do we compare to our competition while facing these market challenges nationwide?
https://remaxnews.cdn.prismic.io/remaxnews/8cb449e1-0543-4385-880d-320515e652ec_2023+REMAX+vs+the+Industry.pdf

Please make sure to attend our last office meeting of this year and learn more about the new opportunities and how to take advantage of these incentives created by Office Business Investments, as an example:

- Office Members will have the opportunity to Co-own Joint Venture Escrow, Title, and Mortgage Companies with ¼ year Dividend income distribution for RE/MAX ALOHA HOMES members/ shareholders
- No upfront cost of assigned leads and lead generation opportunities & access with 100% commissions on Team Deals for the Agent's ½ Deal Split part,
- Recruiting Bonuses of 10% from the Office Revenue on the first 5 New Agents Closed Transactions paid to Agents/ Brokers who will bring a new and good fit productive agent aboard (the newly recruited agent will indicate 1 "sponsoring agent for the credit" on an onboarding document, if applicable).

★USA

2023 RE/MAX® vs. THE INDUSTRY

Choose the brand with outstanding agents, leading brand awareness and an unmatched global presence.

NATIONAL, FULL-SERVICE BROKERAGE BRANDS

| | TRANSACTION SIDES PER U.S. AGENT ¹ | U.S. TRANSACTION SIDES | U.S. BRAND AWARENESS (UNAIDED) ² | COUNTRIES & TERRITORIES | OFFICES WORLDWIDE | AGENTS WORLDWIDE |
|---|---|------------------------|---|-------------------------|-------------------|------------------|
| RE/MAX | 13.3 | 781,377 | 34.0% | 110+ | 9,175 | 144,014 |
|  | 8.9 | 56,099 | 0.1% | 6 | 500 | 8,000 |
| COMPASS | 7.4 | 210,365 | 1.2% | 1 | 502 | 28,237 |
|  | 6.9 | 91,606 | 2.1% | 35 | 2,400 | 42,300 |
| Weichert | 6.7 | 96,400 | 1.9% | 1 | 500 | 14,400 |
|  | 6.4 | 608,728 | 16.3% | 39 | 2,900 | 103,400 |
| CENTURY 21 | 6.2 | 298,562 | 25.3% | 85 | 13,600 | 148,600 |
|  | 6.2 | 1,047,548 | 12.7% | 60 | 1,100 | 191,877 |
|  | 6.1 | 307,235 | 6.0% | 13 | 1,500 | 50,775 |
|  | 5.9 | 132,230 | 2.3% | 81 | 1,100 | 26,300 |
|  | 5.9 | 72,053 | 1.7% | 6 | 400 | 12,400 |
| REALTYONEGROUP | 5.5 | 100,374 | 0.3% | 13 | 400 | 18,000 |
|  | 5.4 | 397,138 | 0.9% | 24 | NA | 87,000 |
|  | 3.3 | 80,200 | 0.5% | 1 | 200 | 24,000 |

Data is full-year as of year-end 2022, as applicable. Except as noted, Colwell Banker, Century 21, ERA, Sotheby's and Better Homes and Gardens data is as reported by Anywhere Real Estate on SEC 10-K, Annual Report for 2022; Realty Executives, Compass, Weichert, Keller Williams, Berkshire Hathaway HomeServices, Realty ONE Group, HomeSmart and exp Realty data is from company websites and industry reports. U.S. transaction sides per agent are calculated from the T3 Sixty Real Estate America Enterprises report. It cites 2022 residential transaction sides and agent counts, some of which it estimates when company elected not to provide. NARMI Strategy Group study of unaided awareness among buyers, sellers, and those planning to buy or sell asked, when they think of real estate brands, which ones come to mind? ©2023 RE/MAX, LLC. Each Office Independently Owned and Operated. 23_288



Aloha Everyone!

We are still facing a tough time. At times like this, you can use many different ways to promote your listing and one of them is YouTube!

But there are rules to make sure that your video posting is in compliance with HiCentral MLS rules and Regulations:

- **You must post your UNBRANDED VIDEO to an UNBRANDED CHANNEL. It should not refer YOU or YOUR LISTING BROKERAGE NAME, BRAND, PHOTO, OR LICENSE NUMBER**
- **You must not post yourself, your family, your pets or your other money making enterprises.**
- **Do not post your video as a part of your playlist.**
- **Please ask photographer to remove their watermarks, logos, or company name from the video**

Now you know how to promote your listing with YouTube.

Keep working hard and you can do it!

Good luck!



MAHALO!
HITOSHI OKADA
BROKER-IN-CHARGE

LENDING UPDATE

Aloha all,

Market is making positive progress since the Fed announced its hold on the funds rate in early November. We expect the FED to cut rates multiple times in 2024. Financial reports and consumer data have helped reverse some of the rate increases we've seen since May already.

Rates have fallen for the first time in months back under 7% for many top tier conventional loan scenarios, and are well into the 6's for Govt loans (VA, FHA).

As we move forward I'll have more program info that applies to each agent's "wheelhouse" type of deals/clients. If you have any specific questions please feel free to reach out!

NOTES OF EFFECTIVE FHFA CHANGES for 2024 (in effect now):

Conventional - loan limit is up to \$1,149,825 now. FHA - loan limit is \$517,500 now.

SETH AUGUST

Branch Manager - Home Front Mortgage
808.369.4449 | Seth@homefrontloans.com

ESCROW & TITLE SERVICES:

✨ Aloha REMAX Superstars! ✨

As we have so much to look forward to in 2024, we can't let the holiday slump get the best of us, and finish out the year strong! I have included a timeline for the Friday before Christmas and New Years, so that you and your clients can plan accordingly and avoid any delays in your closings.

FRIDAY BEFORE CHRISTMAS

| | |
|--------------------------|-------------------|
| Pre-Closed heck-in Date* | December 8, 2023 |
| CD-Mailing Date | December 13, 2023 |
| CD-Receipt Date | December 16, 2023 |
| Consummation Date | December 20, 2023 |
| Closing-Recording Date** | December 22, 2023 |

FRIDAY BEFORE NEW YEAR

| | |
|--------------------------|-------------------|
| Pre-Closed heck-in Date* | December 15, 2023 |
| CD-Mailing Date | December 19, 2023 |
| CD-Receipt Date | December 22, 2023 |
| Consummation Date | December 27, 2023 |
| Closing-Recording Date** | December 29, 2023 |

Wishing you all a Happy Holidays! Be happy, be healthy, and be safe.



AMANDA CHERI
(Escrow & Title Specialist)

This is the season to reach out to your sphere of influence and say Merry Christmas! It's a time where many agents will start holiday mode while the top performers will double down and start to prepare the pipeline for the new year!

Did you complete your business plan for 2024?
What will I do different and better in the new year?

It's a fairly safe assumption to say that not many people want to be buying a house during the holidays and move during the holidays. In fact, many would warn you against it — which means that it could, in fact, be in your favor to close on your new home at the end of the year. Here are a few reasons why!

1. YOU COULD GET A GOOD DEAL

Since the holidays are not prime time for sellers, you'll likely find that the homes on the market need to sell. This puts you in a good position to negotiate a lower price, or to get certain repairs or upgrades included in your buying cost. For those who are just on the fence of being able to afford to buy a house, this could be just the edge you need to get you out of renting and into a home of your own. Just be prepared to move quickly once you strike a deal to ensure you close before the end of the year (see #3).

2. YOU'LL HAVE LESS COMPETITION FROM OTHER BUYERS

The holidays aren't generally the time of year when most people get excited to buy a house, so you'll probably be able to house shop with very few competitors as well as have your pick of real estate agents. Compare this to summer home buying madness, and it'll feel like a refreshing break to know you don't have to be ready to run to a house viewing at any moment or you'll lose it. For those who live in cities or areas where the market is tight like Portland, OR, this is especially true.

3. IT WILL HELP WITH YOUR TAXES

If you can close on a new home before the end of the year, you can itemize some of the costs associated with moving like Real Estate tax and mortgage interest— sometimes even the costs associated with hiring a local moving company if your move is work-related. With all of the other costs associated with moving, you'll appreciate the benefits of that tax break now rather than a year down the road.

4. YOU MIGHT GET A LOWER INTEREST RATE

Interest rates on mortgages and loans go through swing cycles, and typically around the holidays, they hit a lower point because fewer people are looking to borrow. Get in touch with the bank early to ask about rates, and be willing to watch the trends to jump on a mortgage at the best time. Also, keep in mind that banks will be closed more around the holidays, so do the majority of your preparation a little bit before the prime holiday season.

5. SELLERS WILL WANT TO CLOSE QUICKLY

Everyone just wants to wrap things up before the holidays — sellers, agents, banks — so you are likely to find that people are willing to work with you to get things moving along. Before signing on with your agent make sure you are both clear about your timeline and if/when they are taking a significant period of time off for the holidays. That way, you won't be left hanging when they go missing for two weeks.



ERIC STILES
Sales Manager

PERSONAL DEVELOPMENT

Aloha Team,

Darren Hardy teaches the Feel-Felt-Found technique as a way of connecting with your clients when they are struggling to get past emotional topics, such as a Buyer who can't see the value of purchasing a home while interest rates are high. Or a Seller who doesn't think they can sell their home in a down market.

In essence, the Feel-Felt-Found technique is about (you) expressing genuine empathy to the client, followed by evidence-based reassurance. Embrace this technique and watch the trust between you and your clients flourish.



Phillip Legare
PRINCIPAL BROKER

ACKNOWLEDGE HOW THEY FEEL

The first step of the feel-felt-found technique is to acknowledge how the client feels. This demonstrates that you are listening, understanding, and respect their perspective. It also helps to decrease their defensiveness and strengthen the connection between you. To express understanding of their feelings, you can use phrases like "I understand how you feel...", "I can see why you feel that way...", or "I appreciate how you feel..." For example, if the client expresses concern about the price, you can say: "I understand how you feel about the price. It's a major expense and you want to make sure you get the most for your money."

Understanding is the first step to connection. Before offering solutions or counter-arguments, listen and validate. Recognize their feelings, using phrases like "I know how you feel..." or "I see where you're coming from..."

RELATE TO HOW OTHERS HAVE FELT

The second step of the feel-felt-found technique is to relate to how others have felt in the same situation. This can help to reassure the customer that their objection is normal and valid, as well as create social proof and credibility. To do this, you can use phrases such as "Many of our clients have felt the same way", or "You are not the only one who has felt that way". For example, if the client is worried about the price, you could say: "Many of our clients have felt the same way about the price. They were hesitant to invest in our solution at first, because they were not sure if it would work for them."

Show them they're not alone. By sharing that others had similar feelings, you're creating relatability and credibility. Using phrases like "Many of our clients felt the same way" establishes common ground.

SHARE WHAT THEY HAVE FOUND

The third and final step of the feel-felt-found technique is to share what they have found after using your solution. This demonstrates that your solution is effective and can fulfill the client's needs, while also creating a positive vision and a sense of urgency. To share what they have found, you could say something like: "But after using our solution, they have found that..." or "But once they tried our solution, they have found that..." For example, if the client expresses worry about the price, you could say: "But what they have found is that our solution pays for itself in a matter of months. They have saved time, money, and resources by using our solution, and they have increased their sales, productivity, and customer satisfaction." The feel-felt-found technique enables you to empathize with clients who have objections while guiding them towards a beneficial decision. It is important to be genuine, sincere, and confident in your solution while also customizing your responses to each client's individual situation and needs.

Now, pivot to the solution. Showcase the benefits others discovered after you have addressed their concerns. Phrases such as "They found that..." can help paint a picture of potential positive outcomes.

PROPERTY MANAGEMENT

The market is changing and your listing most likely isn't selling as fast as several months ago. Your sellers need to move asap and can't afford having their property just sitting on the market? Introduce them to Maria from our property management department. We are growing rapidly and have several plans to offer for our clients. Call 808.393.9800 for a free rental analysis!

Also, we would love to work with you and your clients! If you have clients, friends, or family members who can't find the right place to rent, let me know! Maybe we have something for them! Our upcoming rental listings that are not on the MLS yet:

Also, check our website: <https://www.hawaiipropertymanagementteam.com/availability>.

SASHA ELLUL
(Property Management Expert)

Aloha Everyone,

I hope everything is going well for you. Please have a quick check on the closing packet of documents before signing the closing checklist if you have close properties to ensure that everything that was marked there was indeed there. I can also assist you with entering incoming listings and uploading photos to MLS. Please let me know if you have any weekend open houses, I can assist you in requesting and advertising flyers.

Thank you so much!



Noha Asterios
(VA Support Team Manager)

ADMIN OFFICE

**Aloha Team Happy December and Happy Holidays!
The end of the year is approaching quickly!**

W-9:

IF ANY OF YOUR INFORMATION HAS CHANGED ON YOUR W-9, PLEASE SEND AN UPDATED ONE TO CONTACT@ALOHAHOMESAGENTS.COM & LENKA@ALOHAHOMESAGENTS.COM

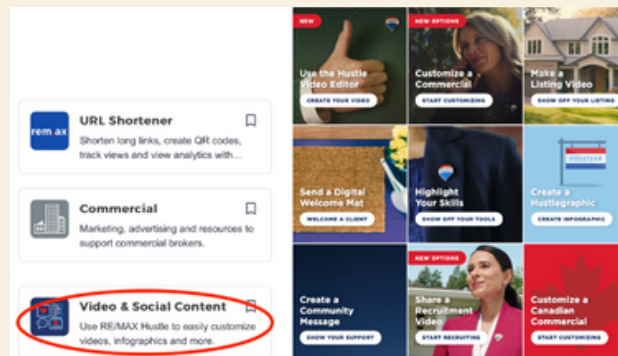
RE/MAX ALOHA HOMES SUPPORT DIRECTORY & HELPFUL LINKS

Visit the link above to view a directory of our basic office functions and frequently asked questions. All links are clickable for your ease.

MAXCENTER:

MAXCENTER has a TON of incredible resources for you to use. It can seem overwhelming by the sheer amount of things available on there; but taking some time to browse through the different apps available, news, resources, etc is worth the time spent!

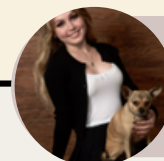
Take for example “RE/MAX Hustle”, right in your “apps & tools” section under “video & social content”. It is a FREE tool to easily & quickly create & customize your own advertising videos, commercials, etc.



If there is enough interest, I’m more than willing to do a basic class on MAXCENTER. However, it is ultimately up to you to find what tools/resources would benefit you the most.

MAXCENTER is integrating with kvCORE this month to create “MAX/Tech Powered by kvCORE”. There will be A TON of useful resources at NO EXTRA COST. I am currently in the process of activating our office kvCORE account. Once kvCORE is activated, I will be able to help everyone else get integrated onto “MAX/Tech Powered by kvCORE”. Stay tuned for further news on “MAX/Tech Powered by kvCORE”.

Thanks all! Let’s keep up the amazing productivity & have an amazing 2024!!



TIFFANNY
Office Admin Mngt