



YOU WERE MADE TO GROW

ARES, INC., BUSINESS COACHING



MARKET DISCUSSION

”EVERY MARKET has challenges and opportunities all it’s own. Seek and you will find that which you are seeking.” – Coach Kerri



COACH – 239.398.3848 | www.AresSuccess.com

What Our Adventure Today will Cover:

- General Discussion of Season Shoulder
- Current Market Conditions
- Summer Conditions Anticipated
 - What are they?
 - How will they affect our market?
 - Needing white space and time off
- Clarify Your PERSONAL Barriers to Performance and How to Mitigate Them
- The Next 12 Months in SWFL Real Estate
- Business Planning Retreat

Bonita Springs-Estero

Single Family	March			Year to Date		
	2020	2021	% Change	Thru 3-2020	Thru 3-2021	% Change
Key Metrics						
New Listings	168	200	+ 19.0%	707	584	- 17.4%
Pending Sales	117	285	+ 143.6%	461	743	+ 61.2%
Closed Sales	170	240	+ 41.2%	398	588	+ 47.7%
Days on Market Until Sale	89	62	- 30.3%	81	64	- 21.0%
Median Sales Price*	\$402,500	\$489,500	+ 21.6%	\$406,500	\$500,000	+ 23.0%
Average Sales Price*	\$502,929	\$691,052	+ 37.4%	\$527,603	\$670,838	+ 27.1%
Percent of List Price Received*	95.8%	97.9%	+ 2.2%	95.9%	97.2%	+ 1.4%
Inventory of Homes for Sale	831	137	- 83.5%	—	—	—
Months Supply of Inventory	6.5	0.7	- 89.2%	—	—	—

Condo	March			Year to Date		
	2020	2021	% Change	Thru 3-2020	Thru 3-2021	% Change
Key Metrics						
New Listings	189	224	+ 18.5%	685	648	- 5.4%
Pending Sales	129	344	+ 166.7%	515	938	+ 82.1%
Closed Sales	175	326	+ 86.3%	426	692	+ 62.4%
Days on Market Until Sale	83	67	- 19.3%	86	74	- 14.0%
Median Sales Price*	\$270,000	\$297,000	+ 10.0%	\$257,500	\$286,250	+ 11.2%
Average Sales Price*	\$314,157	\$394,826	+ 25.7%	\$330,340	\$386,381	+ 17.0%
Percent of List Price Received*	96.4%	97.5%	+ 1.1%	96.0%	97.0%	+ 1.0%
Inventory of Homes for Sale	745	142	- 80.9%	—	—	—
Months Supply of Inventory	5.7	0.7	- 87.7%	—	—	—

* Does not account for sale concessions and/or downpayment assistance. | Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.



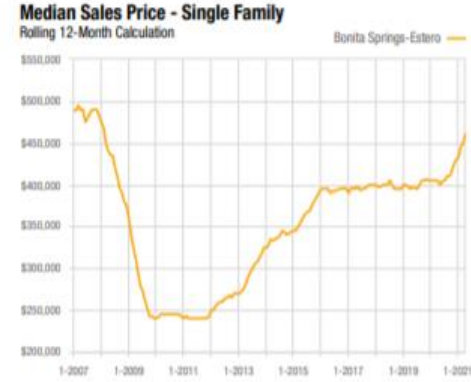
A rolling 12-month calculation represents the current month and the 11 months prior in a single data point. If no activity occurred during a month, the line extends to the next available data point.

Bonita Springs-Estero

Single Family	April			Year to Date		
	2020	2021	% Change	Thru 4-2020	Thru 4-2021	% Change
Key Metrics						
New Listings	87	234	+ 169.0%	794	819	+ 3.1%
Pending Sales	82	249	+ 203.7%	543	952	+ 75.3%
Closed Sales	143	234	+ 63.6%	541	825	+ 52.5%
Days on Market Until Sale	75	41	- 45.3%	80	57	- 28.8%
Median Sales Price*	\$410,000	\$500,000	+ 22.0%	\$407,000	\$500,000	+ 22.9%
Average Sales Price*	\$516,264	\$723,124	+ 40.1%	\$524,606	\$684,791	+ 30.5%
Percent of List Price Received*	96.1%	98.5%	+ 2.5%	96.0%	97.6%	+ 1.7%
Inventory of Homes for Sale	752	148	- 80.3%	—	—	—
Months Supply of Inventory	6.3	0.8	- 87.3%	—	—	—

Condo	April			Year to Date		
	2020	2021	% Change	Thru 4-2020	Thru 4-2021	% Change
Key Metrics						
New Listings	89	170	+ 91.0%	774	823	+ 6.3%
Pending Sales	79	212	+ 168.4%	594	1,128	+ 89.9%
Closed Sales	148	318	+ 114.9%	574	1,015	+ 76.8%
Days on Market Until Sale	69	50	- 27.5%	82	67	- 18.3%
Median Sales Price*	\$279,500	\$292,750	+ 4.7%	\$260,000	\$290,000	+ 11.5%
Average Sales Price*	\$353,373	\$378,157	+ 7.0%	\$336,279	\$384,392	+ 14.3%
Percent of List Price Received*	95.9%	98.2%	+ 2.4%	95.9%	97.4%	+ 1.6%
Inventory of Homes for Sale	679	118	- 82.6%	—	—	—
Months Supply of Inventory	5.6	0.6	- 89.3%	—	—	—

* Does not account for sale concessions and/or downpayment assistance. | Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.



A rolling 12-month calculation represents the current month and the 11 months prior in a single data point. If no activity occurred during a month, the line extends to the next available data point.

Summer forecast and issues related to real estate movement

- Current Administration Tax Policies
- Building Industry Materials and Labor
- Interest Rates
- Longest Period of Rebound from Socio-economic Issues was _____ Years
- COVID Restrictions Lifted
- California, Oregon and Washington
- Forbearance Period Ending
- SBA/PPP Loan Funding Coming Due
- Commercial v. Resomercial
- Retail Purchase Up 44% (91% of this was Internet)

Summer forecast and issues related to real estate movement

Let's Consider a Few Things:

- Perhaps one of the most meaningful indicators that a **real estate market crash** is unlikely in **2021** can be found in today's lending environment, which is far stricter than it was prior to 2007. – INMAN News
- "The limiting factor for builders has been the roller-coaster ride for lumber prices," he said. "In talking to builders, rising lumber costs for a newly built home could be pushing prices up \$15,000 or more. And, about 24% of the cost of a new home comes from the cost of regulatory requirements, during both the development and construction. We need to see what can be done in regulatory costs to keep down what we call 'death by a thousand cuts' in the new-home market."
- However, Dietz noted that Florida, in particular, showed strong growth in new construction last year, with building permits in the state in 2020 up "an incredible 30% year-over-year" (Chief Economist for FAR).
- Buyers seeking SF and Coach in low density places with amenities nearby. More SF; larger homes – affordability?"
- For Investors?? Where are the opportunities?



ARES, INC.

BUSINESS COACHING

Personal barriers to performance?

1. Listings
2. Leads = **CONVERSION**
3. Leverage

Your Best Practices Sharing Time

Help buyers make quality, well-educated decisions – tie up the property first

Cash is king

Tighten time frames

USE your contracts effectively

Follow systems that are market-specific

The Real Estate Cycle & the Next 12 Months

- Watch for PING PONG due to Price Increases
- Will the OUR Florida Program Affect Us
- Interest Rates
- Run Comparison Rates from 2019 for the Summer Due to COVID last Year SKEW
- SOURCES to watch:
 - ✓ MLS Daily/Weekly
 - ✓ Local Boards Monthly
 - ✓ Inman News and FAR/Florida Realtors.or/ Monthly
 - ✓ ARES Portal Quarterly
 - ✓ Wall Street Journal (inversion stock/real estate)
 - ✓ Watch Miami & Lauderdale
 - ✓ Referral Agents East Coast & Texas

The Real Estate Cycle & the Next 12 Months

Four Phases of Real Estate Market (the longest is 18 years due to Socio-Economic Conditions, not investor/builder driven)

- Recovery
- Expansion
- Hyper Supply
- Recession



Buyer Question when they say the market is “over-priced” – how long do you plan to live here? What’s your planned “out date?” Are you buying to sell or buying to live and enjoy?

Mortgage interest rates forecast: Will rates go down in June 2021?



Tim Lucas The Mortgage Reports Editor

May 19, 2021 - 14 min read

Mortgage rates forecast for June 2021

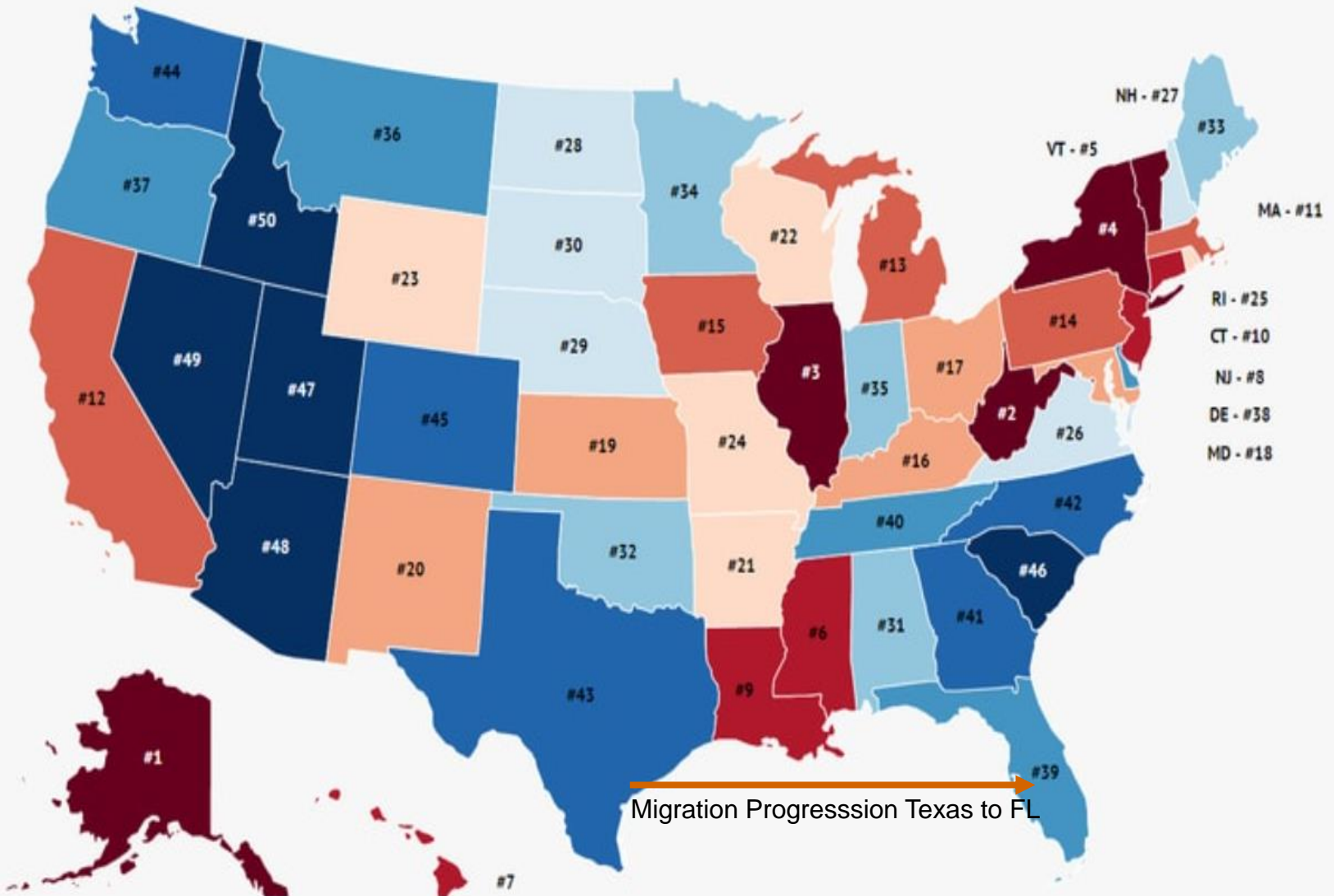
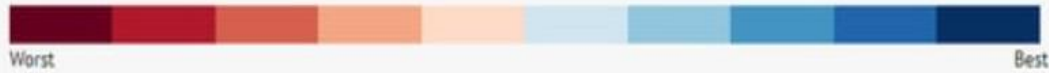
Mortgage rates could stay close to 3% in June, as they've done this spring.

Will interest rates increase in 2021?

In the Fed's March Summary of Economic Projections, no FOMC participant expects a **rate** hike in **2021**. Only four out of the 18 expect a 25-bp **rate** hike by the end of 2022. Seven expect at least one **rate** hike by the end of 2023. 14 hours ago

The Federal Open Market Committee (FOMC) is the monetary policymaking body of the Federal Reserve System. The FOMC is composed of 12 members--the seven members of the Board of Governors and five of the 12 Reserve Bank presidents

The States Where Americans Don't Want to Live Anymore in 2021



Summary
Questions and
Business
Retreat
Planning

ARES 2022 Business Planning Retreat

October 2021 Weekend

SW Florida or Nashville

Travel Friday – Cocktail Hour Friday Night

Saturday All Day Planning

Saturday Evening Special Dinner Sponsored

Sunday Morning Spiritual Hour & Finalizing Plans

End Sunday by 1 p.m. for Ease of Travel