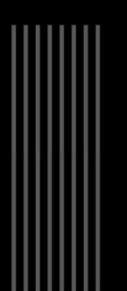


# Weekly Industry Update

A Weekly Review of Local, State and Nationwide Market Trends, Industry and Legislative News in the World of Real Estate



## BEFORE WE BEGIN



## Telephone Consumer Protection Act (TCPA)

- The TCPA regulates telemarketing calls and texts.
- There is no B2B exception to the TCPA.

## TCPA Liability:

\$500 - \$1,500 per violation, with lawsuits often brought as class actions

## How to Comply:

- Before calling or texting, confirm the number:
  - Is not on the national Do Not Call registry
  - Is not on any state/provincial, county, or local Do Not Call list
  - Is not on any internal (market center and region) Do Not Call list
- Before calling or texting any number using an autodialer or artificial voice or prerecorded message:
  - Obtain or confirm consent
- Know and follow all state/provincial laws in addition to the TCPA





# Los Angeles County

Inventory Trends, Appreciation Insights, Absorption Rates, and more!



7,718

3,551

For Sale

Sold

7,312

4,573

5.6% 🔺

-22.3% **v** 



SOUTH EAST LOS ANGELES KELLERWILLIAMS, REALTY

%

Change

-29.4% 🔻

-29.4% 🔻

10,927

36,515

7,718

25,790

-29.4% 🔻

-23.1% **v** 

3000															
2000															
1000															
0	4/22	5/22	6/22	7/22	8/22	9/22	10/22	11/22	12/22	1/23	2/23	3/23	4/23	5/23	6/
	4/22	2/22	0/22	1/22	0/22				ranhix In		423	3/23	4/23	3/23	6/2
							то	DAY'S	STAT	s					

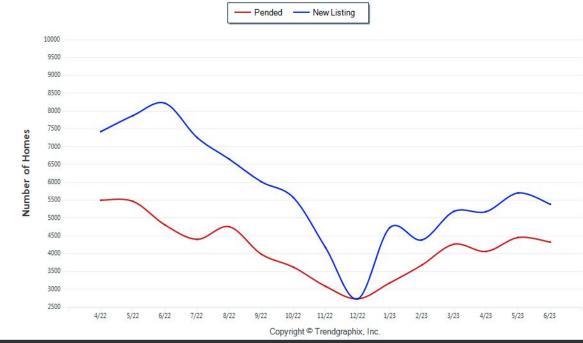
3000																
2000				н												
1000				н												
0	4/22	5/22	6/22 7/2	2 8/22	9/22	10/22	11/22	12/22	1/23	2/23	3/23	4/23	5/23	6/23		
					(	Convright	© Trenda	ranhix In	ıc							
						то	DAY'S	STAT	s							
Curre	nt vs. Pre	v MTD	)		Curr	ent vs	. Sam	e MTD	1 Yr	Ago			Cu	irrent	vs. Prev	YTD
7/1/23 - 7/30/23	6/1/2: 6/30/		% Change	e 7	//1/23 //30/2	3 -	7/	1/22 · 30/22		% Change	e		/23 - 0/23		1/1/22 7/30/22	-

7,718

3,551

10,927

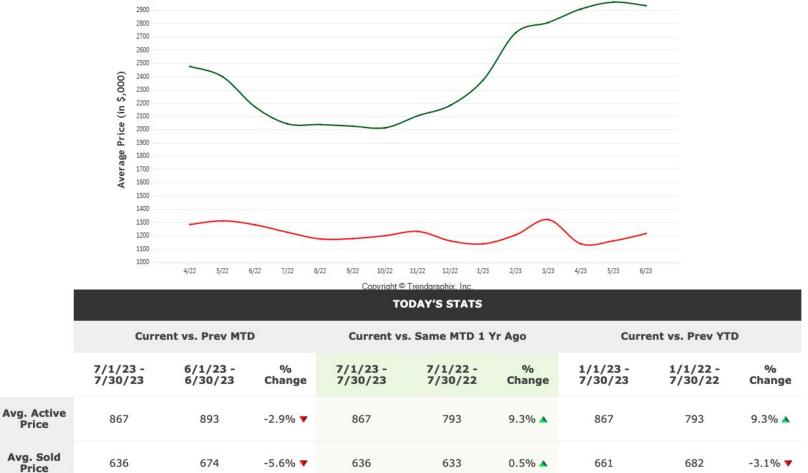
4,619



SOUTH EAST LOS ANGELES

**KELLER**WILLIAMS. REALTY

				тс	DAY'S STATS				
	Curre	ent vs. Prev MT	D	Current vs	s. Same MTD 1	Yr Ago	Curre	ent vs. Prev YT	D
	7/1/23 - 7/30/23	6/1/23 - 6/30/23	% Change	7/1/23 - 7/30/23	7/1/22 - 7/30/22	% Change	1/1/23 - 7/30/23	1/1/22 - 7/30/22	% Change
New Listing	4,886	5,715	-14.5% ▼	4,886	7,201	-32.1% ▼	35,907	50,585	-29% ▼
Pended	3,758	4,335	-13.3% ▼	3,758	4,330	-13.2% ▼	27,675	36,214	-23.6% <b>▼</b>



— Sold — For Sale

3000

SOUTH EAST LOS ANGELES KELLERWILLIAMS, REALTY

8.0

7/30/23

2.1

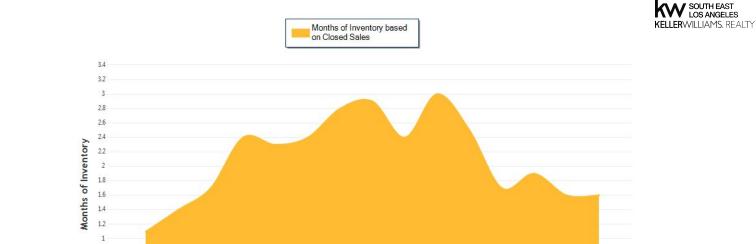
Months of Inventory

(Closed Sales) 6/30/23

1.6

Change

31.3% 🔺





7/30/22

2.3

Change

-8.7% **v** 

7/30/23

2

7/30/22

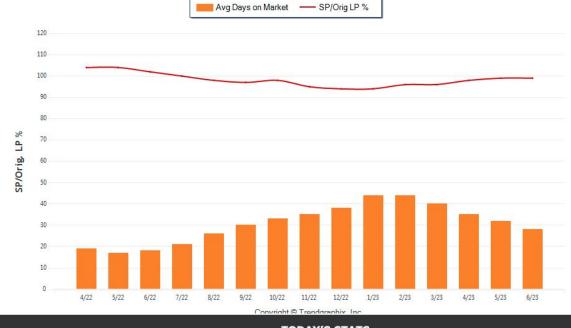
2

Change

0%

7/30/23

2.1





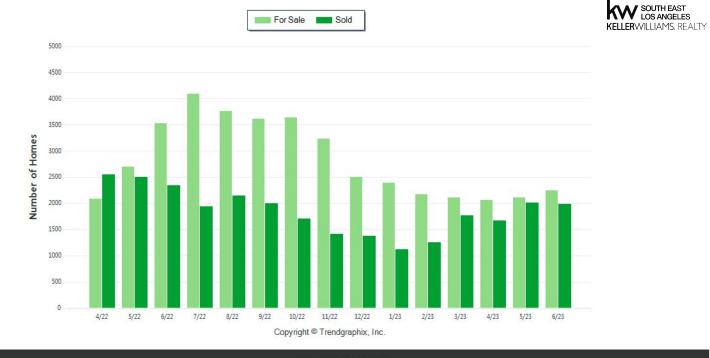
				то	DAY'S STATS				
	Curre	ent vs. Prev MT	D	Current vs	s. Same MTD 1	Yr Ago	Curre	ent vs. Prev YT	D
	7/1/23 - 7/30/23	6/1/23 - 6/30/23	% Change	7/1/23 - 7/30/23	7/1/22 - 7/30/22	% Change	1/1/23 - 7/30/23	1/1/22 - 7/30/22	% Change
Avg Days on Market	25	28	-10.7% ▼	25	21	19% 🔺	35	21	66.7% 🔺
Sold/Orig LP Diff. %	99	99	0%	99	100	-1% ▼	97	102	-4.9% <b>▼</b>



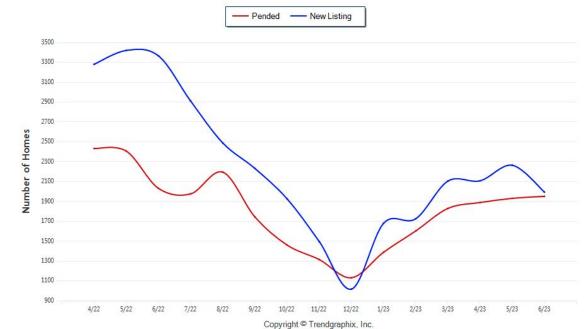


# Orange County

Inventory Trends, Appreciation Insights, Absorption Rates, and more!



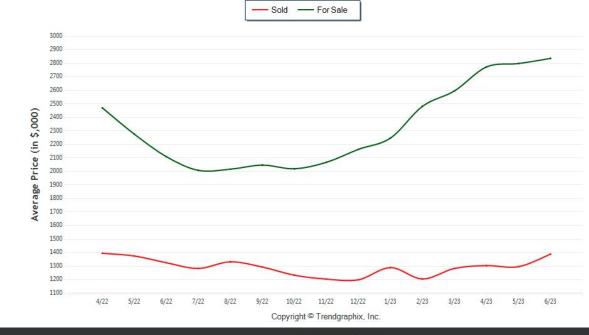
		TODAY'S STATS										
	Curre	ent vs. Prev MT	D	Current vs	s. Same MTD 1	Yr Ago	Curre	ent vs. Prev YT	D			
	7/1/23 - 7/30/23	6/1/23 - 6/30/23	% Change	7/1/23 - 7/30/23	7/1/22 - 7/30/22	% Change	1/1/23 - 7/30/23	1/1/22 - 7/30/22	% Change			
For Sale	2,406	2,252	6.8% 🔺	2,406	4,098	-41.3% ▼	2,406	4,098	-41.3% <b>▼</b>			
Sold	1,628	1,991	-18.2% ▼	1,628	1,949	-16.5% ▼	11,504	15,592	-26.2% ▼			



SOUTH EAST LOS ANGELES

**KELLER**WILLIAMS, REALTY

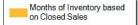




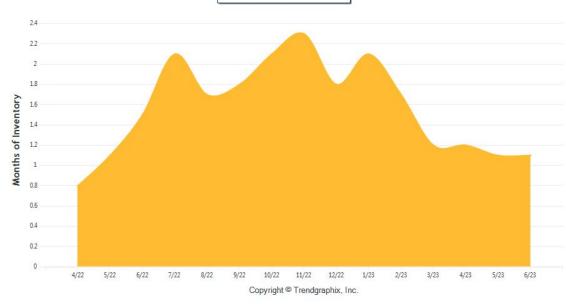
SOUTH EAST LOS ANGELES

**KELLER**WILLIAMS. REALTY

				то	DAY'S STATS				
	Curre	ent vs. Prev MTI	D	Current vs	s. Same MTD 1	Yr Ago	Curre	ent vs. Prev YTI	D
	7/1/23 - 7/30/23	6/1/23 - 6/30/23	% Change	7/1/23 - 7/30/23	7/1/22 - 7/30/22	% Change	1/1/23 - 7/30/23	1/1/22 - 7/30/22	% Change
Avg. Active Price	2,872	2,836	1.3% 🔺	2,872	2,008	43% 🔺	2,872	2,008	43% 🔺
Avg. Sold Price	1,390	1,390	0%	1,390	1,282	8.4% 🔺	1,314	1,346	-2.4% ▼

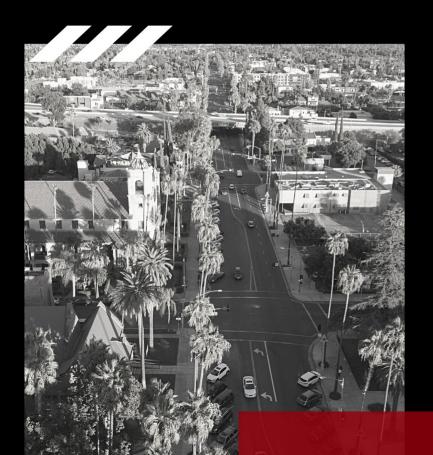






				тс	DDAY'S STATS				
	Curre	ent vs. Prev MT	D	Current vs	s. Same MTD 1	Yr Ago	Curre	ent vs. Prev YT	D
	7/1/23 - 7/30/23	6/1/23 - 6/30/23	% Change	7/1/23 - 7/30/23	7/1/22 - 7/30/22	% Change	1/1/23 - 7/30/23	1/1/22 - 7/30/22	% Change
Months of Inventory (Closed Sales)	1.4	1.1	26.5% 🔺	1.4	2	-29.5% ▼	1.4	1.8	-22.4% ▼







# Riverside County

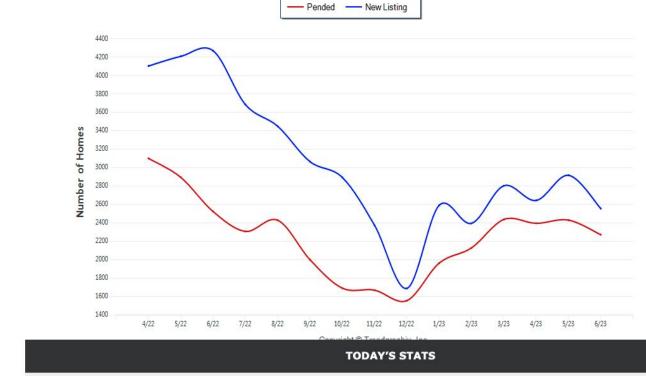
Inventory Trends, Appreciation Insights, Absorption Rates, and more!

### For Sale Sold 8000 7500 7000 6500 6000 5500 of Homes 5000 4500 4000 Number 3500 3000 2500 2000 1500 1000 500 5/22 6/22 7/22 8/22 9/22 10/22 11/22 12/22 1/23 2/23 3/23 4/23 5/23 6/23

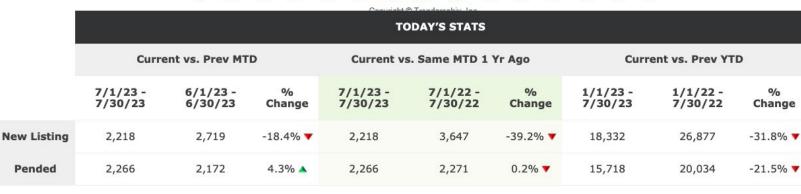
SOUTH EAST LOS ANGELES

**KELLER**WILLIAMS, REALTY

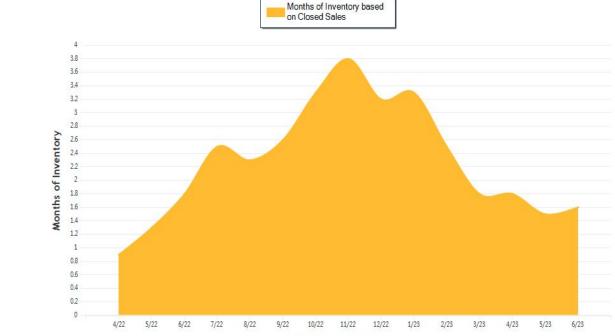
### **TODAY'S STATS Current vs. Prev MTD** Current vs. Same MTD 1 Yr Ago **Current vs. Prev YTD** 7/1/23 -6/1/23 -% 7/1/23 -7/1/22 -% 1/1/23 -1/1/22 -% 7/30/23 7/30/23 6/30/23 Change 7/30/22 Change 7/30/23 7/30/22 Change For Sale 3,948 3,906 1.1% 3,948 5,760 -31.5% 🔻 3,948 5,760 -31.5% 🔻 Sold 1,735 2,410 -28% **v** 1,735 2,268 -23.5% **v** 14,459 20,200 -28.4% **v**



**KELLER**WILLIAMS, REALTY







7/1/23 -

7/30/23

2.2

**Current vs. Prev MTD** 

6/1/23 -

6/30/23

1.6

%

Change

37%

7/1/23 -

7/30/23

2.2

Months of **Inventory** 

(Closed Sales)

**TODAY'S STATS** 

Current vs. Same MTD 1 Yr Ago

7/1/22 -

7/30/22

2.5

%



**KELLER**WILLIAMS, REALTY

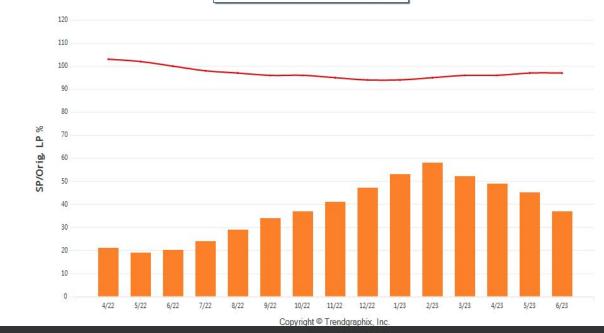


%

CG

Š

 $\infty$ 



Avg Days on Market — SP/Orig LP %

SOUTH EAST LOS ANGELES **KELLER**WILLIAMS, REALTY

%

Change

104.3%

-5% **v** 

1/1/22 -

7/30/22

23

101

## **TODAY'S STATS Current vs. Prev MTD** Current vs. Same MTD 1 Yr Ago **Current vs. Prev YTD**

7/1/23 -

7/30/23

36

98

7/1/22 -

7/30/22

24

98

%

Change

50% 🔺

0%

1/1/23 -

7/30/23

47

96

%

Change

-2.7% 🔻

1% 🔺

6/1/23 -

6/30/23

37

97

7/1/23 -

7/30/23

36

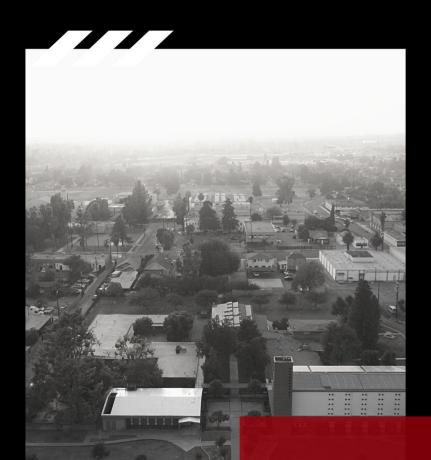
98

**Avg Days** 

on Market

Sold/Orig

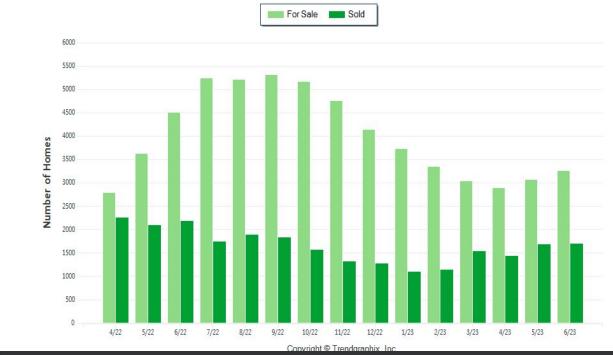
LP Diff. %



# San Bernardino

# San Bernardino County

Inventory Trends, Appreciation Insights, Absorption Rates, and more!



**KELLER**WILLIAMS, REALTY

### **TODAY'S STATS Current vs. Prev MTD** Current vs. Same MTD 1 Yr Ago **Current vs. Prev YTD** 7/1/22 -% % 7/1/23 -6/1/23 -% 7/1/23 -1/1/23 -1/1/22 -7/30/22 7/30/23 7/30/22 7/30/23 6/30/23 Change 7/30/23 Change Change For Sale 10.6% 5,243 -31.2% **v** 3,607 3,260 3,607 -31.2% **v** 3,607 5,243 Sold 1,321 1,716 -23% **v** 1,321 1,747 -24.4% **v** 10,002 14,716 -32% 🔻





SOUTH EAST LOS ANGELES

1/1/22 -7/30/22

20,399

14,223

%

Change

-33.8% ▼

-23.5% **v** 



7/1/23 -7/30/23

1,898

1,579

7/1/22 -

7/30/22

2,911

1,648

%

Change

-34.8% ▼

-4.2% **v** 

1/1/23 -

7/30/23

13,494

10,883

%

Change

-16.6% **v** 

-1.1% 🔻

7/1/23 -

7/30/23

1,898

1,579

**New Listing** 

Pended

6/1/23 -

6/30/23

2,277

1,596



Avg. Active Price

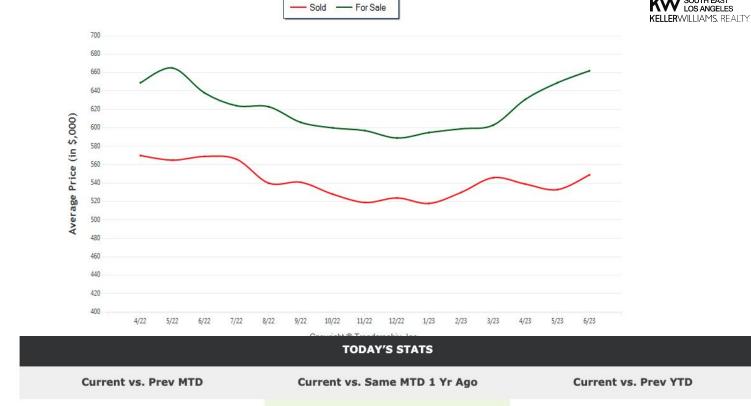
Avg. Sold Price

658

552

662

549



658

552

624

566

5.4% 🔺

-2.5% 🔻

658

539

SOUTH EAST LOS ANGELES

% Change

5.4%

-3.2% 🔻

624

557

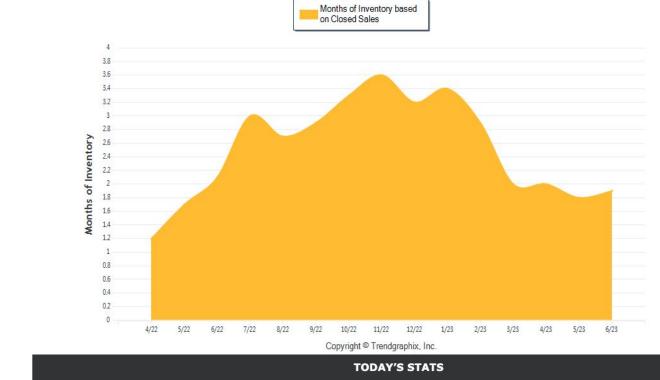
480															
460															
440															
420															
400	4/22	5/22	6/22 7/22	2 8/22	9/22 10/	22 11/22	12/22	1/23	2/23	3/23	4/23	5/23	6/23		
					Commi	TODA	Y'S STA	TS							
Curr	ent vs. Pr	ev MT	D.		Curren	t vs. Sa	me MT	D 1 Y	r Ago			(	Curren	nt vs. Prev	YTD
7/1/23 - 7/30/23	6/1/ 6/30		% Chan		7/1/23 · 7/30/23		7/1/22 7/30/2	2 -	% Char			/1/23 /30/2		1/1/22 7/30/2	

0.6% 🔻

0.5% 🔺



Sales)



SOUTH EAST LOS ANGELES

KELLERWILLIAMS. REALTY

%

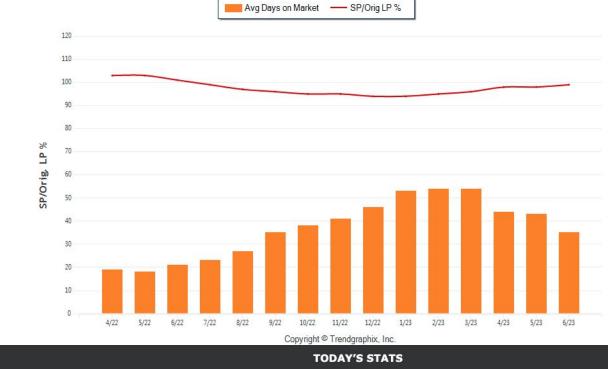
Change

4.1%



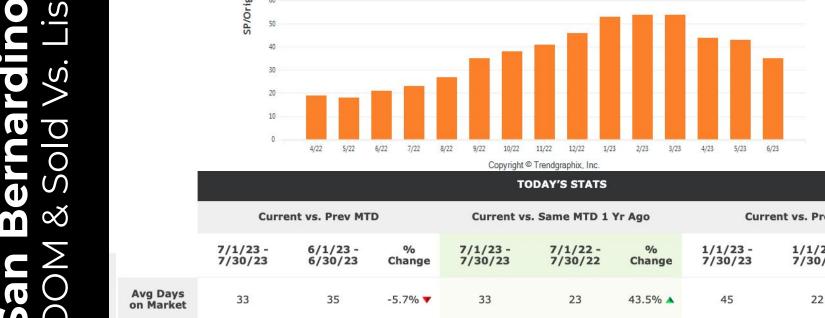
	0.6 0.4 0.2							
	0	4/22 5/22	6/22 7/22	8/22 9/22 10/22	11/22 12/22 1/. t © Trendgraphix, Inc.	23 2/23 3/23	4/23 5/23	6/23
					ODAY'S STATS	6		
	Curre	ent vs. Prev M1	rD	Current	vs. Same MTD 1	Yr Ago	Cur	rent vs. Prev Y
	7/1/23 - 7/30/23	6/1/23 - 6/30/23	% Change	7/1/23 - 7/30/23	7/1/22 - 7/30/22	% Change	1/1/23 - 7/30/23	1/1/22 - 7/30/22
Months of Inventory (Closed	2.6	1.9	36.8% ▲	2.6	2.9	-10.3% ▼	2.5	2.4





SOUTH EAST LOS ANGELES

**KELLER**WILLIAMS. REALTY



				.,	DAI 3 SIAIS				
	Curre	ent vs. Prev MTC	)	Current vs	s. Same MTD 1	Yr Ago	Curr	ent vs. Prev YT	TD
	7/1/23 - 7/30/23	6/1/23 - 6/30/23	% Change	7/1/23 - 7/30/23	7/1/22 - 7/30/22	% Change	1/1/23 - 7/30/23	1/1/22 - 7/30/22	% Change
Avg Days on Market	33	35	-5.7% ▼	33	23	43.5% 🔺	45	22	104.5% 🔺
Sold/Orig LP Diff. %	98	99	-1% ▼	98	99	-1% ▼	97	102	-4.9% ▼

## **Upcoming Events**

## **Exclusive Build Site Tour**

Leaving the office today 1pm. Meet at site 1:15pm 12641 Cornuta Ave, Downey



# Win-Win With 72SOLD



## **World-Class Training**

- Proven Lead Gen Strategies
- Classes Every Monday, Wednesday, and Friday
- Exclusive Marketing Asset Library

In-house Mastermind led by Ralph Robles on the First and Third Friday of the Month

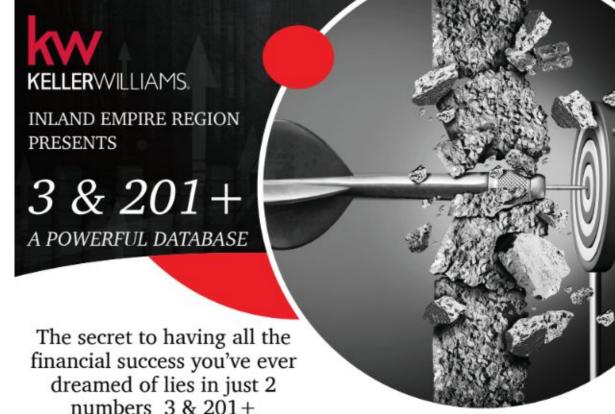
period. No additional payment until the end of the 1st full month after you join the program.



# Special Events

Special Guest Regional
Director Jim Crotwell





- "Your network is your netWORTH" -Gary Keller
- · Technology allows us to be more...
- Database Health Scores
- · Powerful Touches = Results
- Maximize Referrals
- · Work Smarter, Not Harder



## **MEGA AGENT**

## **Sofia Chacon**

Operating Principal and Founder of KW The Lakes, Founder of Lago Escrow, Laguna Property Management, Chacon Realty Partners and Non-Profit Little Lady Leaders

- Wall Street Journal- Named Top 1,000 Agents in the United States by Real Trends
- Named Top 15 in California by the National Association of Hispanic Real Estate Professionals
- Founding Member of the Young Professionals Network by The National Association of Realtors
- Emerging Latina Award Winner- National Latina Business Women Association
- Latina Owned Business of The Year Nominee- National Latina Business Women Association



# Special Event at DAOR

August 24th - 5:30 pm

Moderated by our very own Jennifer Avellan!





## Industry News



RANKINGS ~

IEWS ~



Newsletters

Join HW+

**EVENTS** ~

Williams and HomeServices of America.

RESEARCH ~

PODCASTS Y

CONNECT ~

Agents/Brokers

TRAINING ~

AWARDS ~

Real Estate

HW+ V

MLS PIN settles commission case, turns back on real estate firms

Brokeraae

Plaintiffs plan to use the settlement fund to continue anti-trust lawsuit against Anywhere, RE/MAX, Keller Williams and HomeServices

July 5, 2023, 12:40 pm By Brooklee Han



After years of litigation, major developments are happening in one of the three class action buyer broker commission lawsuits. New England's largest multiple listing service (MLS) on Friday signed off on a settlement agreement that would force it to pay \$3 million, overhaul its policies and cooperate against the remaining real estate franchisor defendants in the suit.



The other defendants in the lawsuit, known as Nosalek after its lead plaintiff, include Anywhere, RE/MAX, Keller



Originally filed in December 2020, the lawsuit alleges that the broker-owned MLS Property Information Network (MLS PIN) is not directly required to abide by the National Association of Realtors (NAR) rules. However, it has nonetheless



RECENT NEWS

in real estate

July 31, 2023

July 28, 2023

The Agency ventures into services

Compass agents on the pa



**FEDERAL RESERVE** 

## Fed approves hike that takes interest rates to highest level in more than 22 years

PUBLISHED WED, JUL 26 2023-2:00 PM EDT | UPDATED WED, JUL 26 2023-4:49 PM EDT





### **KEY POINTS**

- The Federal Reserve approved a much-anticipated interest rate hike that takes benchmark borrowing costs to their highest level in more than 22 years.
- The quarter percentage point increase will bring the fed funds rate to a target range of 5.25%-5.5%.
- While policymakers indicated at the June meeting that two rate hikes are coming this year, markets are pricing in a better-than-even chance that there won't be any more moves this year.





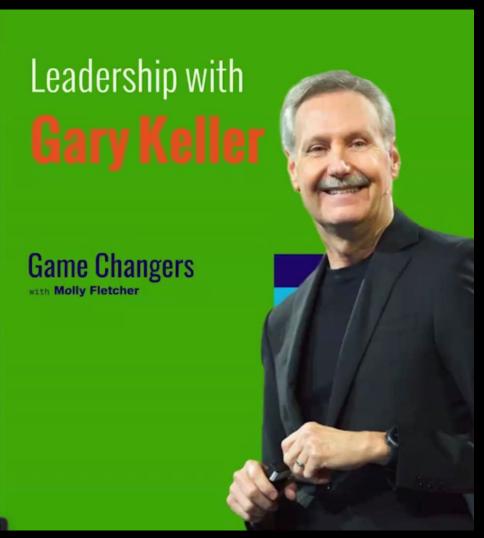
## 5. Mortgage Rates - Annual

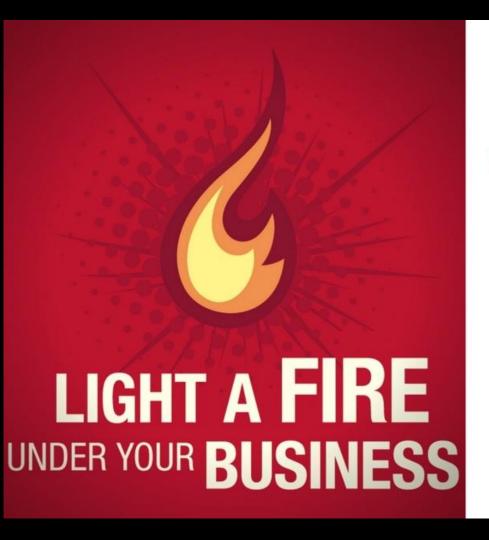


The Numbers That Drive U.S. Real Estate | Vision 2023 Copyright © 2023 Keller Williams Realty, Inc.









Ignite agents are

138%

more likely to have transactions than non-Ignite agents.



## Mortgage Hacks Email Series For Buyers | #kwSELA

For most real estate agents and consumers, the term "mortgage" conjures an image of a fixed rate, 30-year loan. When the real estate market is good th...

Published: March 8, 2023

4 Downloads

12

Steps

MR

Duration Touches

Monica Rivera

10

Add SmartPlan



### 72 Sold FB Lead - No Address #kwSELA

This Campaign is for 72 Sold Leads via FB with no address provided.

Published: March 13, 2023

0 Downloads

24 Duration

Touches

13

Monica Rivera Author

View Steps

22

Steps

Add SmartPlan

View Steps

Author





## MORTGAGE HACKS

Hey |\*ContactFirstName\*|,

I'm excited to share some valuable information about how you can save money on your mortgage payments and afford your dream home! In this email series, I'll be covering different Mortgage Hacks, starting with Buydowns.

A Buydown is a way to lower your monthly mortgage payments by paying upfront to reduce the interest rate on your mortgage. This is especially helpful for first-time homebuyers who may have limited resources but want to purchase a home. By buying down the interest rate, you'll pay less in interest over the life of your loan and have lower monthly payments for the first few years of your mortgage.

There are two types of Buydowns: Temporary and Permanent. With a Temporary Buydown, you'll make payments at a lower interest rate for the first few years of your mortgage, after which your interest rate and monthly payments will adjust to the market rate.

With a Permanent Buydown, you'll pay a one-time fee at the beginning of your mortgage to permanently lower your interest rate and monthly payments for the entire life of your loan.

A common misconception is that 1% = 1 point. In reality, approximately 1 point = 0.25% of the mortgage rate. Buying down the rate by 1 point costs ~1% of the loan amount.

Preview mode

and monthly payments will adjust to the market rate.

With a Permanent Buydown, you'll pay a one-time fee at the beginning of your mortgage to permanently lower your interest rate and monthly payments for the entire life of your loan.

A common misconception is that 1% = 1 point. In reality, approximately 1 point = 0.25% of the mortgage rate. Buying down the rate by 1 point costs ~1% of the loan amount.

### Here is how the math works on a 30-year mortgage

	No Points	1 Point	3 Points
Purchase Price	\$500,000	\$500,000	\$500,000
Down Payment	5%	5%	5%
Quoted Interest Rate	7%	7%	7%
Interest Rate w/buydown	7%	6.75%	6.25%
Monthly Payment	\$3,160	\$3,081	\$2,925
Total Interest over life of loan	\$662,667	\$634,103	\$577,876
Monthly Savings	N/A	\$79	\$235
Interest Savings	N/A	\$28,564	\$84,791
**Buydown Cost to Seller	N/A	\$4,750	\$14,250

<sup>\*</sup>Not including taxes, insurance, or private mortgage insurance (PMI). Figures are rounded to the nearest whole dollar. \*\*Can be paid by buyer, seller or lender.

Here is an example of a Temporary Buydown such as a 3-21.

A 3-2-1 buydown is a concession to the buyer that reduces the buyer's interest rate and monthly payment for the first three years of homeownership making the home more affordable. In the below example, the seller agrees to finance three years of a lower interest rate for the buyer.

- . The interest rate for Year 1 is reduced by 3 percentage points
- . The interest rate for Vear 2 is reduced by 2 percentage points



- **AB 2097** prohibits a public agency from imposing a minimum parking requirement on any development project that is located within one-half mile of a major transit stop, including commercial projects which are not for housing purposes. Exceptions apply for certain circumstances where the local jurisdiction concludes the lack of adequate parking will have a substantial, negative impact on the community, but the standards for these exceptions have been heightened.
- **AB 2011/SB 6 -** Referred to as the "Affordable Housing and High Road Jobs Act of 2022", AB 2011 streamlines the development process for multifamily housing developments with a zoning designation permitting office, retail or parking use. In order to qualify for this ministerial approval process for which CEQA review is not required, the project must pay prevailing wages to construction workers and satisfy certain affordable housing standards.
  - Similar to AB 2011, SB 6 (referred to as the "Middle Class Housing Act of 2022") allows residential development on property zoned for retail or office use. While there is no streamlined approval process like AB 2011, SB 6 does not apply affordable housing standards for qualification. SB 6 also requires prevailing wages and utilizing a "skilled and trained workforce." These two laws take effect July 1, 2023.
- SB 561/AB 2233/AB 2592 Codifying Governor Newsom's 2019 order, SB 561 and AB 2233 require surplus state land to be used for affordable housing development. Timelines have been put in place to create a list of such development opportunities. Similarly, AB 2592 requires identification of state-owned buildings for conversion to housing. These could present opportunities for developers looking for new housing projects.





### **Quick Updates**

- AB 2234: New enforceable timelines for issuance of governmental approvals have been implemented for post entitlement housing permits, such as building, demolition and grading permits.
- AB 2295: Special exemptions from local zoning and use restrictions now apply for rental housing developments on land owned by an educational agency (teacher housing law).
- SB 886: New exemptions from CEQA apply to university housing projects, subject to an extensive list of qualifying requirements.
- AB 2334/AB 1551/AB 682: New density standards have been applied to the qualification requirements for affordable housing projects.
- AB 2221/SB 897/AB 916: Various changes have been made to ease the development of ADUs, such as increased height limits and bedroom counts.
- AB 2245: Expanded procedures have been put in place for partition actions, expanding the option right previously applicable to "heirs property" only.
- AB 2745: New limitations enacted for broker applicants, specifying that the 2-year experience requirement must be satisfied within the 5-year period prior to the application date.