

WEDNESDAYS
with
WAYNE 
LIVE AGENT TRAINING

2025 Market Update
“Welcome back to NORMAL”

10:00
Stop



2025 Market Update

“Welcome back to NORMAL”

Issues Currently Shaping the Market...

Interest Rates Driving Demand Again

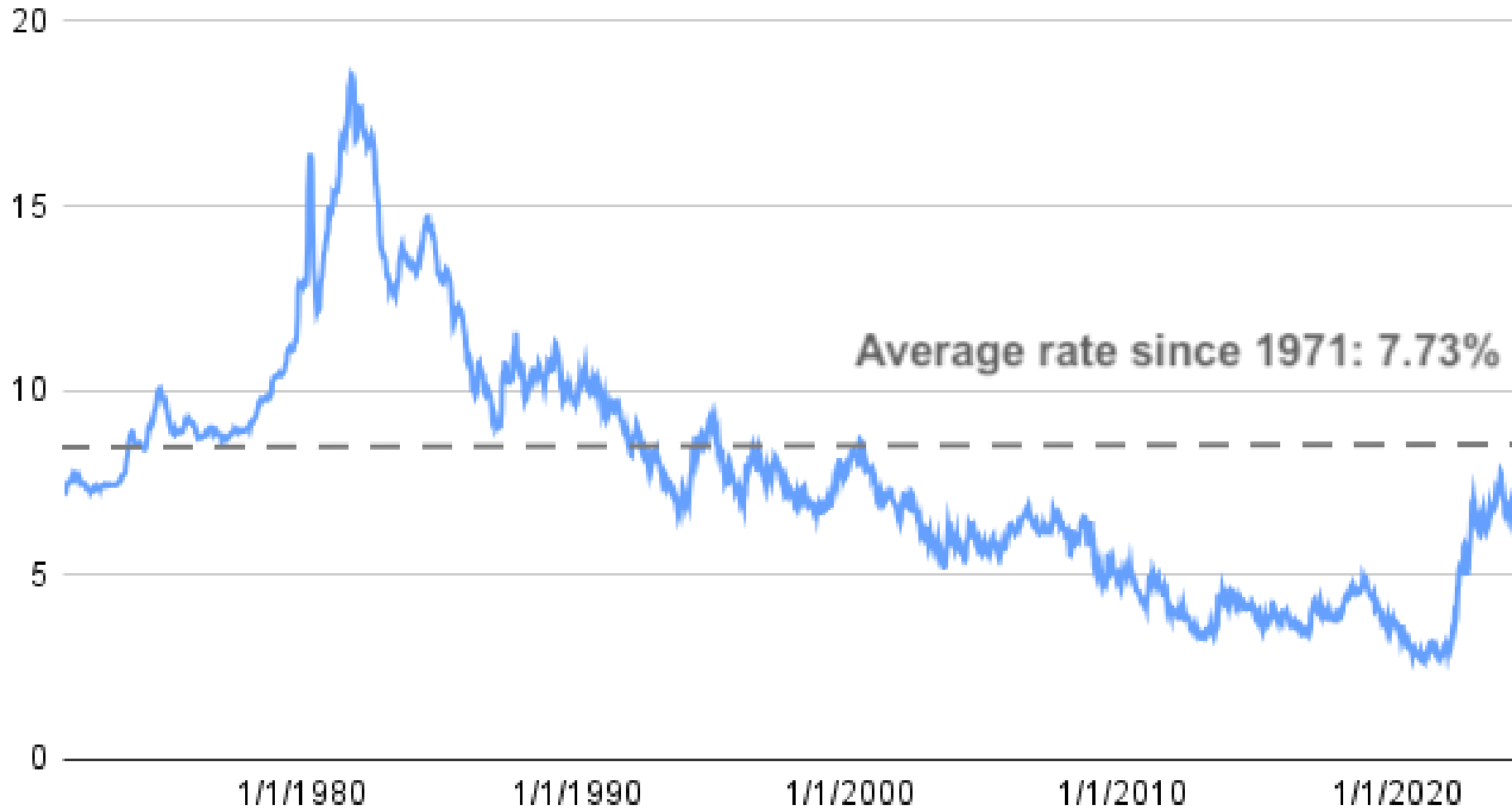
Mortgage Rate Projections

30-Year Fixed Rate, As of 12/4/2024

Quarter	Fannie Mae	MBA	Wells Fargo	Average of All Three
2024 Q4	6.60%	6.60%	6.80%	6.67%
2025 Q1	6.50%	6.60%	6.65%	6.58%
2025 Q2	6.40%	6.50%	6.45%	6.45%
2025 Q3	6.30%	6.40%	6.25%	6.32%
2025 Q4	6.30%	6.40%	6.30%	6.33%

• Sources: Fannie Mae, MBA, Wells Fargo

Historical 30-Year Mortgage Rates: 1971-2024



NAR

Lawsuits/Settlements

In the short term, the actual result of the settlement and rule changes have been minimal. However, new rules should add more fluidity in commission rates as supply and demand numbers move

National Agent Count is DROPPING (Slightly)

Agent Count Explosion

	NAR	% Increase/Decrease
2012	999,824	
2013	1,042,231	4.2%
2014	1,099,102	5.5%
2015	1,167,595	6.2%
2016	1,233,704	5.7%
2017	1,308,616	6.1%
2018	1,359,208	3.9%
2019	1,403,128	3.2%
2020	1,458,661	4.0%
2021	1,559,537	6.9%
2022	1,580,971	1.3%
2023	1,554,604	-1.7%
2024	1,523,695	-2.0%

12 Year Increase: 53%



While many agents *ARE* leaving the industry, almost as many are coming in.

This trend is likely to be the norm, due to the “gig economy”



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Remember these stats:

78% of Realtors last less than 18 months

83% are gone within 5 years



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**“You only learn who
has been swimming
naked when the
tide goes out”**

-Warren Buffett



The VAST majority of the members
of NAR STILL sell less than 2 homes
per year



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Returning to “Normal”

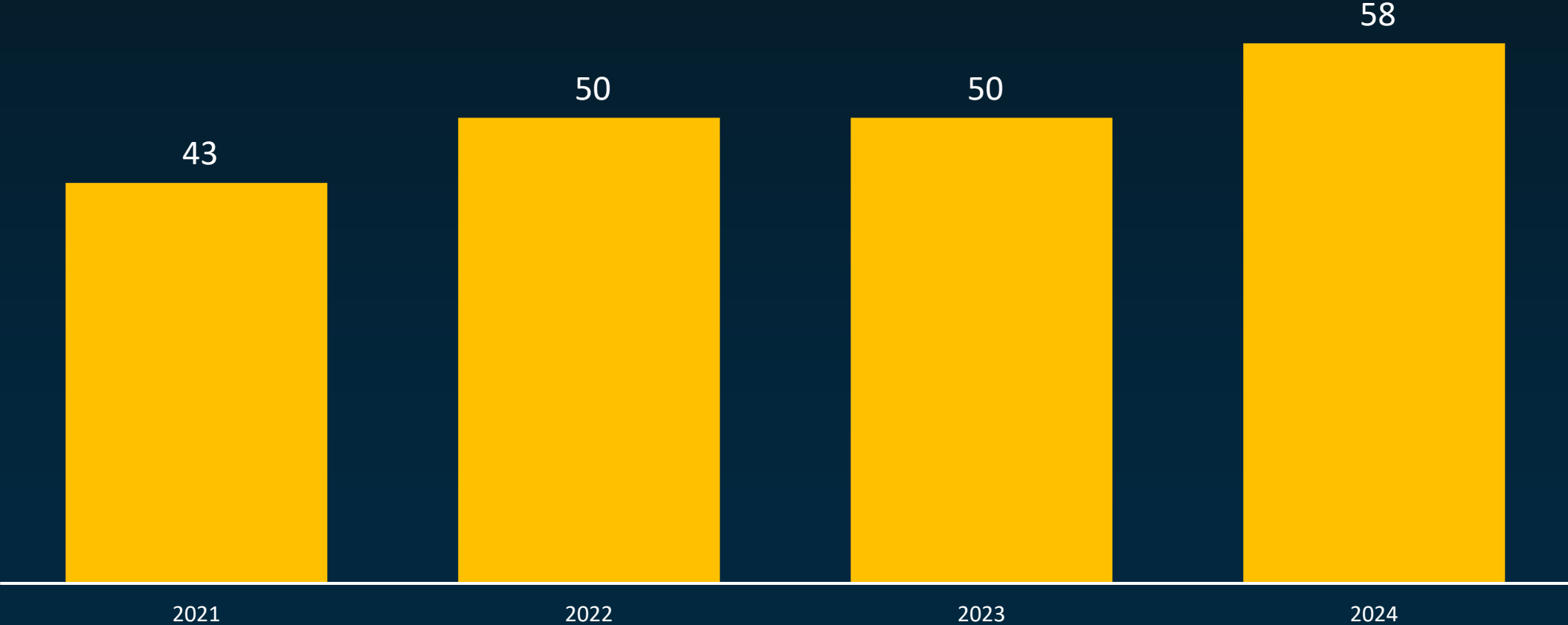


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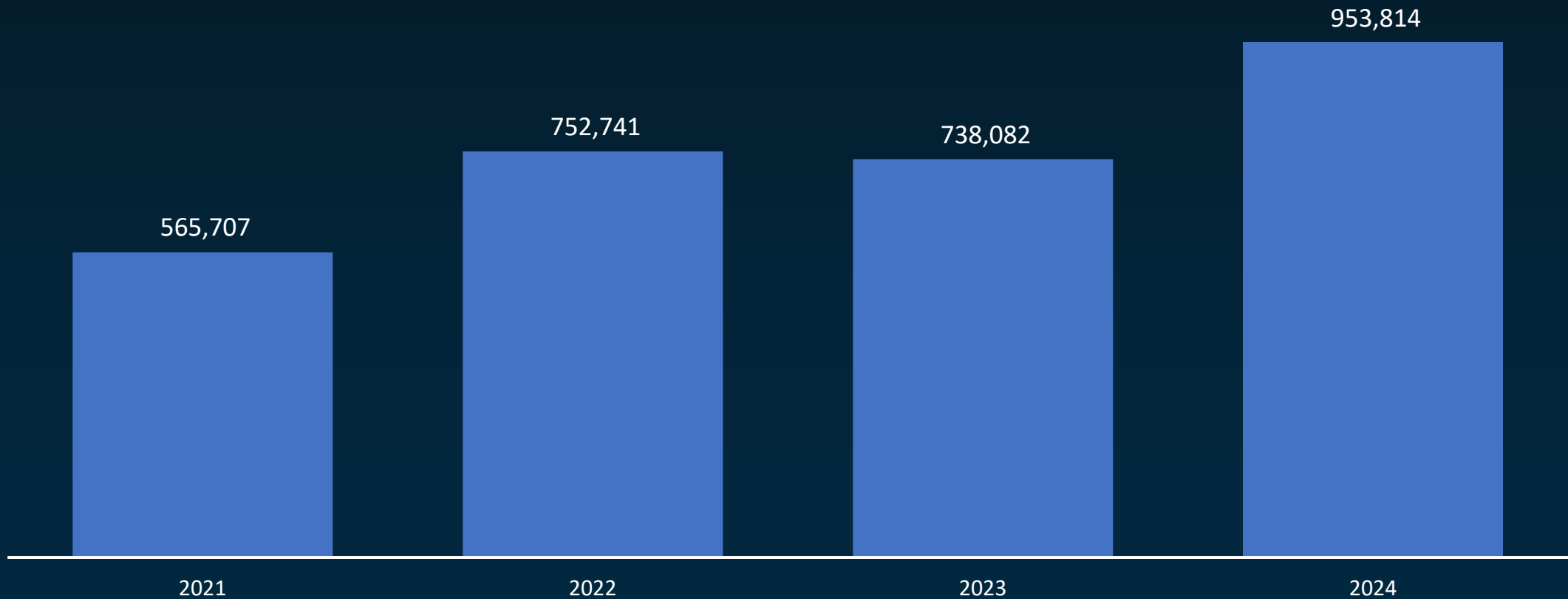
Days on Market Has Risen Since 2021

Median Days on the Market, October of Each Year



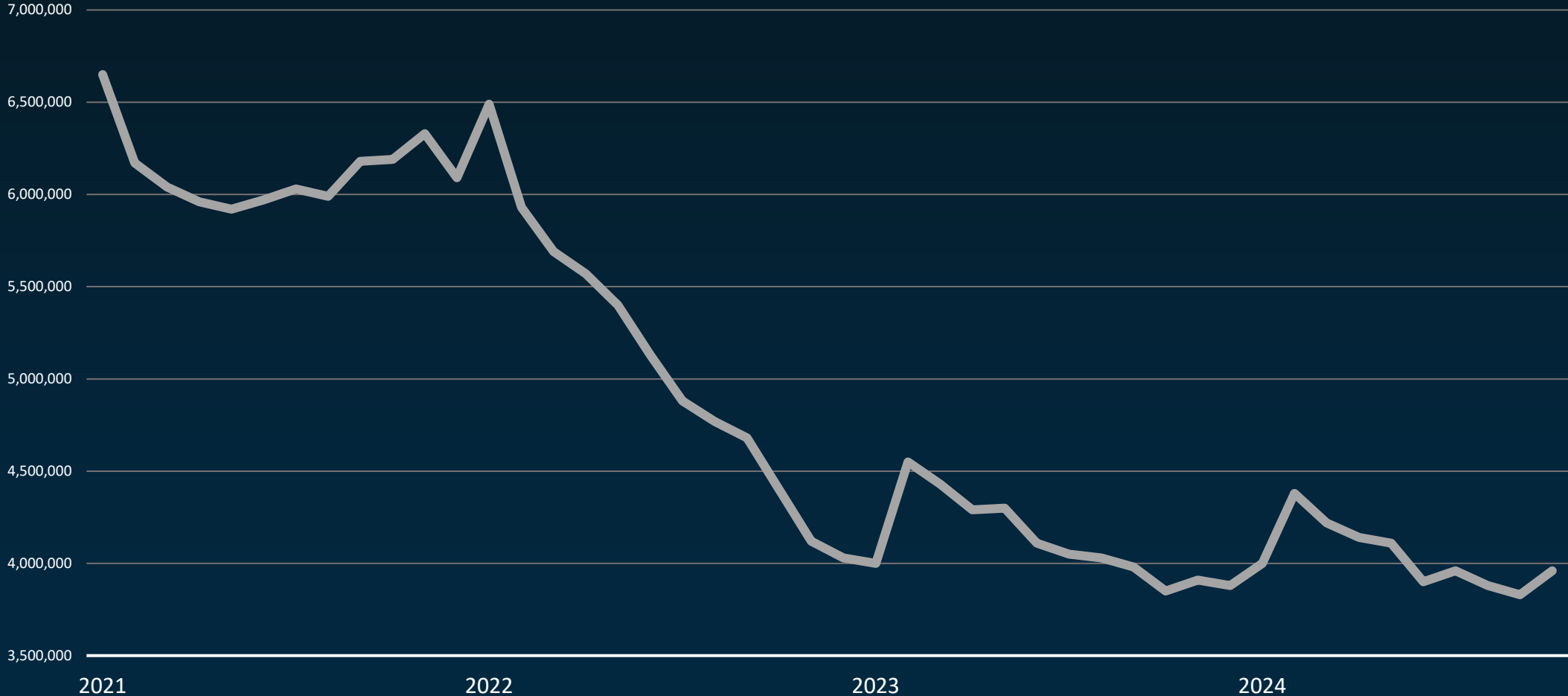
Inventory Has Risen Since 2021

Active Listing Count, October of Each Year



Existing Home Sales Are Down

Seasonally Adjusted Annual Rate of Existing Home Sales Since 2021



Portals are here to stay

List
Side:



Buy
Side:



The “Immutable Laws” are back in play

Law #10

“Payment”

Most buyers don't care about the final sales price of the home they purchase.

Buyers only care about:

1. Down Payment
2. Monthly Payment

We live in a PAYMENT driven economy!

Law #14

“Expectations”

The condition of a home needs to be at the market.

Buyers will not pay extra money for features they do not expect.

Nor will they purchase a home that needs updating they don't have the cash to complete

Law #17

“Who’s helping
who?”

Selling homes is all about competition.

Either the marketplace is helping you sell your listing, or you are helping someone else sell theirs.

Positioning your listing is crucial! This is a Listing PRESENTATION Conversation

Listing Inventory is Bifurcating

As a result, EXPIRED LISTINGS will be a vibrant piece of business for the first time in 5+ years!

First Quarter Action Items:

FOCUS on increasing your LISTING
INVENTORY!



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Establish a Google Business Page and
Become Google verified/guaranteed



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Establish an expired program and IMPLEMENT



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Establish a GEOGRAPHIC FARM



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Due to the “Loudness” of online, double
down on past client/SOI systems in Q1!!!



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How are you doing?

in Network

X 4

X 5%

Referral Transactions

Compare the result to the # of repeat/referral transactions you did in 2024



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If your transaction number was less than the model, one of two things is in play...

1. Your database is too large

2. You are not contacting them regularly and effectively

Referral Business is the “Achilles Heel” of small business!



Why it Matters...

Exhibit 7-3 Number of Agents Contacted Before Selecting One To Assist With Sale of Home

(Percentage Distribution)

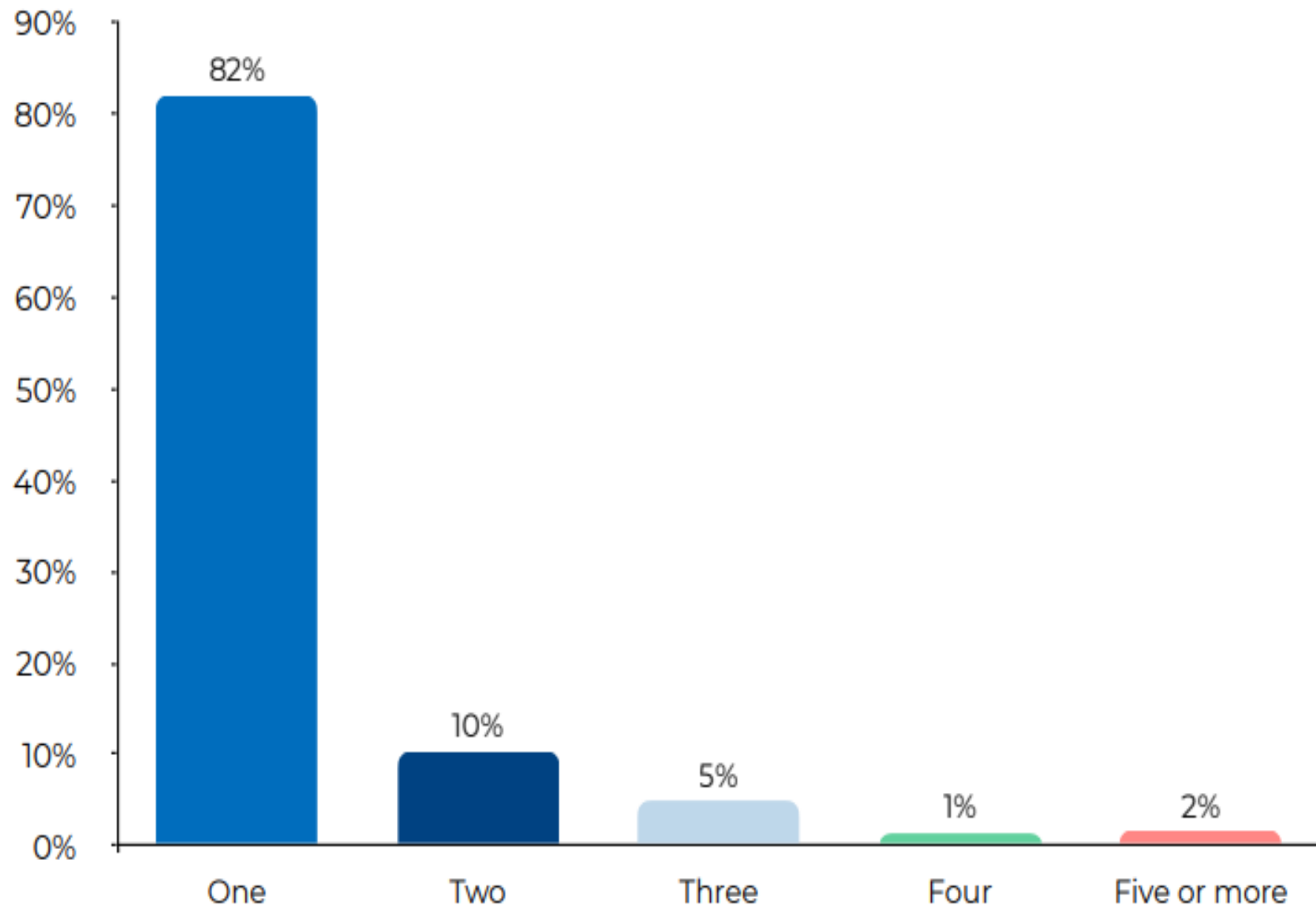


Exhibit 7-12 Would Seller Use Real Estate Agent Again or Recommend to Others

(Percentage Distribution)

	ALL SELLERS	10 MILES OR LESS	11 TO 20 MILES	21 TO 50 MILES	51 TO 100 MILES	101 TO 500 MILES	501 MILES OR MORE
Definitely	74%	77%	75%	74%	69%	71%	72%
Probably	15%	14%	14%	14%	11%	17%	16%
Probably Not	6%	5%	7%	5%	11%	7%	5%
Definitely Not	5%	4%	4%	6%	7%	4%	6%
Don't Know/Not Sure	1%	1%	*	1%	2%	1%	*

* Less than 1 percent

Exhibit 7-1 Method Used To Find Real Estate Agent, by First-Time or Repeat Seller

(Percentage Distribution)

	ALL SELLERS	FIRST-TIME SELLER	REPEAT SELLER
Referred by (or is) a friend, neighbor or relative	39%	47%	35%
Used agent previously to buy or sell a home	29%	24%	31%
Personal contact by agent (telephone, email, etc.)	4%	3%	4%
Referred by another real estate or broker	4%	4%	4%
Internet website (without a specific reference)	3%	3%	4%
Visited an open house and met agent	2%	2%	2%
Saw contact information on For Sale/Open House sign	2%	1%	3%
Referred through employer or relocation company	1%	1%	1%
Direct mail (newsletter, flyer, postcard, etc.)	1%	1%	1%
Walked into or called office and agent was on duty	1%	1%	1%
Advertising specialty (calendar, magnet, etc.)	1%	*	1%
Crowdsourcing through social media/knew the person through social media	1%	1%	*
Saw the person's social media page without a connection	1%	1%	*
Newspaper, Yellow pages or home book ad	*	*	*
Other	13%	10%	12%

* Less than 1 percent

Create a “CLOSED” FACEBOOK Group

Need to Grow your Database?

Leverage FACEBOOK/Phone

Identify the FB friends you have that are not already in your SOI, but who live in your area and could be referral sources



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DIRECT MESSAGE/TEXT the following:

“Hi _____, I was wondering if you have a Realtor you would use or refer business to. If not, would you consider using me?”

IF THEY ANSWER IN THE AFFIRMATIVE, THEN SEND THIS:

“Great! Could you send me your email address and home address? I have some great events coming up this year for my clients and want to make sure you get invited as well!”



IF THEY GIVE YOU THE INFORMATION, THEY HAVE
NOW RAISED THEIR HAND TWICE!

ENROLL THEM IN YOUR PROCESS!

The goal is to become the “hub of the wheel” for all real estate
information!





“Most people go through their whole life and never get leverage, and that’s sad...but what’s worse is when people have leverage and don’t use it.”

-Colin Cowherd

You are **HERE!**
You have **LEVERAGE!**
USE IT!



**“Be fearful when
others are greedy,
and greedy when
others are fearful”
-Warren Buffett**



LET'S GET AFTER IT!

We're always here to help!
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See you January 22nd @12:00pm CT

For

The POWER of CLARITY

Living in your "Sweet Spot"