



The Town Hall

October 2020

Agents are our Purpose





Town Hall Agenda

The Market - Rates, Appreciation, Affordability

Your Stories

COVID Update

Key 2.0

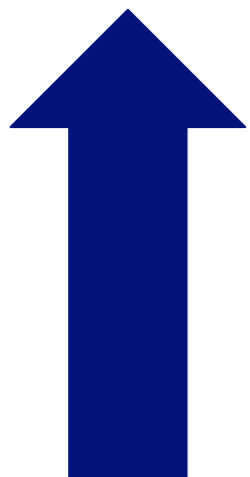
Key Foundation - our own 4H Club

Your Questions



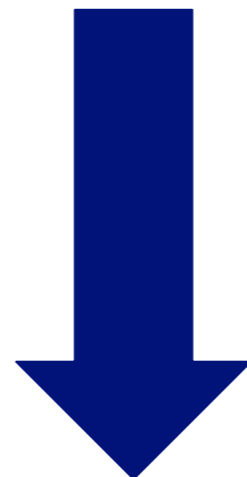


Stats - 2019 vs. 2020



Prices

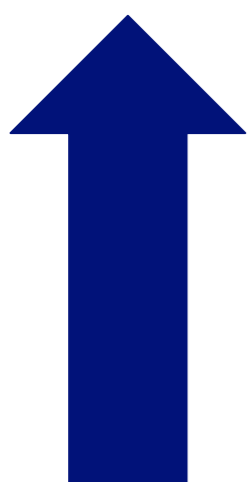
5-6%



Rates

3%

Historic Lows



Affordability

8%

Historic Lows

?

Forecast

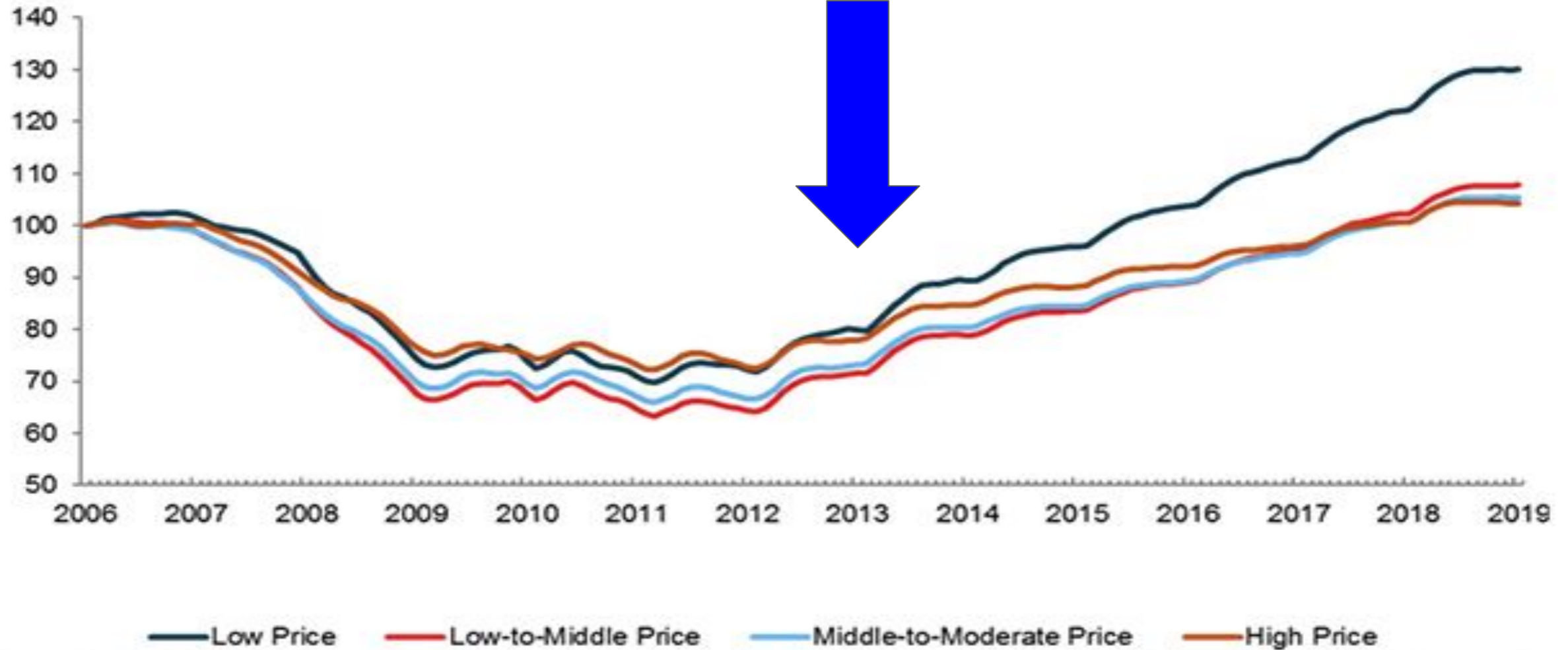
**Virus?
Election?**

Who Cares - Go Win!



Appreciation - Last 7 years

Figure 1: HPI by Price Segment
Indexed to Jan 2006



Source: CoreLogic January 2019

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Rates - 3 years - Wow! - 2.88%

Level Chart

[VIEW FULL CHART](#)





Purchaser Profile

1st Time Home Buyers **\$215,000**

Repeat Buyers **\$287,000**

Married Couples **\$294,000**

Single Females **\$200,450**

Single Males **\$189,920**

15 Year/Now - 70K - \$450,000 buyer





Seller Profile

Median price per square foot was \$140

1,850 square feet, 3brs, 2 baths trending down

Average profit - \$60,000

Year over Year - \$ 5,000

Value is rising faster than seller's realize





Homeowner Profit Profile

4 – 10 years – \$48,700 – \$72,200

11 – 15 years – \$35,000+ – (2008 bubble)

16 – 20 years – \$87,900 – 50% profit!

Profits per closing now at a very high level

Profits are being pushed by scarce demand





Testimonials

You matter to one another





How does that Work?

Your Stories - The Testimonials

Why? - Agents listen to you

Higher level of Trust - 52%

“Too Good to be True” - Mischaracterizations

Strength in numbers - Free CE Online - \$120,000





COVID



COVID

It's not over...May get Worse - Congratulations!

Holidays are coming

Going to get Harder - Avoid a shutdown (Italy)

Get Tougher - (Warning - "People" People)

What is your Strategy for keeping your sanity?



Winter - Misery is Optional

Stay with the daylight - 12/20 - 8 hours - use it

Get up & Move - ½ hour, 4-5 times a week

Go for a walk - get out of the house

Read - Something fun and/or uplifting

Learning is earning, make winter pay





Winter - Misery is Optional

Take Protein in the morning, vitamins

Get a flu shot & use hand sanitizer

Sick -Take vitamin C, SAD - Glolux lamps

Use November & December to reconnect

Walk in a snowstorm, hot chocolate, ballgames





Key 2.0 - The New Initiatives





Key 2.0 - New Website Preview

[Explorekeyrealty.com](https://explorekeyrealty.com)

Designed by Maxa - [Keydesigncenter.com](https://keydesigncenter.com)

Single sign-on Feature

Clean, modern, consistent branding

Mobile Friendly & Sized





Key 2.0 - Key360

1st 7 Keys - kvCORE - Low Adoption Challenge

New simplified CRM Alternative

Launch - on Wednesday, Oct. 21st - Noon

Fast, Easy & low learning curve

Mobile Friendly & Sized





Knowledge Base

Mobile Friendly & Sized

NAID, EIN numbers

Multiple Offer Resource Center & Checklist

Advanced Professional Education

Co-broke commission example - Bryan





Key 2.0 - The 4H Foundation

503c Foundation is being created

1.5% - Foundation Fee - No Salaries of any kind

\$50,000 seed and challenge money

Causes will be throughout Ohio & Michigan

Fair Housing - Homeless - Heroin - Hope





Key 2.0 - The 4H Foundation

Fair Housing - National Housing Alliance

Homeless - Streets newspapers & other avenues

Heroin - The Refuge - accepts Ohio & Michigan

Housing - Homeless - Heroin - Hope





Thank you for you!

It's a New Day! - Key 2.0 is coming

Your people need you - (everybody needs)

Be a Source of Kindness and Compassion

Confrontation without Compassion is Cruelty

