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*Get Real,
Get Right.*

MEGA **AGENT** CAMP

*By Agents
For Agents*

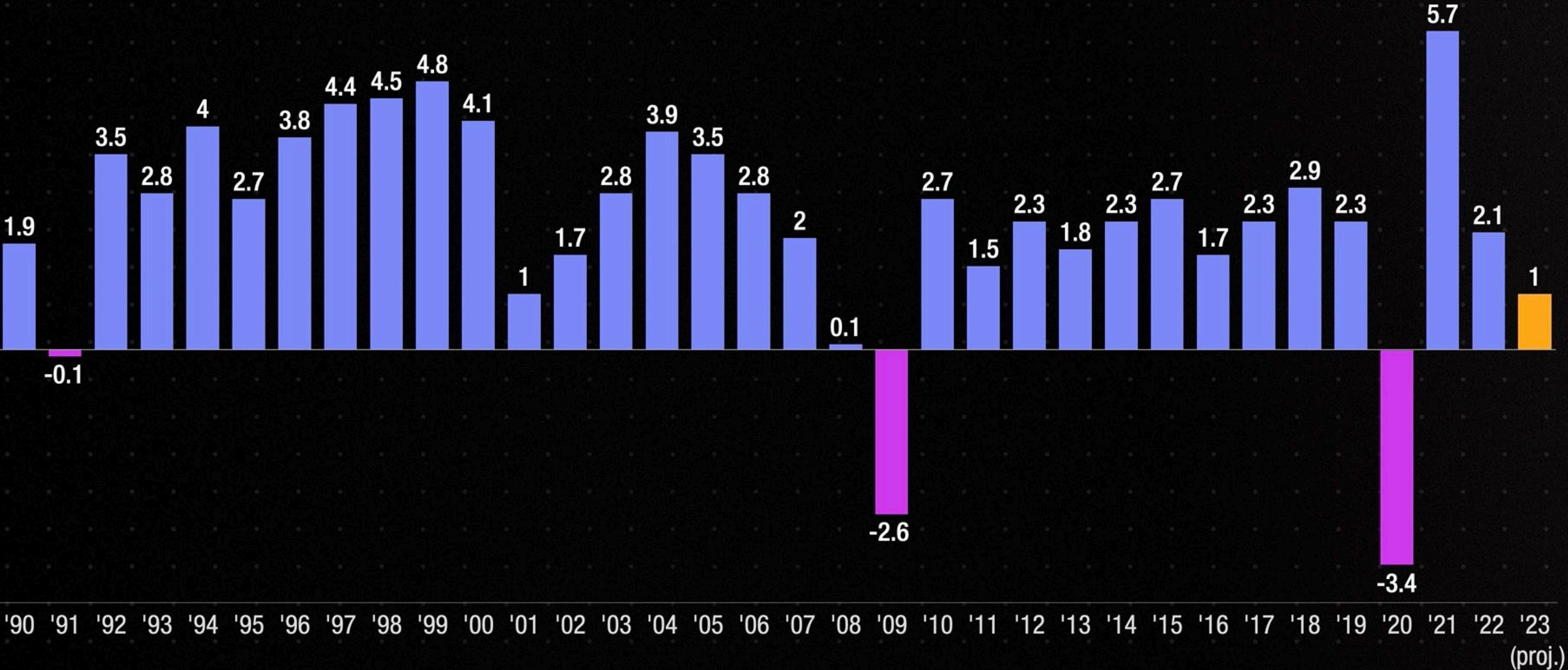
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MARKET UPDATE

2023

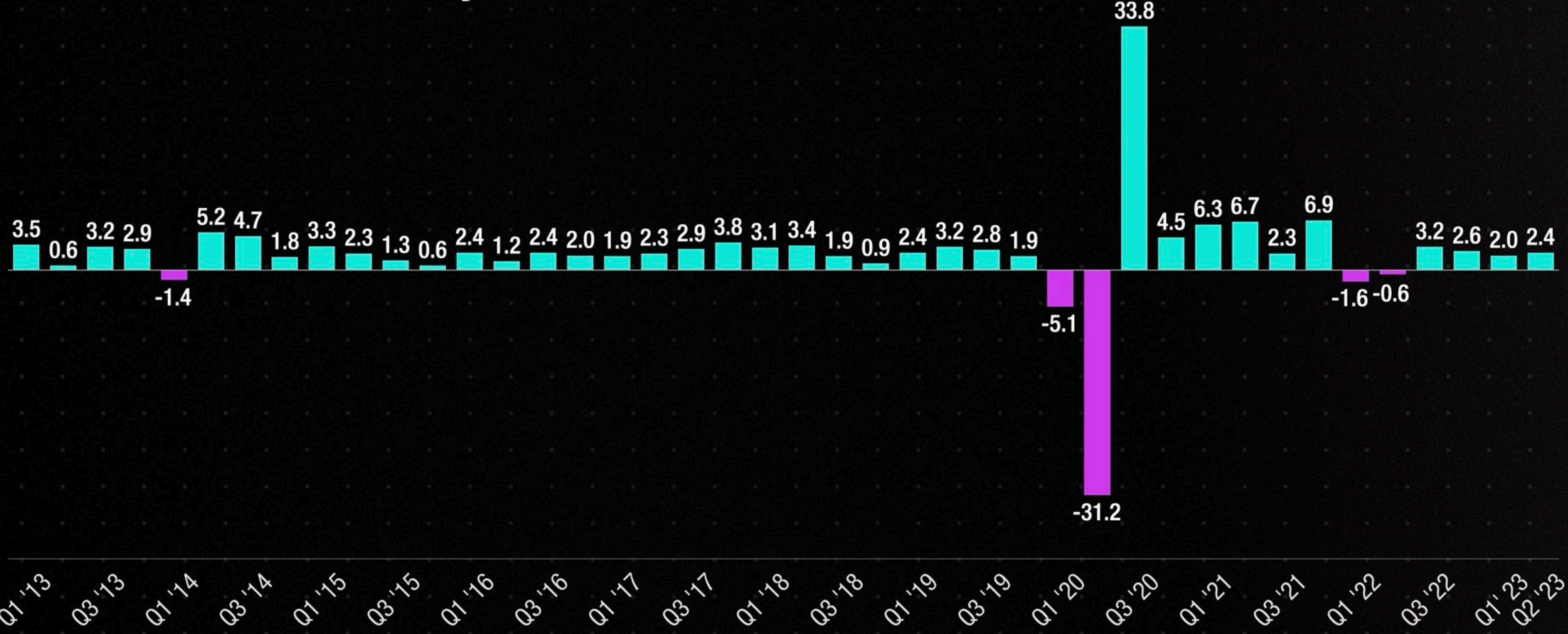
THE U.S. ECONOMY

GDP - Annual



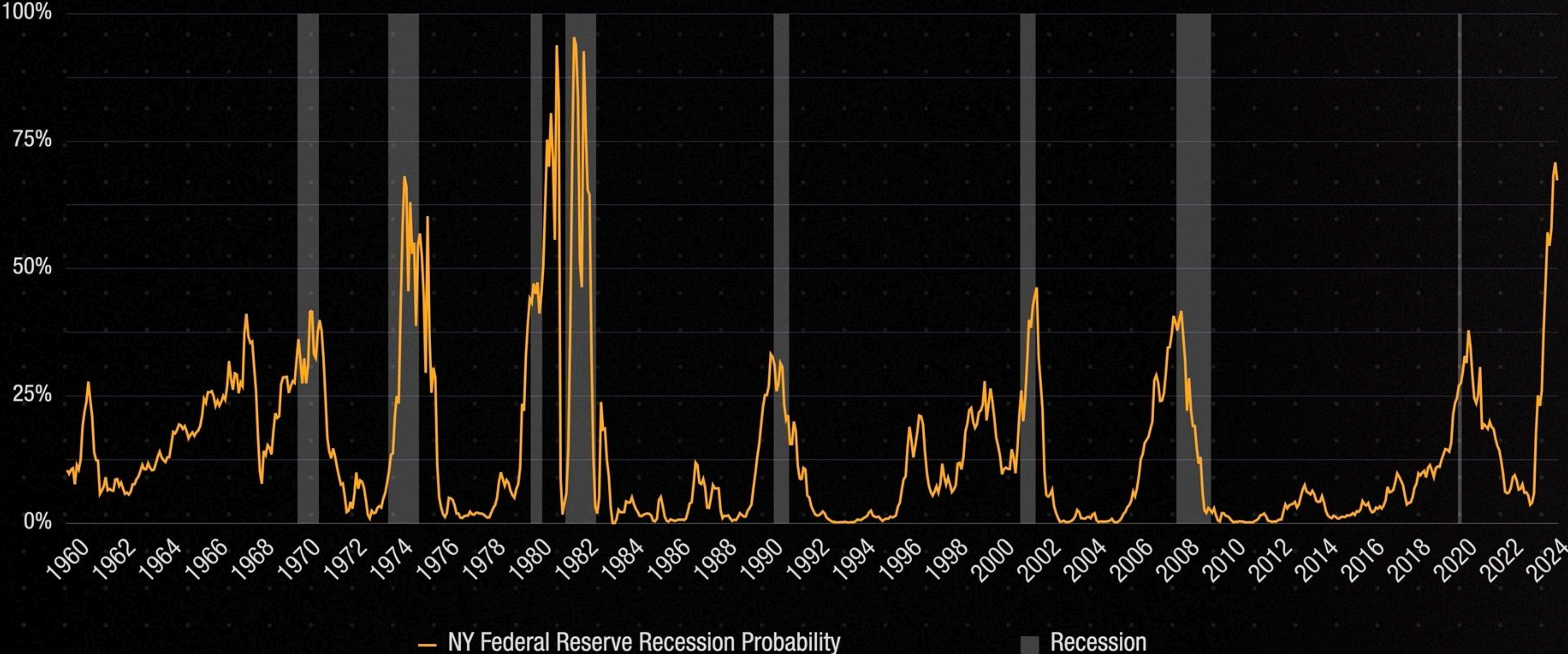
■ Real GDP Year-Over-Year Change (%)

GDP - Quarterly



■ Quarterly GDP (%)

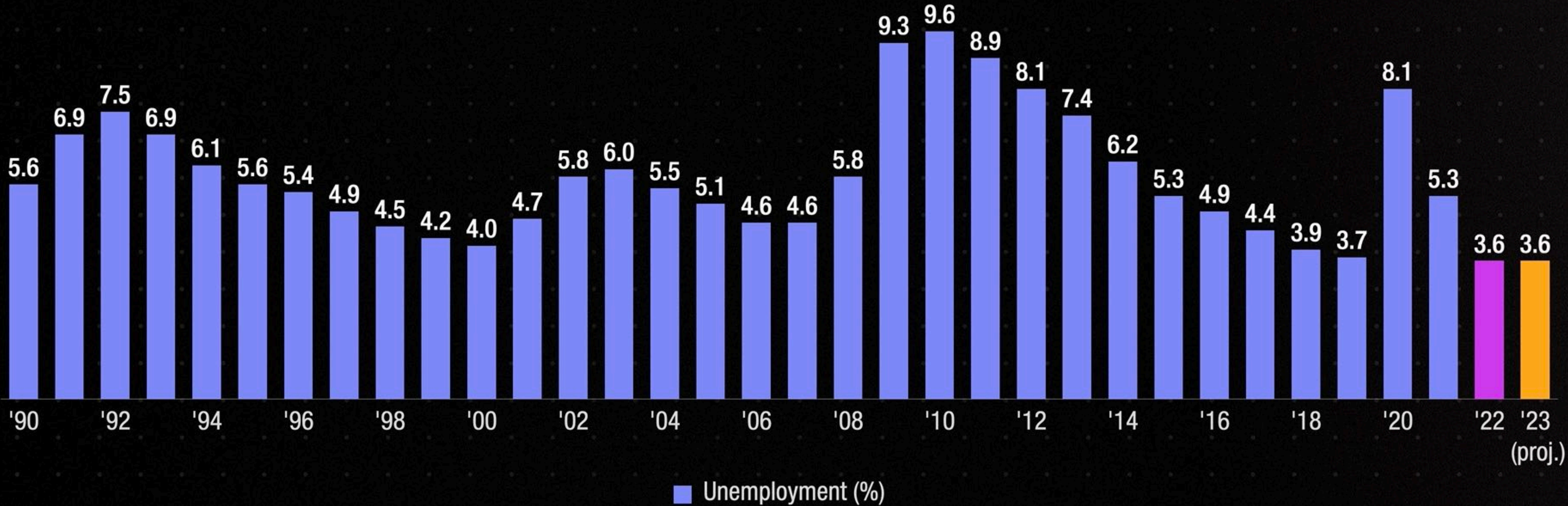
Recession Probability



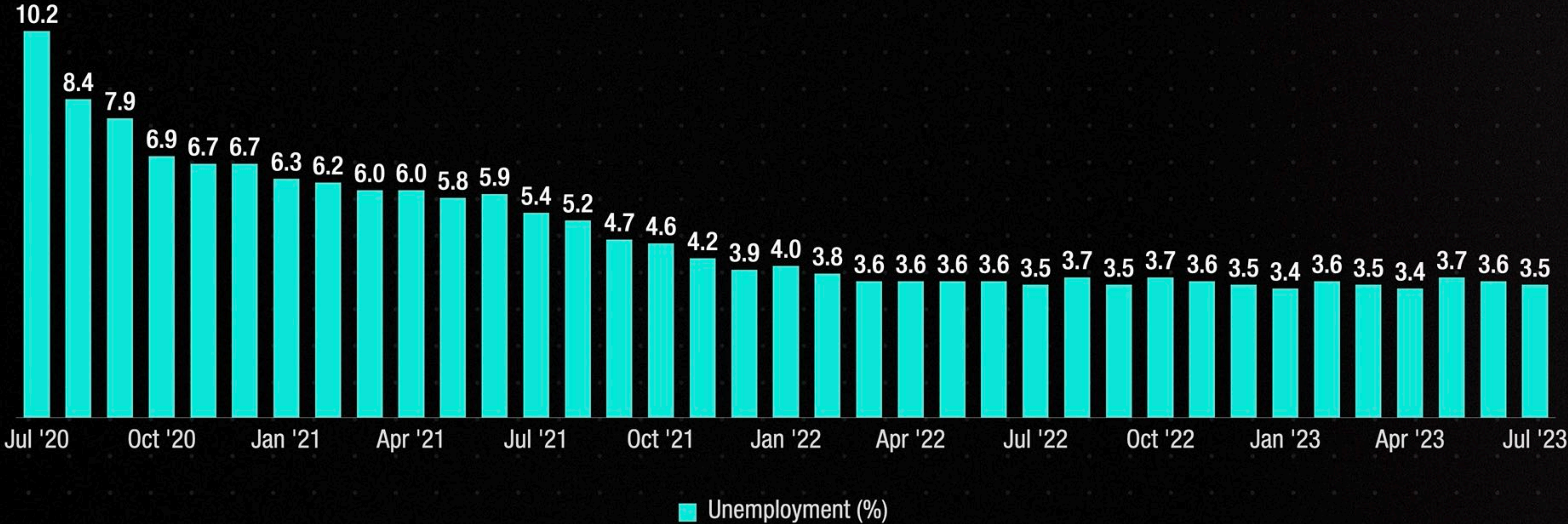
Consumer Sentiment



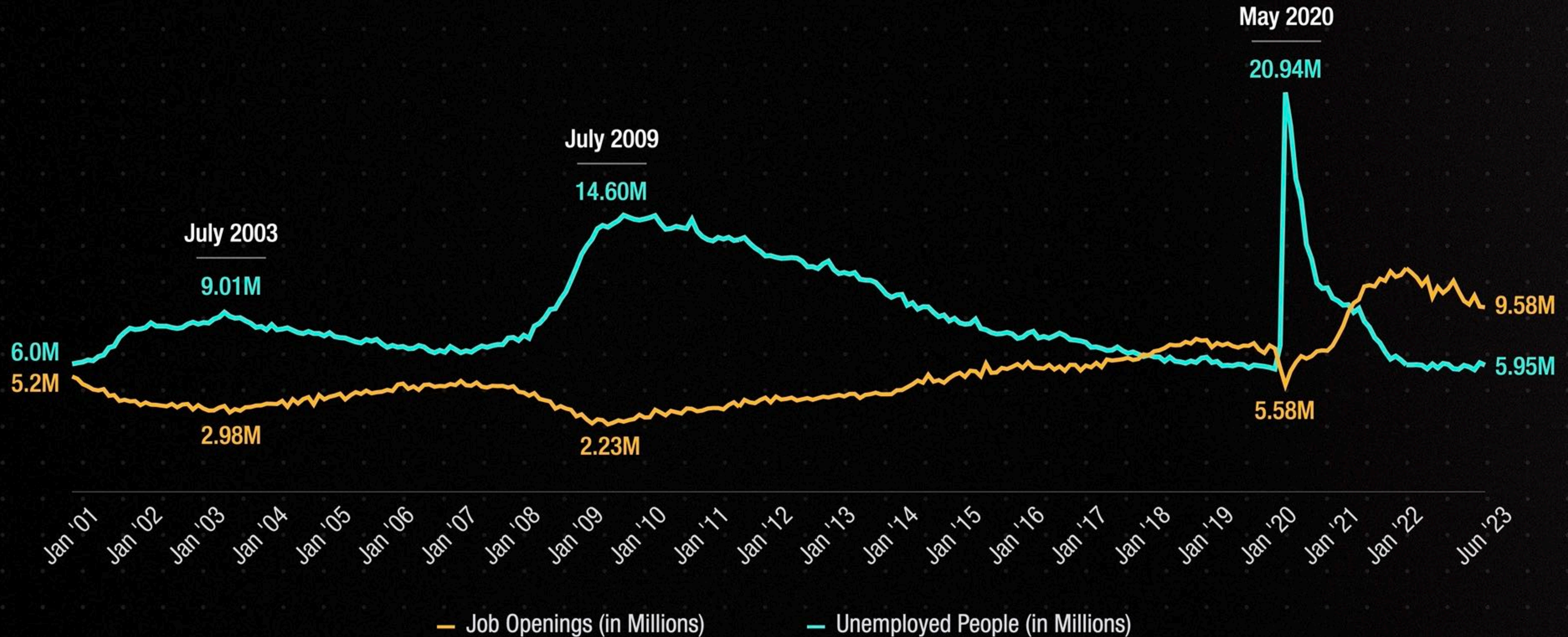
Unemployment - Annual



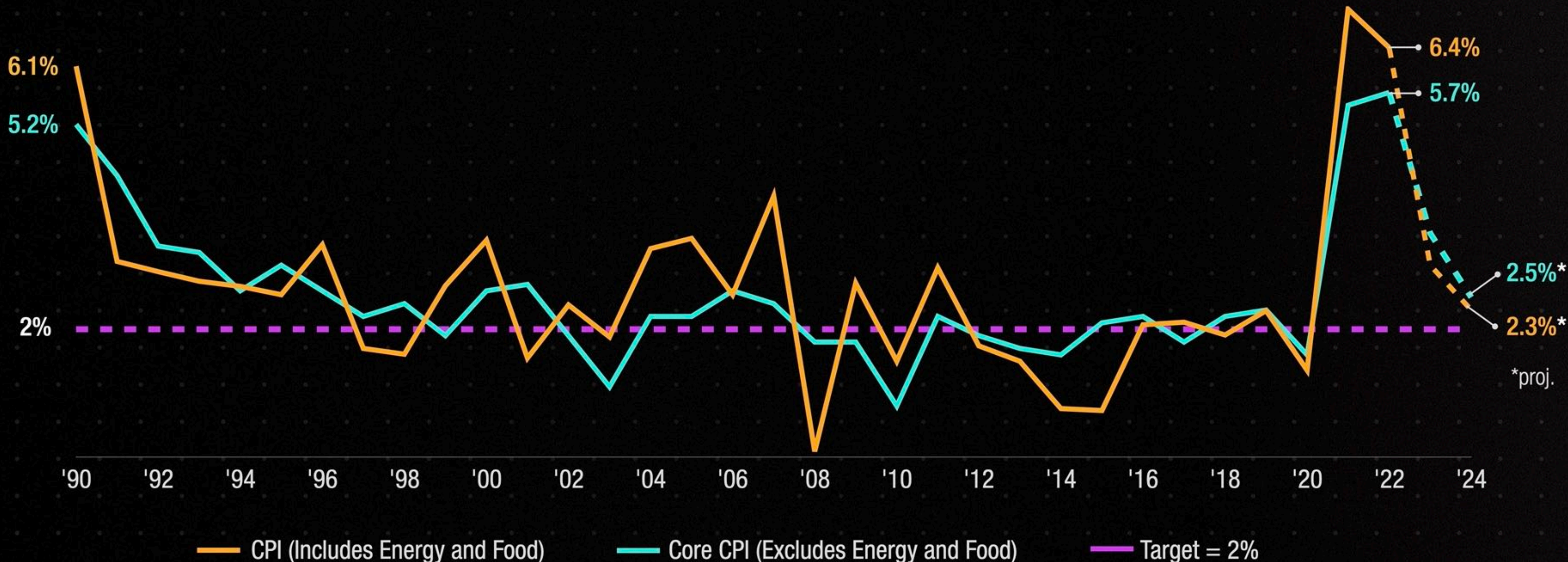
Unemployment - Monthly



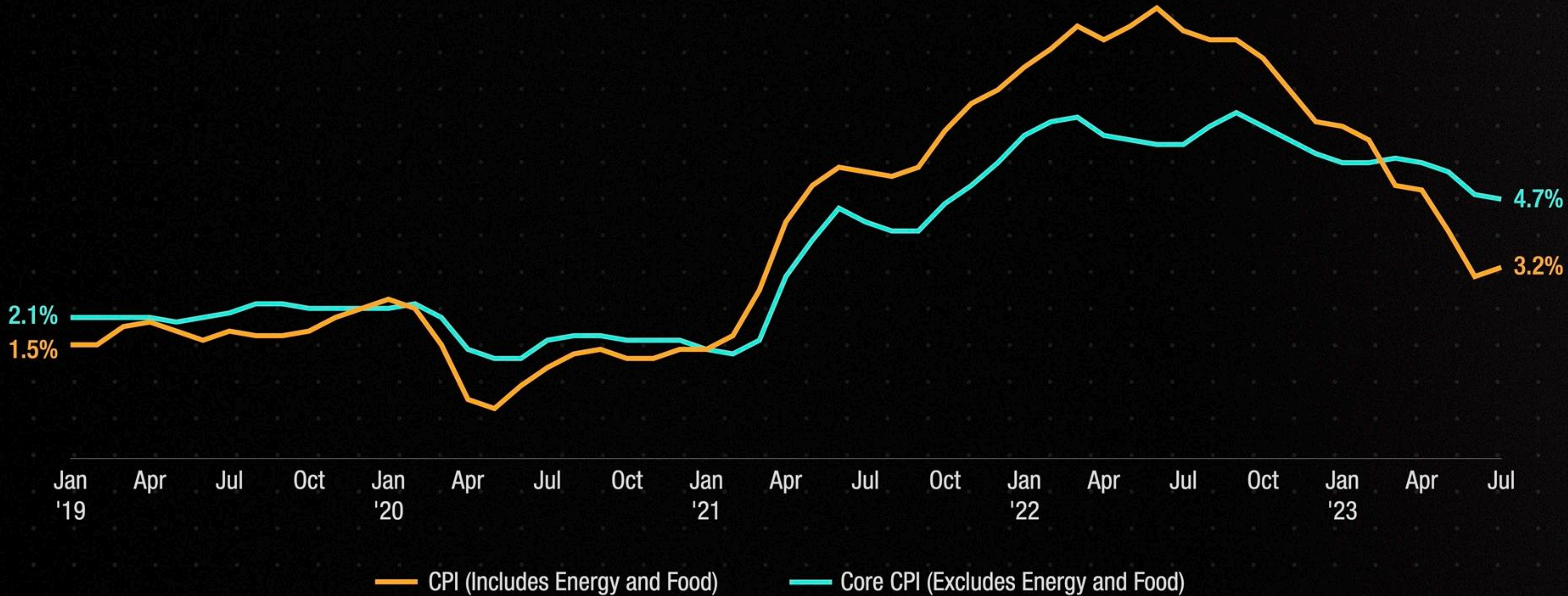
Unemployment - Job Openings



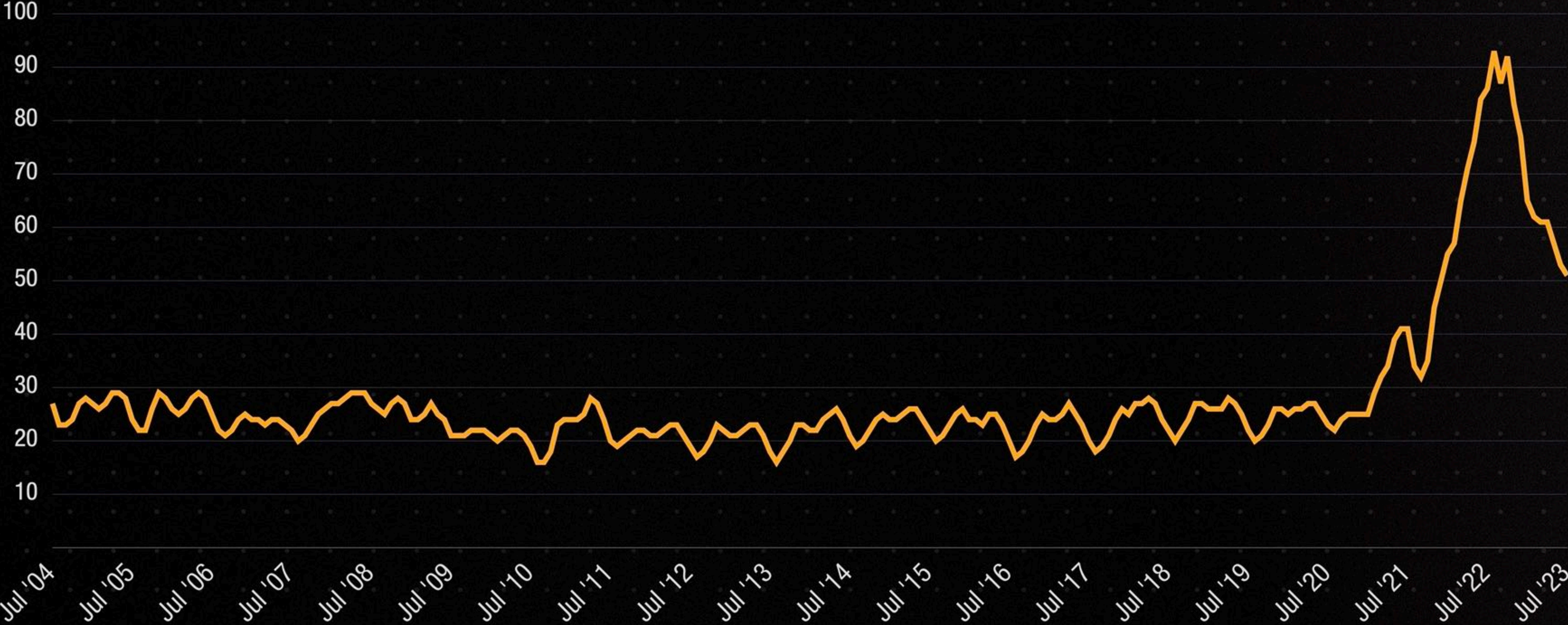
Inflation - Annual



Inflation - Monthly

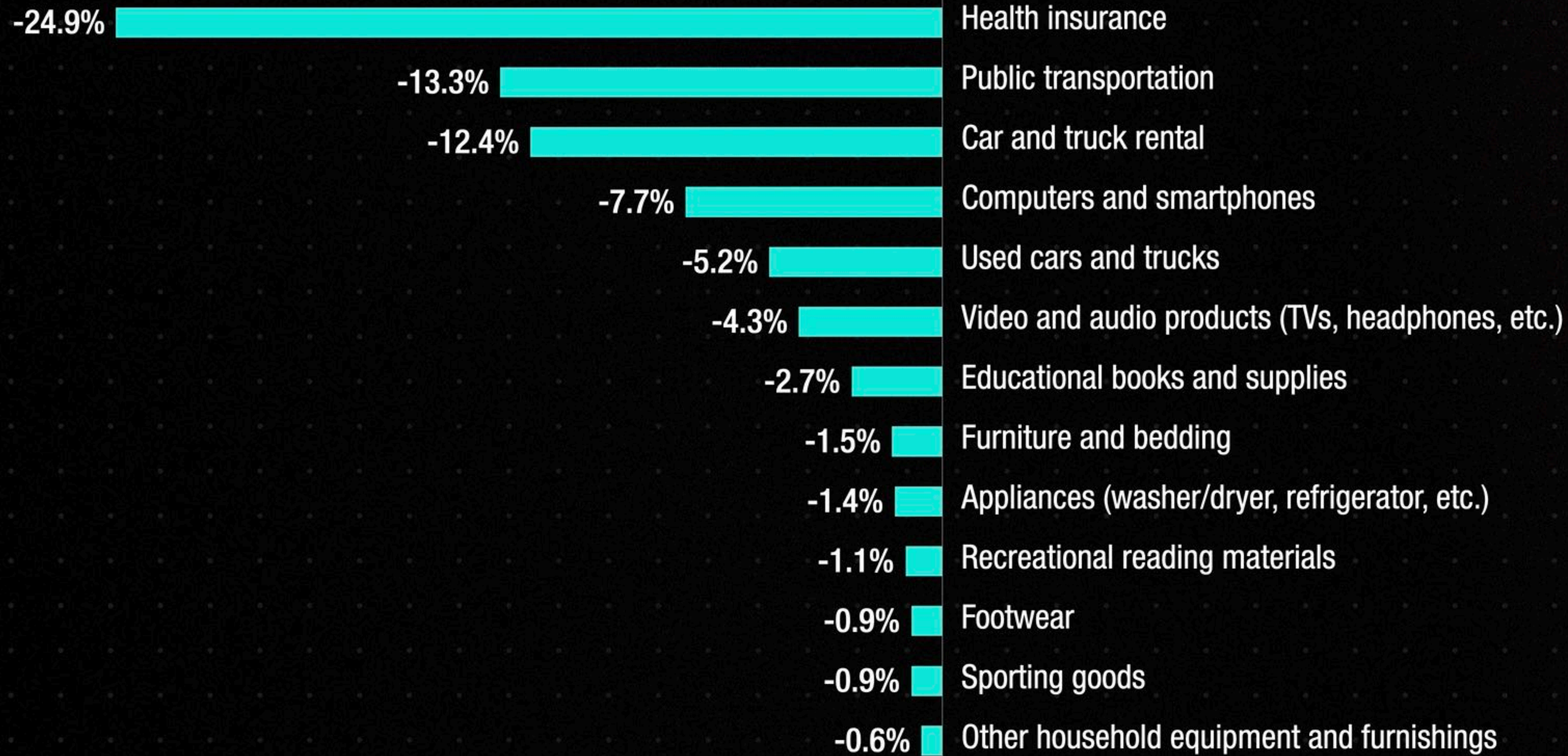


Inflation - Google Searches Over Time

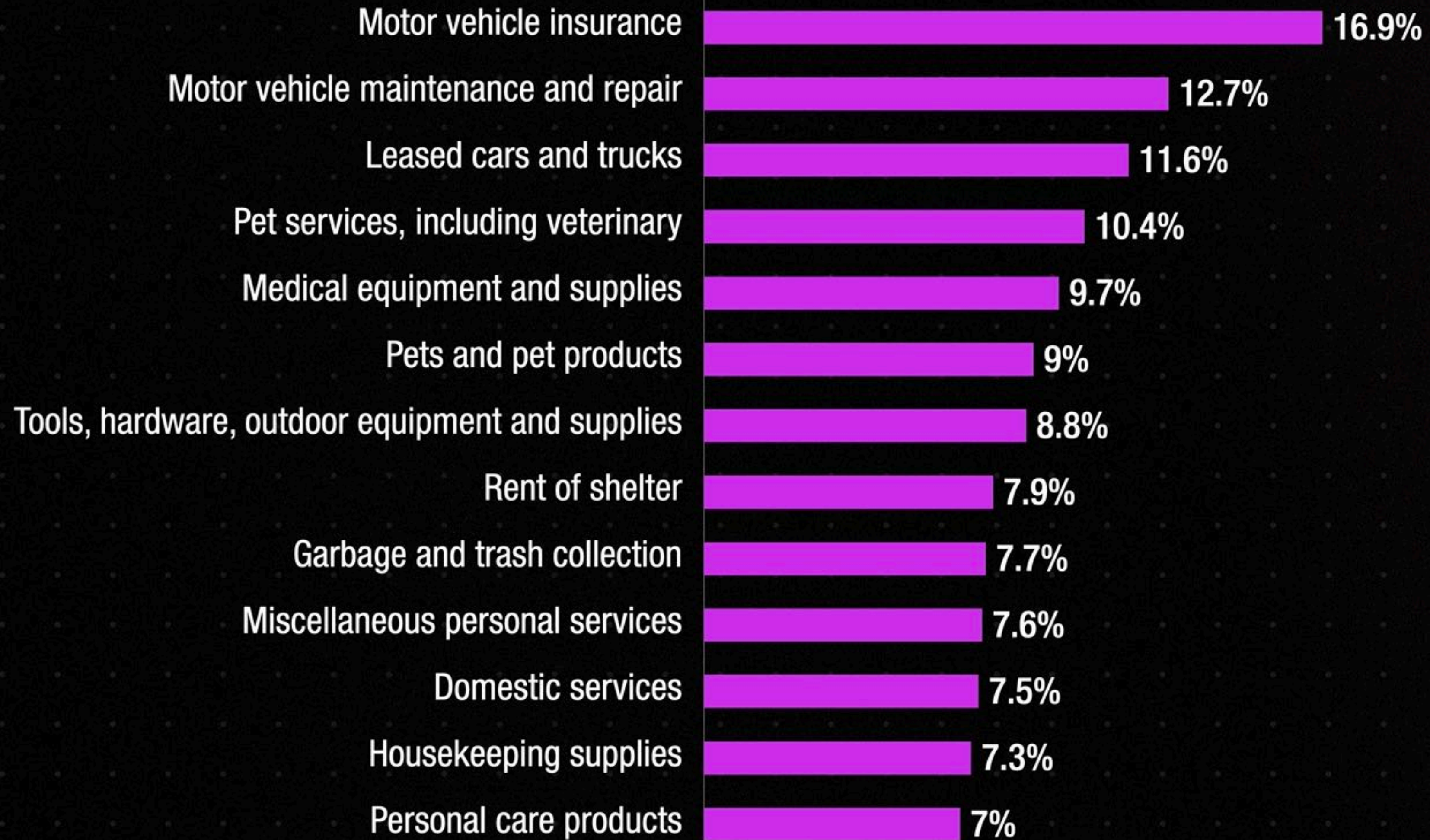


— 3-Month Moving Average

Inflation - Items With Falling Prices



Inflation - Fastest Rising Prices



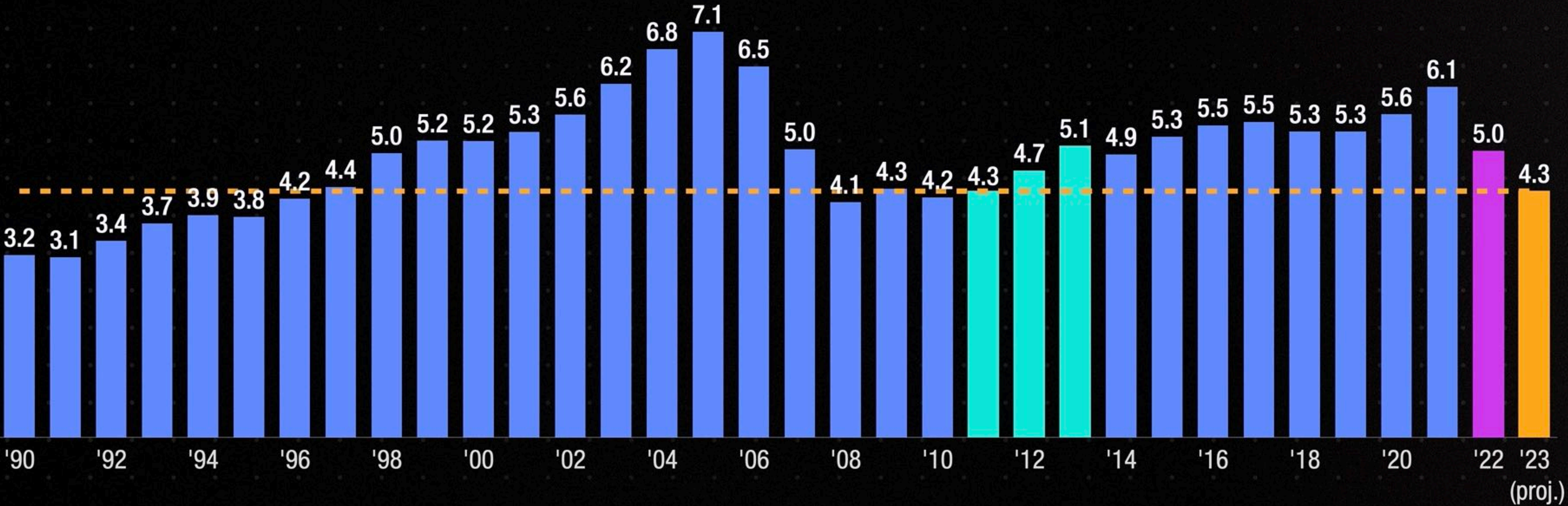
REAL ESTATE INDUSTRY ✓



Canadian Market

	2022	Forecast 2023	Change
Sales	498,269	450,500	-10%
Price	C\$703,875	C\$700,356	-1%
Inventory	59%	62%	3%

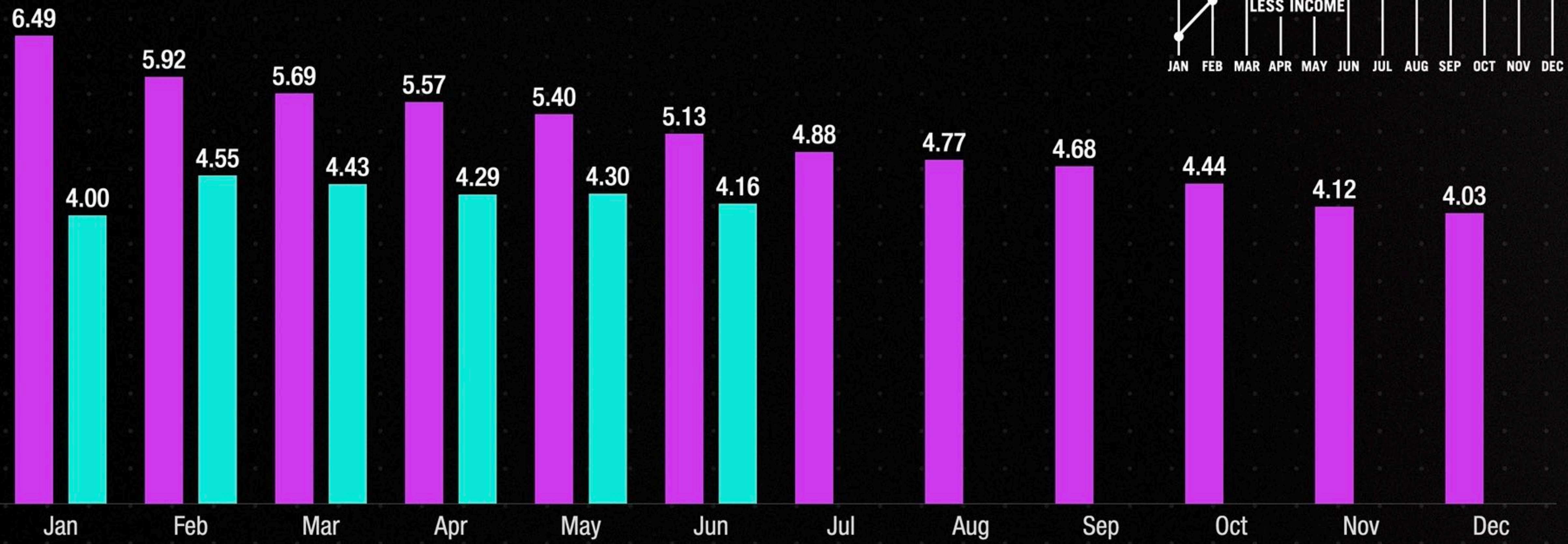
Home Sales - Annual



-- 2023 Sales (Projected) ■ Total Annual Single-Family Home Sales (in Millions)

Home Sales - Monthly

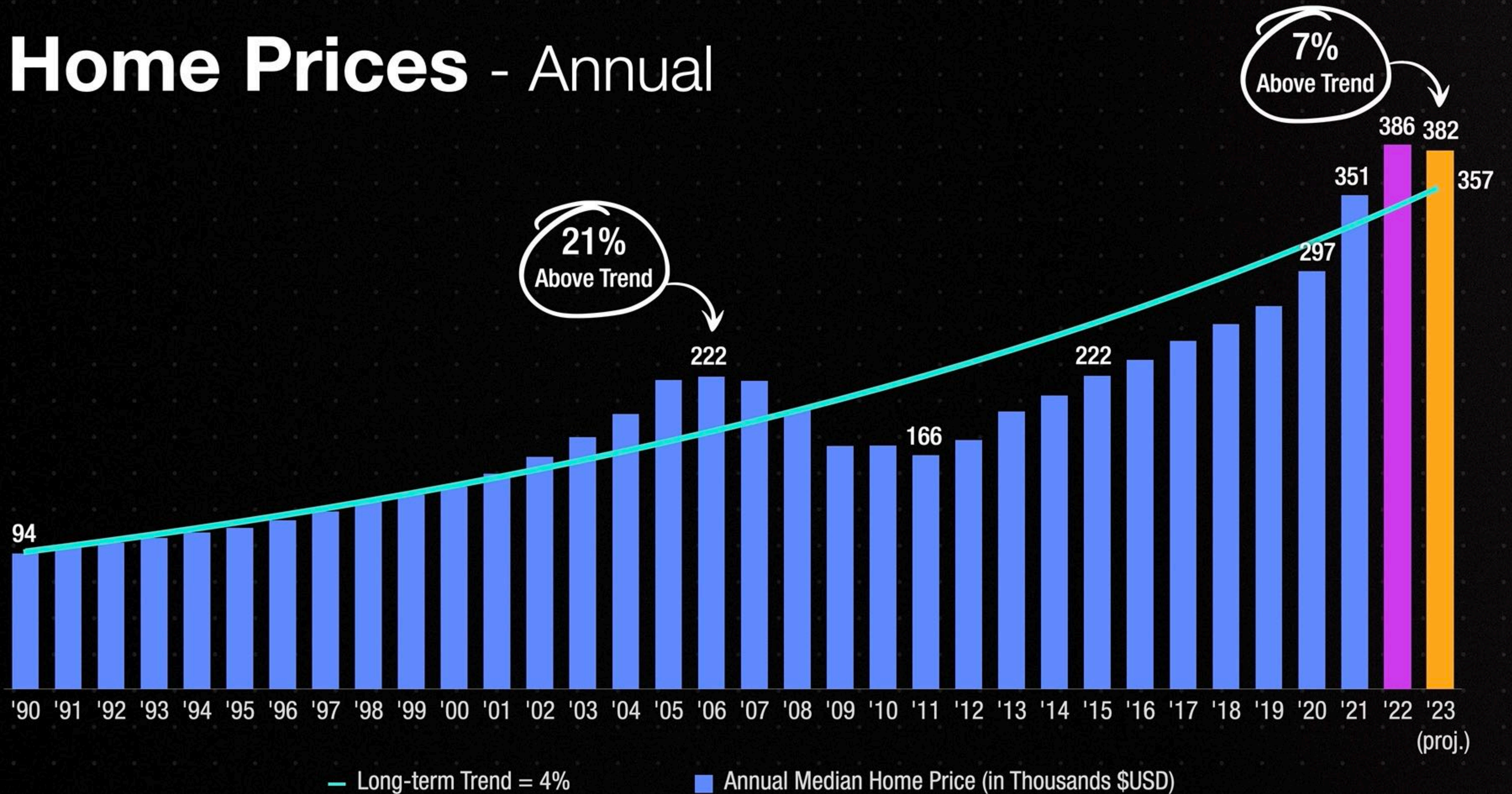
SEASONAL INCOME CYCLE



Seasonally-Adjusted Annualized Sales Rate

■ 2022 ■ 2023

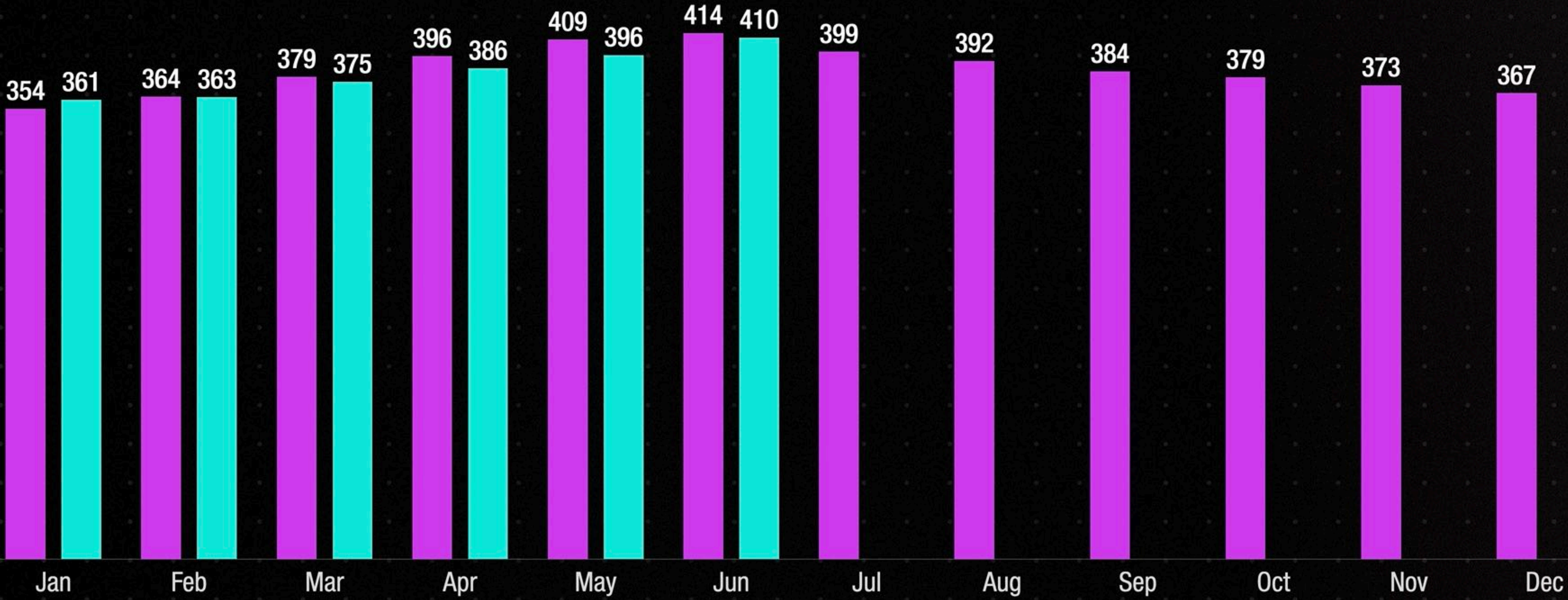
Home Prices - Annual



— Long-term Trend = 4%

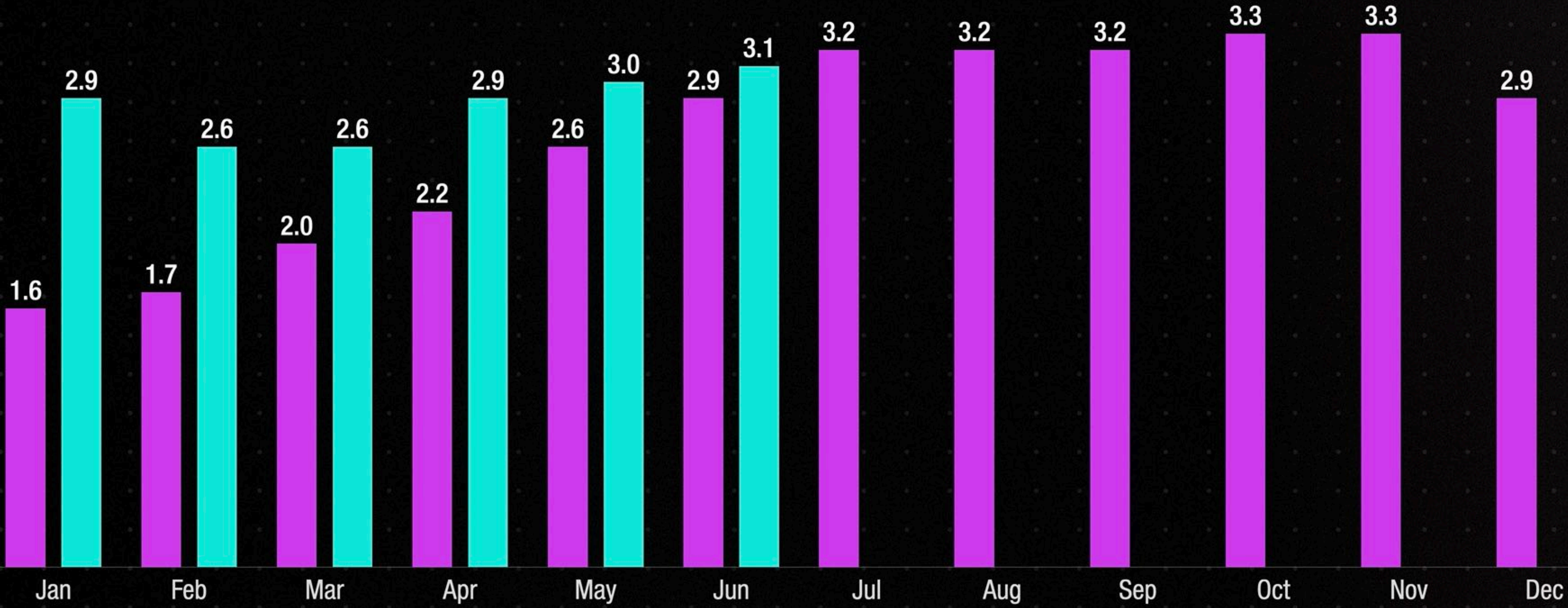
■ Annual Median Home Price (in Thousands \$USD)

Home Prices - Monthly



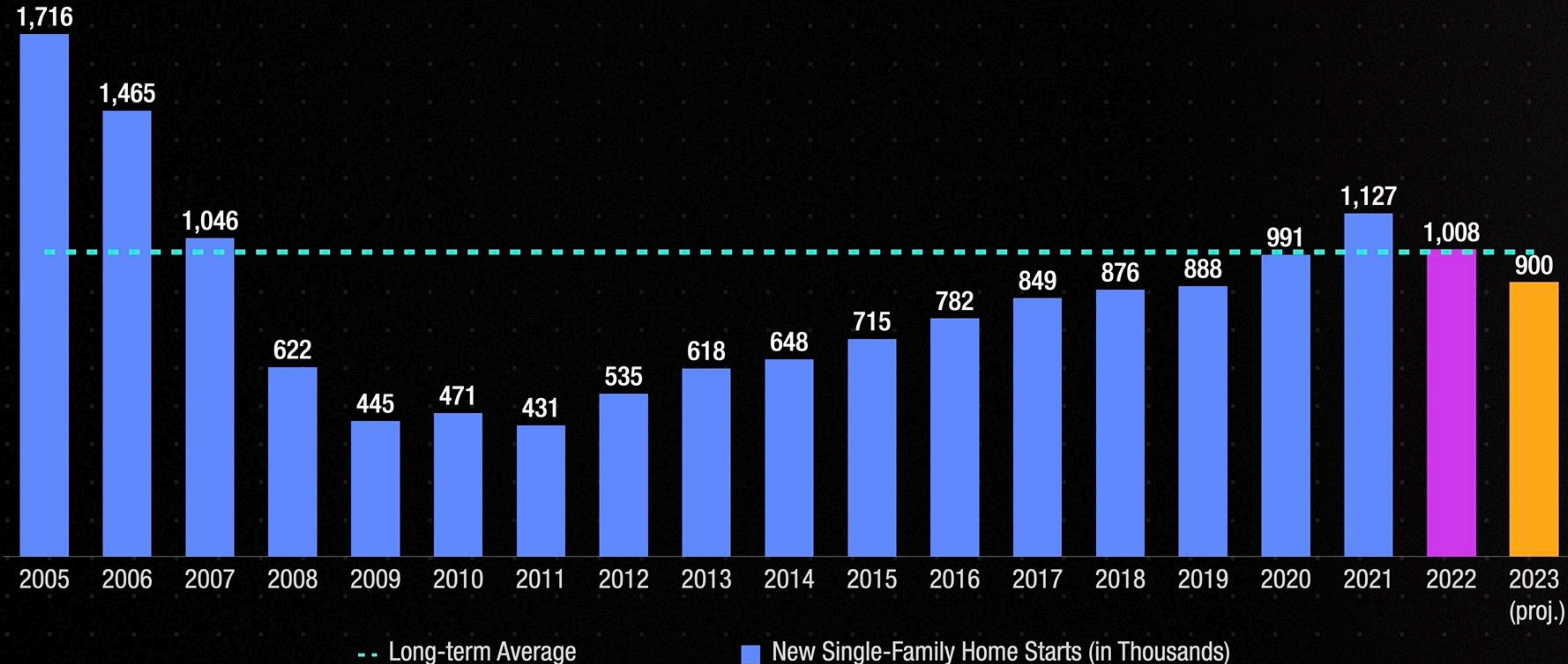
Median Home Price (in Thousands \$USD) | 2022 2023

Inventory - Monthly

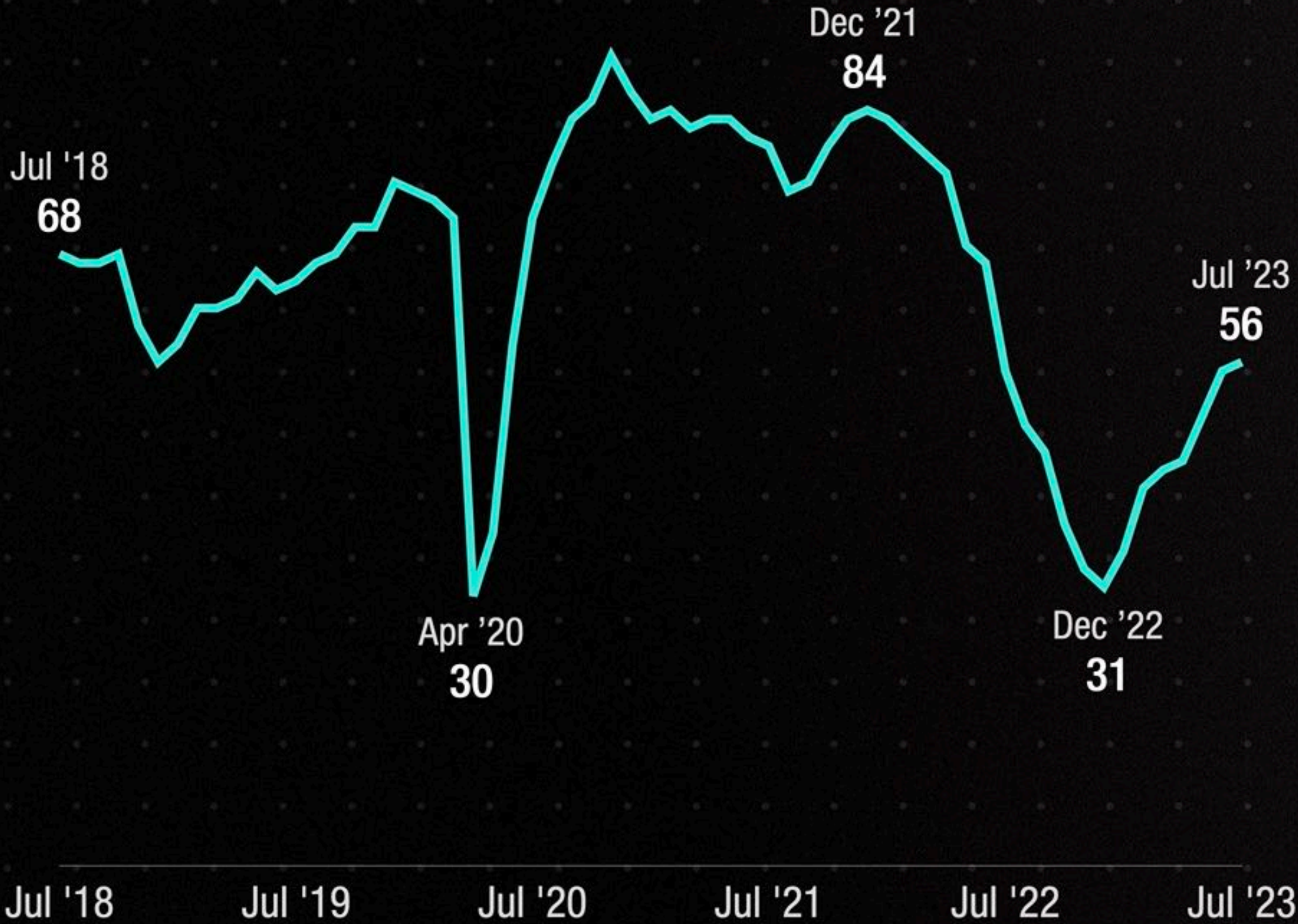
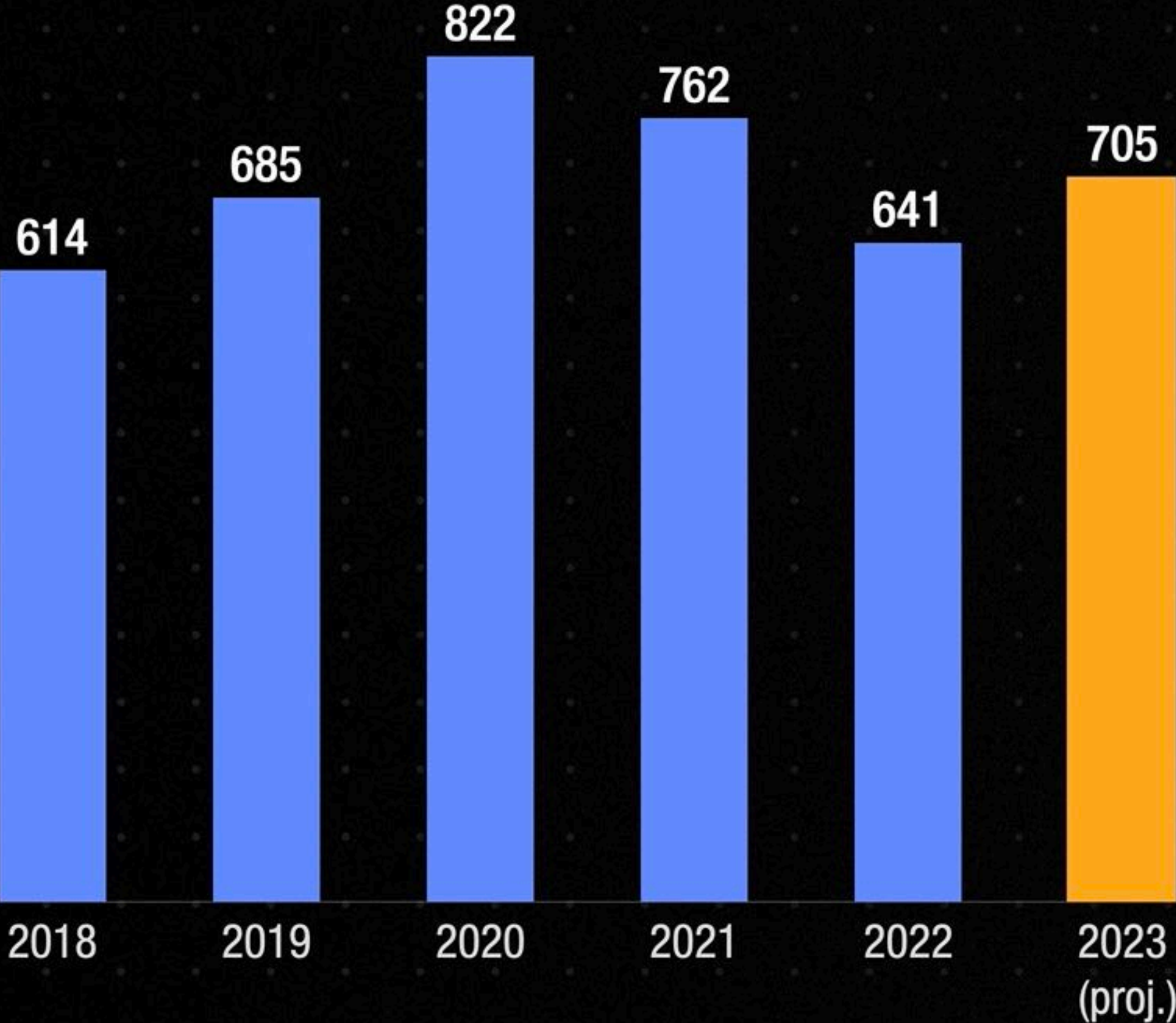


Months Supply of Inventory | ■ 2022 ■ 2023

New Home Starts



New Home Sales & Builder Confidence



■ New Single-Family Home Sales (in Thousands)

— Builder Confidence Index

Mortgage Rates - Annual

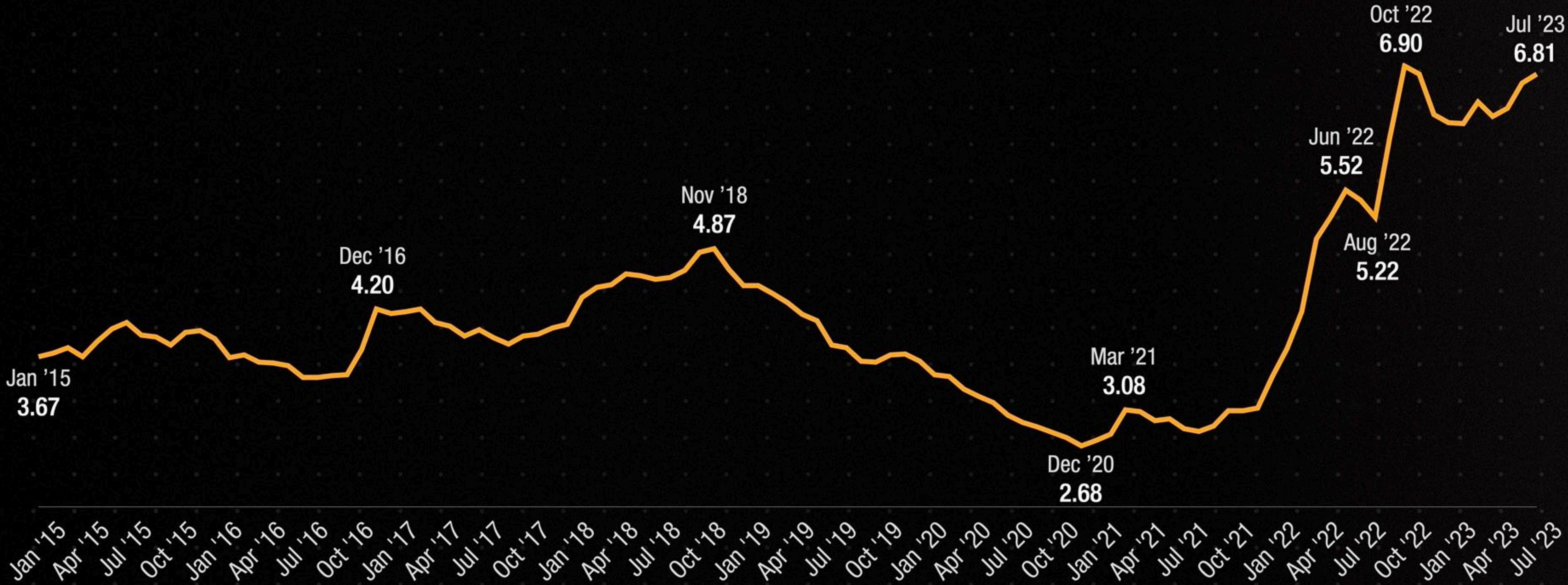


■ Annual Mortgage Rate (%)

- - Historical Average from '72-'21

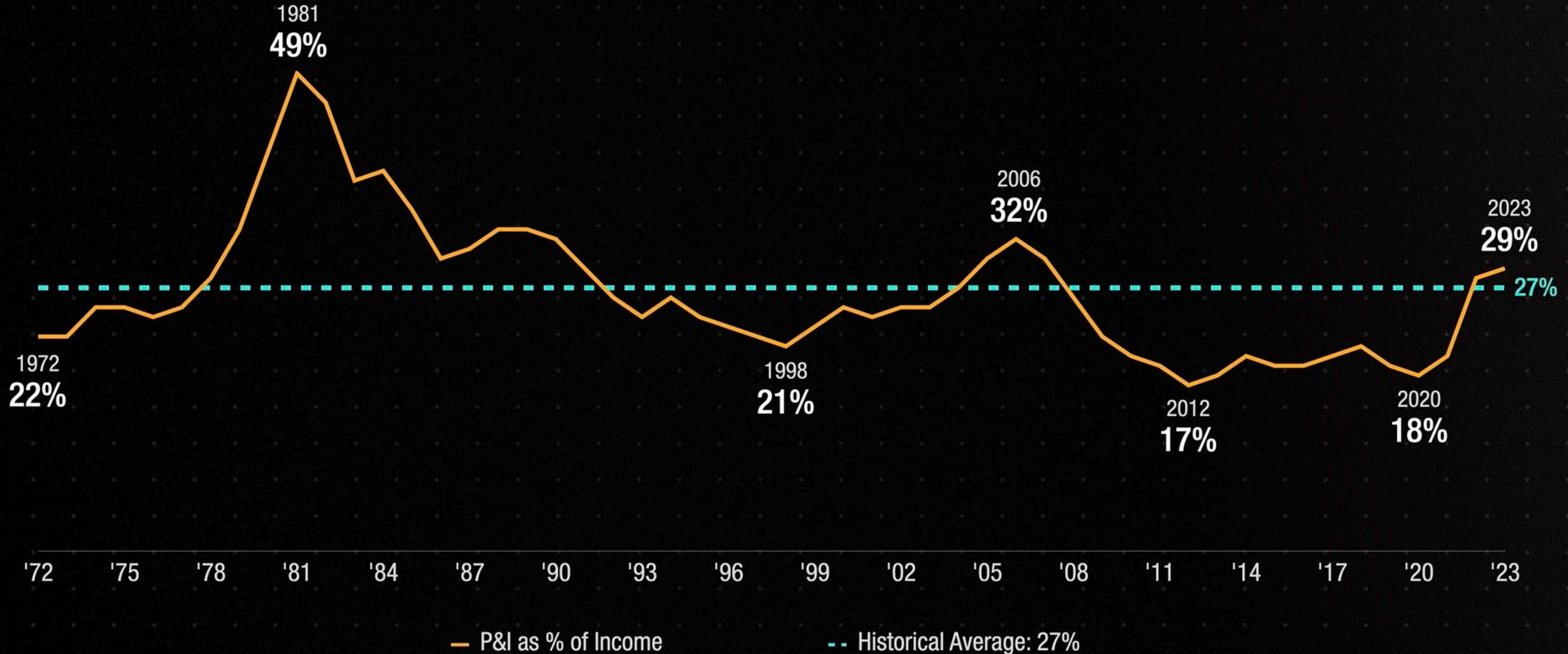
- - Historical Average from '90-'21

Mortgage Rates - Monthly



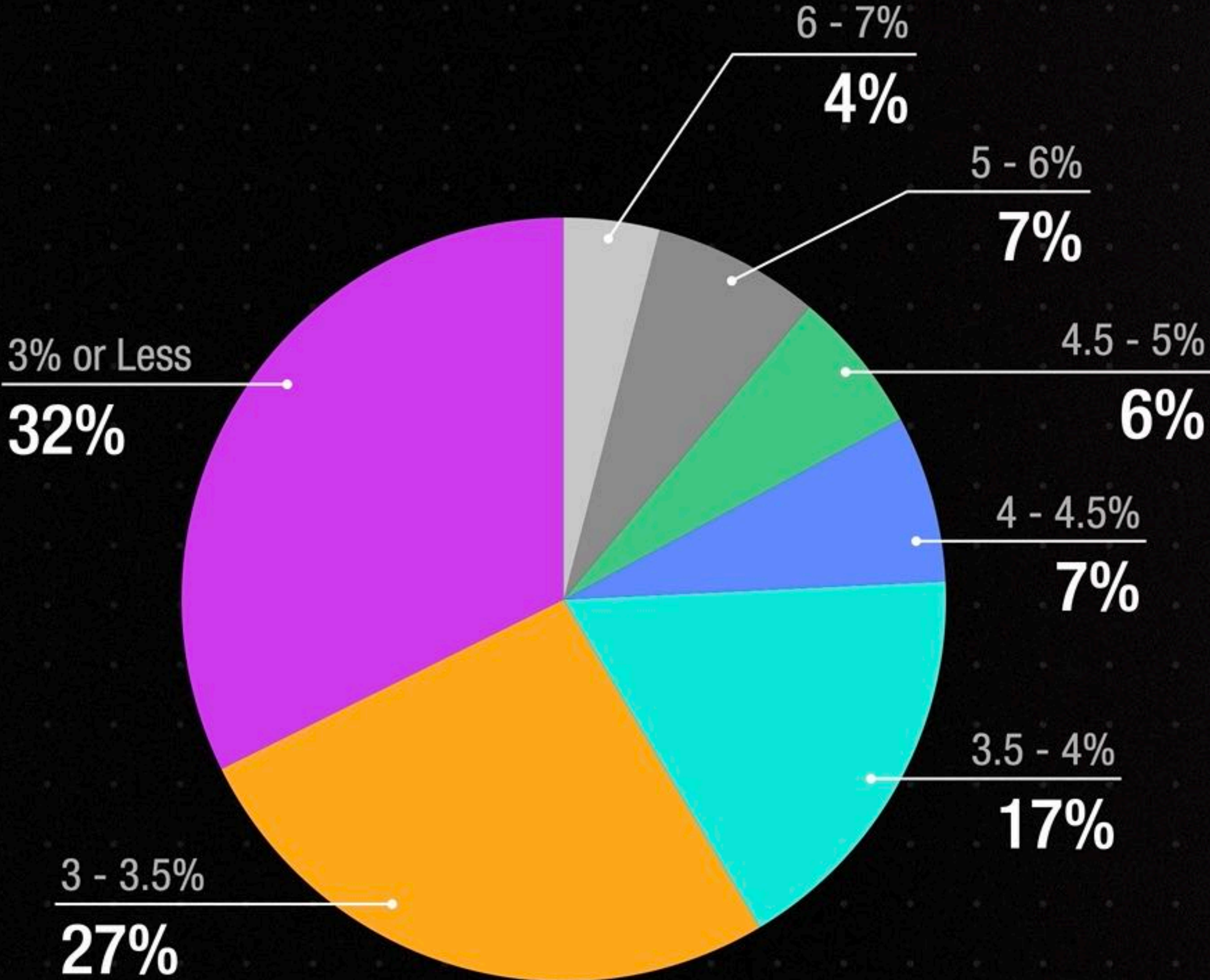
— Avg. 30-Year Fixed Mortgage Rate (%)

Affordability - Annual

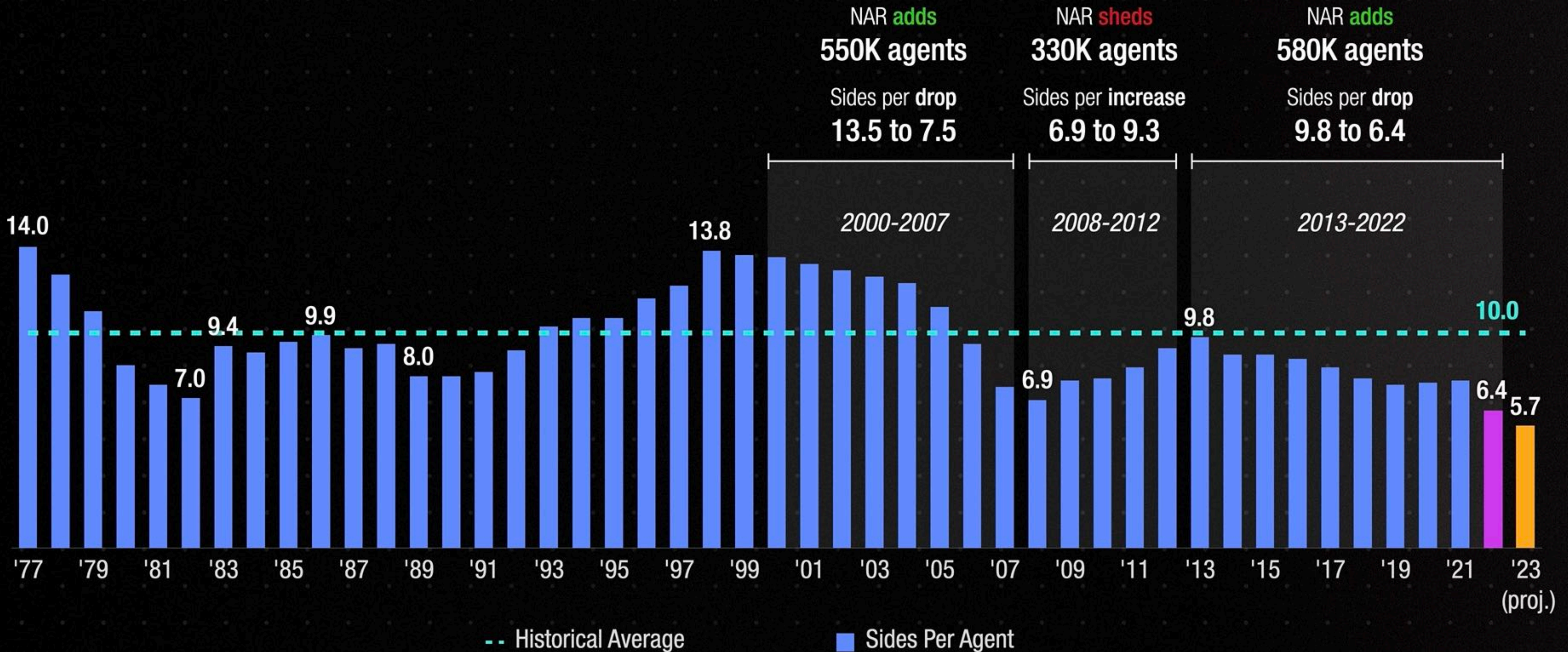


Mortgage Universe

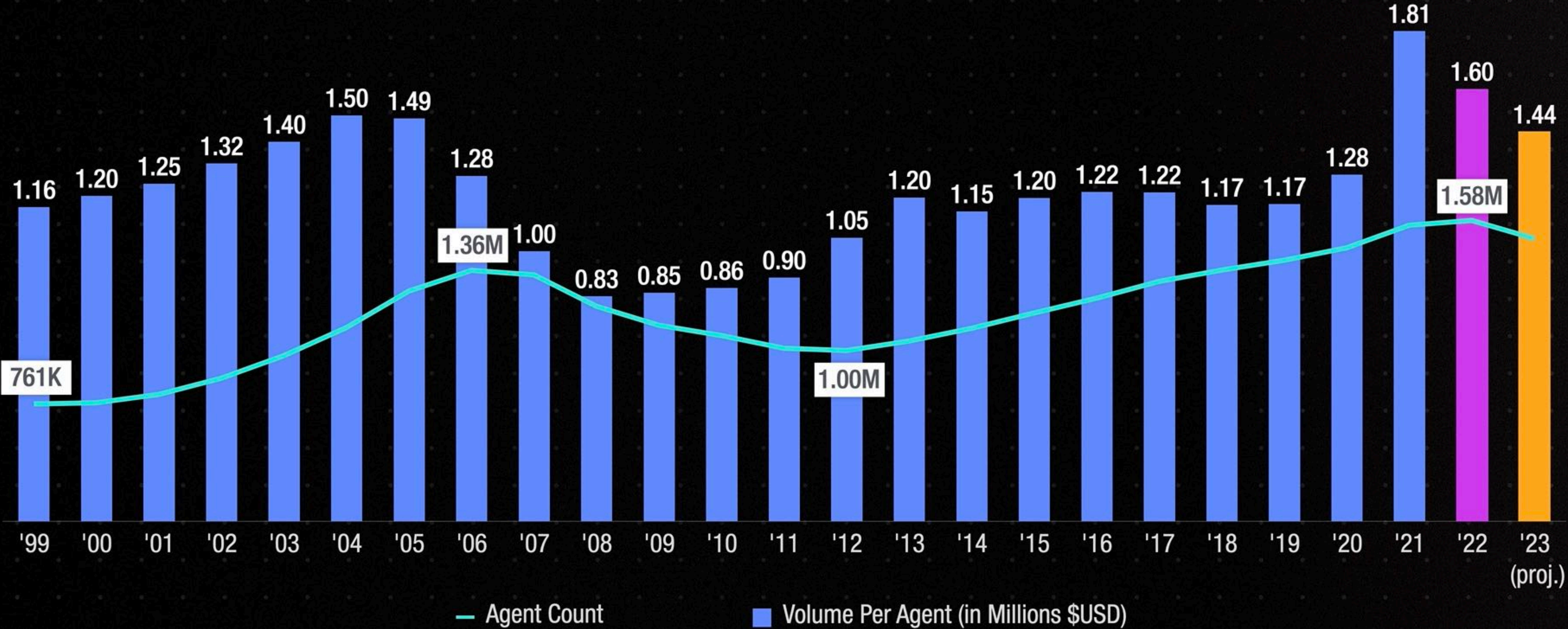
89%
of mortgages have
rates of 5% or less



Sides Per Agent




Market Volume Per Agent



Homeowner Equity - Where's the Opportunity?

87 MILLION HOMEOWNERS

 = 1M Households



Homeowner Equity - Where's the Opportunity?

87 MILLION HOMEOWNERS 🏠 = 1M Households



39% (34M)
Own Outright

61% (53M)
With Mortgages

Homeowner Equity - Where's the Opportunity?

87 MILLION HOMEOWNERS 🏠 = 1M Households



39% (34M)
Own Outright

31% (27M)
With >50% Equity

30% (26M)
With <50% Equity

70%

of homeowners have at least
50% equity in their homes.

Dream Car vs. Dream Home

SCENARIO

You bought a **\$200K** home in 2014 (20% down, 4% rate) and own a truck you bought in 2015.
Your mortgage payment is **\$1,597.20** and your truck is paid off.

Budget Home & Dream Car

Keep living in your current home and buy your dream car, a \$100K 2022 Jeep Grand Wagoneer
(\$90K financed at 8%, 5 years)

Car Payment	\$1,824.88
Mortgage Payment	\$1,597.20
Interest Deduction	(\$100.00)
Total Debt	\$3,322.08

Dream Car vs. Dream Home

SCENARIO

You bought a **\$200K** home in 2014 (20% down, 4% rate) and own a truck you bought in 2015.
Your mortgage payment is **\$1,597.20** and your truck is paid off.

Dream Home & Budget Car

Keep your truck, sell your home (now worth \$400K)
and buy your dream home for \$650K.
(Full equity of \$272K as down payment, 7% rate)

Car Payment	n/a
Mortgage Payment	\$3,869.01
Interest Deduction	(\$490.00)
Total Debt	\$3,379.01

Dream Car vs. Dream Home

SCENARIO

You bought a **\$400K** home in 2014 (20% down, 4% rate) and own a truck you bought in 2015.
Your mortgage payment is **\$3,194.40** and your truck is paid off.

Budget Home & Dream Car

Keep living in your current home and buy your dream car, a \$100K 2022 Jeep Grand Wagoneer
(\$90K financed at 8%, 5 years)

Car Payment	\$1,824.88
Mortgage Payment	\$3,194.40
Interest Deduction	(\$215.00)
Total Debt	\$4,804.28

Dream Car vs. Dream Home

SCENARIO

You bought a **\$400K** home in 2014 (20% down, 4% rate) and own a truck you bought in 2015.
Your mortgage payment is **\$3,194.40** and your truck is paid off.

Dream Home & Budget Car

Keep your truck, sell your home (now worth \$800K)
and buy your dream home for \$1.1M.
(Full equity of \$545K as down payment, 7% rate)

Car Payment	n/a
Mortgage Payment	\$5,110.46
Interest Deduction	(\$650.00)
Total Debt	\$4,460.46

BUDGET HOME + DREAM CAR
or
DREAM HOME + BUDGET CAR?

For every **\$50,000** in car debt at today's rates, you're actually
losing **\$200,000** in home purchasing power.

MARKET UPDATE

2023