



# The Town Hall

November 2020

What Now?





# Town Hall Agenda

**How's the Market? - Rates, Value, Affordability**

**How's the Company? - Sales, Growth, etc.**

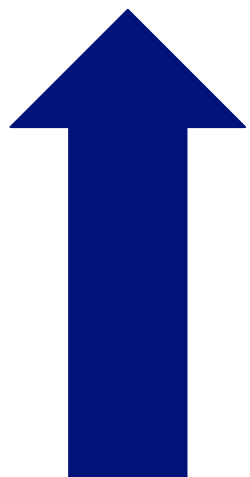
**How's the Future? - Election, COVID etc.**

**Events - Key Kickoff & Foundation Update**

**Your Questions**

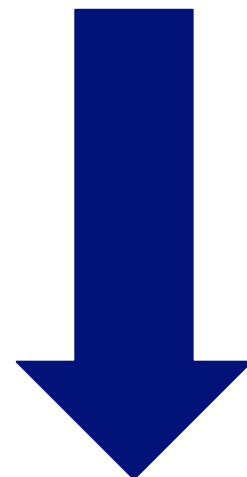


# How's the Market?



**Prices**

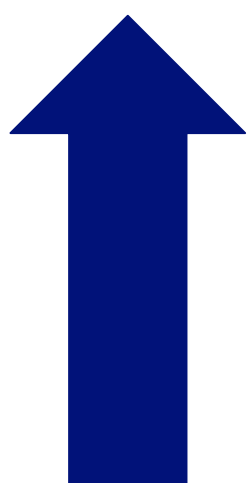
**5.9%**



**Rates**

**2.5. - 3%**

**(Historic Lows)**



**Affordability**

**8%**

**Historic Lows**

**Forecast**

**?**

**Virus?  
Election?**

**Who Cares - Go Win!**



# How's Key?

**Income**

**-3%**

**Michigan - out for months**

**Growth**

**214**

**Annual Rate - 20%**

**12 years - Stability**

**No Debt**

**Frugal Structure**

**Scalable**



# How's the Future?

**Election**

**Doesn't Matter**

**Covid**

**Matters**

**Rates**

**Shortage**

**Use the Key Model**



# The Testimonials

**Keyrealty.support > Testimonials**

**Agents believe you more than me - 52%**

**Everybody loves a story**

**Placement - (maybe this could be me)**

**Help your friends - change some lives**





# **Here/Coming Soon to Key...**

**Keyworld.tv - new & improved, branding pkg.**

**Key360**

**Key Foundation Update**

**Virtual Kickoff - Music, Money & Way Forward**

**Speaker - Janine Stange**

**Stay Tuned! Major Initiatives**



# The Giveaway

**(Amy's got  
all the money)**





# Our Favorite Part Questions...

