



THE RIVER OF REAL ESTATE



THREAT



SYSTEM

Real Estate Sales Will Plummet



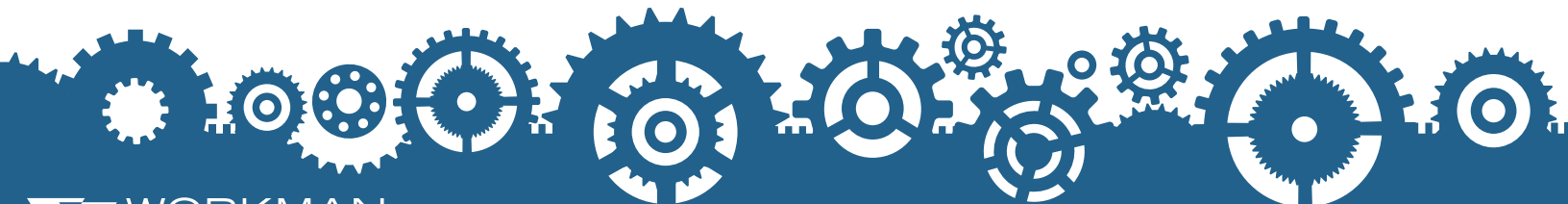
The River of Real Estate



Agent Christos had been bombarded with all sorts of negative news regarding the residential real estate market. With many so-called experts predicting that the real estate bubble would burst and that rising interest rates would lock buyers out of the market, Christos had reason to be worried. As the sole income-earner in his household, he knew generating a steady income — even in good times

— was difficult for him. He worried he might have to listen to his brother-in-law and find a “real job.”

Instead of surrendering to his fears, Christos decided to take control of his situation. He knew he’d have to search for the truth and have information ready to provide to prospects who were held back by the naysayers. He believed it was possible to offer hope and real solutions during uncertain times.





He started his learning journey by talking to his broker, befriending successful agents in his area, and spending many late nights researching. He wanted to find the truth.

Here's what he found:

HARVARD UNIVERSITY STUDY ON MOVING IN AMERICA

A whopping **13%** of the US population (homeowners and renters) moves *every year*. According to a study done by Harvard University, people move for the following reasons:

- Housing-related (40%)
- Family-related (27%)
- Job-related (21%)
- Other (12%)

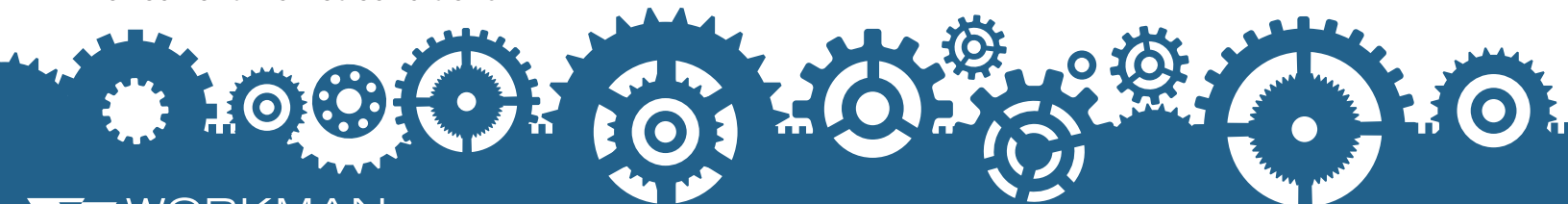
More specifically, people move for the following reasons:

- Relocation
- Relationship Change
- Retirement
- Starting a New Chapter in Life
- Military
- Becoming a Homeowner
- Job Change
- Marriage
- Education
- Starting a Family
- Divorce
- Seeking Adventure
- Upsizing
- Financial Crisis
- Downsizing
- Death
- Better Neighborhood
- Better Schools

These significant events happen **regardless** of the current real estate market — and often require a change in housing.

SALES DECREASE DURING THE GREAT RECESSION (2008-2012)

Christos found information that challenged his view on market shifts. He learned that during the Great Recession, existing home sales in the U.S. fell an average of 20% annually, compared to before the recession. Christos realized that the reasons for moving, detailed by the Harvard Study, are what drive sales regardless of current market conditions.





CALCULATING THE RIVER OF REAL ESTATE

Christos decided to create a formula he could use to calculate the number of existing and new home sales that should take place in his market area each year. Through his research, he learned:

- The average U.S. household has 2.51 occupants
- The homeownership rate in the U.S. is currently 66% (Q3 2022)
- The percentage of homeowners that sell each year in the U.S. averages at 7%.



As he sat and pondered all he learned, Christos imagined the flow of a great river. Having grown up along the Mississippi River, he remembered the day his dad told him that the river spanned over two thousand miles and deposited more than a half million gallons of water per second into the Gulf of Mexico. As a child, he couldn't even imagine the power of such a mighty river.

Inspired by his memory of the powerful Mississippi, Christos named his new system **The River of Real Estate**. He wanted everyone to know that new and existing home sales flow like the mighty Mississippi, regardless of market conditions. He created a worksheet so that any real estate agent could calculate **The River of Real Estate** in their market.

Christos prepared a script you can use when speaking with buyer or seller prospects who don't want to move forward in today's market because of the fear that real estate sales will plummet.

For access to our FREE resources, visit www.WorkmanSuccess.com/THESHIFT

THE RIVER OF REAL ESTATE RESOURCES:

- Story
- Worksheet
- Article *Who is Moving and Why?* from Housing Perspectives from The Joint Center for Housing Studies at Harvard University
- Report *Home Buyers by Metropolitan Statistical Area* from the National Association of REALTORS®
- Calculator (*private clients only*)
- Script (*private clients only*)
- Assignments (*private clients only*)

