

MONTHLY NEWSLETTER

GET REAL, GET IT RIGHT, THE MINDSET AND ACTION FOR THE REST OF 2023



**The first Half of the year of 2023 is done and done!
How did you do?**

What are your written goals for 2023?

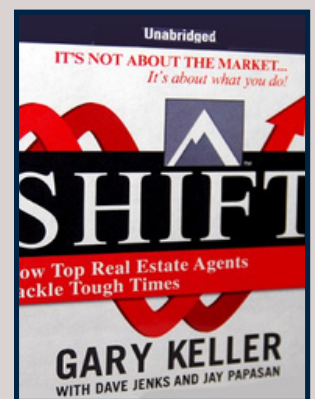
Could you let us know if you are on track to achieve those?

Do you have goals in writing, and are you tracking your input/ action daily and weekly?
Those are the very basic 3 to 4 questions with perfect timing to ask yourself! All top 1% producing agents do that, and we are here to help you with the accountability, tools, training, leads, and systems if you are interested and motivated to take your Sales Business to the next level!

What's the next step?

If you haven't experienced the Shift/ Market Cycle in your Sales career yet,
READ "SHIFT" by Gary Keller
(How Top Real Estate Agents Tackle Tough Times).

<https://www.amazon.com/s?k=shift+gary+keller>



If you have experienced the Shifting Market before, READ THE BOOK AS WELL.

If you read it, you can join us for a high-performer business coaching class at our Office (or via Zoom) after the next Month's Office meeting. Eric and I will be teaching the class. Eric will focus on Sales, I'll focus on Strategies and Habits, discussing the Book, and answering all your questions.

Aloha Everyone!

Aloha and Konnichiwa, Everyone! It is already July !

Both median family home price and condo price in June decreased by 4.5%.
Mortgage rate has risen as US 10-year Note went up to 4.09% (worst level since March 2, 2023)

Fed Fund Futures are still showing a near 100% chance of a 25bp hike at the July Fed meeting.

Because of the slow sales, sellers tend to drop the price, and it is a good time to find good deals.

However, the market in west Oahu is still strong and very competitive, especially town homes under \$700K..

Regardless of the current high interest, in some local people are looking for their dream homes.

Please continue to focus on your target market by using mass mailing, cold calls , SNS and zoom presentations.

Just a few reminders,

New Short Term Rental forms were released:

- [Short-Term Rentals Disclosure \(STRD\) Addendum to Purchase Contract](#)
- [Short-Term Rentals Disclosure \(STRD\) Addendum to Exclusive Right-to-Sell Listing Contract](#)
- New payout form is available on 10X website

**Tough times bring opportunity! Let's focus!
Mahalo!**



Mahalo!
Hitoshi Okada
(Principal Broker)

Aloha Team,

Hard to believe we're already halfway through 2023. Now is a good time to review the goals you set for yourself this year and see where you're at. Be honest with yourself. If you're on track, great. If not, it's not too late to make adjustments in order to achieve those goals. Make sure to have goals not only in your business, but also in all areas of your life (business, personal, financial, fitness, relationships, spiritual).

Interestingly, most people lower their goals to meet their actual performance. Don't be that person.

That's all I have for you today. As always, please reach out if there's ever anything I can help you with. Standing by to assist.

Mahalo Nui Loa



JEFF STEINLY
Broker in Charge

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>.

Scott Veichor
(Property Management Expert)

LENDING UPDATE

Fannie Mae and Freddie Mac are reporting the average conforming interest rate at 7.22%, the highest in six months. By contrast, 30 year fixed rates were at 5.30% a year ago. That may sound like bad news but I was shocked to look at my pipeline and recognize the amount of investment property buyers that we are currently helping. One of them said, "I need to buy a property now while there is less competition and we can potentially snag a deal." By the way, I was able to help that investment property buyer get a rate of 6.399% APR on a 5 year ARM when the normal market rate for investment properties is >8%. These are the types of buyers that you are looking for in this market! There is opportunity EVERYWHERE!

Speaking of opportunity, we are consistently looking for creative programs to better serve our realtor partners and clients. This is why we are launching a NEW down payment assistance program to help non-military families.

Qualification: The buyer must qualify on an FHA loan and have a credit score of 660 or above.

How it works: Buyer will have a primary loan at 96.5% of the purchase price. Although FHA loans have a 3.5% minimum downpayment, the investor will allow the buyer to carry the 3.5% as a second mortgage. The primary mortgage will be at the normal market rate. The second mortgage will be at 9.99% amortized over 30 years. Don't let that freak you out! The payment on that second mortgage would be about \$185 per month assuming a \$525K purchase price. BUT WAIT THERE'S MORE! The buyer can also get an additional 1.5% added to the second mortgage to cover closing costs. How much is closing cost on Oahu? About 1.5%!

Summary: THIS IS 100% FINANCING FOR NON-MILITARY WITH CLOSING COST INCLUDED !!
No one else on the island has this program.

NOW, LET'S GO WIN!!

MAJOR SINGLETON
MAJOR MONEY MATTERS





Phillip Legare

Director of Agent
Development

PERSONAL DEVELOPMENT

Aloha Everyone,

Napoleon Hill said, Think and Grow Rich.

Our brains consist of 3 main areas that are either in harmony or constant disarray. They are the Robot, Monkey and Sage Brains. Each with a critical role to play. The Robot is all about survival. The Monkey is all about emotion. The Sage is all about creativity and thought.

95% of all our behavior is controlled by the Robot Brain (HindBrain). The Robot coordinates autonomic functions such as heartbeat, respiratory rhythm, and sleep; plus motor activity and functions fundamental to survival. Powerful habits reside here, from how we brush our teeth or riding a bike, to how we react to surprise or (perceived) existential threats. The Robot does not need conscious thought to act. It acts on motor memory, powerful habits and instinct alone. We call this Mushin in martial arts (no mind). It is a very powerful part of the brain focused solely on survival, but it is not a problem solver. That role is for the Sage Brain.

The Monkey Brain (Limbic) is all about emotion and it's very fast. Love, hate, prestige, ego, self-worth all reside in the Monkey. Marketing and News Agencies all know this and are constantly feeding our Monkey Brain. Notifications keep us connected to social media, email, text, whatsapp, messenger, zoom, etc. non-stop, 24x7x365. The Monkey Brain has great qualities that are key to living a full life. When we tear up at a movie, when we feel love at first sight, when we instantly like or dislike someone, that's the Monkey. It gives us the passion to be competitive in sports, to entertain others, to be great musicians, etc, but its energy it's easily redirected. It will have you impulse buy that cool thing the instant it pops into your fb feed and there is almost nothing you can do about it. Ever have FOMO? Yep, that's the Monkey. The trick is to rein in the Monkey, shield it from distractions and use its power - its zeal for life, its excitement and energy for your purpose.

The Sage Brain (Cerebral Hemispheres) is the creative part of our brain that thinks through problems and makes sound decisions based on logic and good judgment. The Sage Brain is where the magic happens, but it takes quiet time with no distractions to do so. For the Sage Brain to thrive we must create an environment for it to flourish. To do this we must limit distractions and provide it with a problem to solve. The Sage Brain is our superpower. It was the gift from our Creator and it's what distinguishes us from apes.

Here is the source code to success: Create winning habits, limit social media, make time for your Sage Brain to think and create, with purpose.

Ganbarimasu!

Some sources include: Darren Hardy, Hero's Journey Leadership Program; Darren Hardy Insane Productivity Program; Bob Proctor and Sandy Gallagher, Thinking into Results; Napoleon Hill, Think and Grow Rich; Phillip Legare, Chapter 4 Bujinkan Inspired; Phillip Legare, Personal Protective Measures Program; <https://www.britannica.com/science/hindbrain>

SALES DEPARTMENT

We are less than 6 months away till the end of the year

Bootcamp is now rounding into month 3, our last month and we are working on raising our daily calls! Knocking on more doors, hosting more open houses and tirelessly meeting new people to build long term real estate relationships.

This last segment of the bootcamp consists primarily of objections and learning how to close them at the bargaining table.

We have successfully secured an 8 million dollar expired listing & sold and have an accepted offer by thinking outside the box in the most recent 30 days! We have a ton of online buyers who are looking to purchase in the next 1-3 months 6-12 months and lots of opportunities to nurture the database!

The \$\$ is always going to be in the follow up! It's time for every single one of us to check in with ourselves and see where You are at with your goals for 2023!

How can WE help you? What do you need to put 1 to 2 deals a month consistently each month into escrow!



ERIC STILES
Sales Manager

Aloha Team Happy July!

ADMIN OFFICE

Commissions:

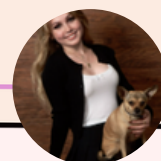
Please be sure that your TC fees are the correct amount whenever filling out your commission payout form.

Also, please note that before submitting a payout, the DocuRoom for the property must be closed.

Investment Statements:

Please note that a copy of your investment statement is attached in the email invoice you receive.

Thanks all! Let's keep up the amazing productivity!!



TIFFANNY
Office Admin Mngt

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)