

# QUARTERLY NEWSLETTER

## Market Shift?

We have all heard this phrase these last couple of months, "The market is shifting". Based on recent trends and research from C.A.R, the signs are imminent for a shifting market. Here are some tips to help navigate you through this shift.

- Always keep in mind that there is opportunity in every market.
- Expired listings are on the horizon. Make sure you are tapping into this lead source.
- Follow up with buyers who missed out in the last quarter due to competition. Although purchasing power may be lower due to rising interest rates, more inventory is available and concessions are beginning to return.
- Back to the basics, prospecting and following up with your Sphere of Influence will set you up for success in the coming months!



C.A.R. Leg Day 4.27.22 I

## LAR Your Association!

We are halfway through the year. This is always a great time to look back and reflect on our accomplishments, as well as goals we have yet to achieve. Doing so will do the following:

1. Recognizing the accomplishments will fill you with pride and confidence.
2. Focusing on goals that remain will help you realize it is not time to wind down but time to push hard through the end of the year.

These two reflections together will give you the fuel needed to finish the year strong.

This is exactly what your association has been doing these last couple of weeks. By reviewing and updating our strategic plan, we are motivated more than ever to accomplish our goals and finish the year strong.

*Hero Grant*

## Master's Club Ceremony

May 11<sup>th</sup> was the Master's Club ceremony. This year we decided to host the event at Bare Ranch in Lodi CA. Those in attendance enjoyed a fest of appetizers, freshly cooked Paella and a nice dessert bar. From the feedback we received it was a huge success. We want to congratulate all of the award recipients for their accomplishments and success in the industry. We hope to see an increase in recipients & guests in the years to come.

If you would like to participate in organizing and setting up for future Masters Club events, please contact the association office and fill out a committee form. We also have various other committees to choose from. Figure out which committees interest you and help shape the association that serves you!



Top: Members Enjoying Paella at Event Bottom: Karrie Gould, Masters Club Chair and Juan

As most of you may know LAR received a \$50,000 grant from C.A.R for a Hero Grant. 50 grants will be distributed in quantities of \$1,000 ea. We are proud to announce that as of June 16<sup>th</sup> 40/50 grants have been approved. Send in your application if you and your clients are eligible. More information and criteria for the grant can be found on our website's home page: <https://connectlar.org/>

This grant was made possible due to the donations our members have made to the Realtor Party of California, formerly known as the Realtor Action Fund (RAF). For this reason, we encourage our members to participate. If you would like more information or would like to make a contribution call any of the association offices. Even contributing just \$25 makes a difference.

## YPN

The YPN (Your Professional Network) has been busy this past quarter. On April 19<sup>th</sup> they joined a committee member in providing tacos to the homeless community. April 27<sup>th</sup> the group brought new members to our annual legislative day for a day of learning about legislation that has a direct impact on our business. The group networked with realtors across the state and met with legislators establishing some great connections. The YPN also set up a unique workshop on mental health awareness. They brought three great panelists from different backgrounds to help navigate and cope with our daily stress. The workshop received great feedback and included topics ranging from state of mind and goal setting, to spiritual wellbeing, nutrition and more.

Be sure to join YPN at their next lunch & learn this on July 13<sup>th</sup> from 11 am to 1 pm at the LAR Modest office: 1620 N Carpenter Rd #D48. The topic at hand is, "Where does your business come from?". You will not want to miss this event. Piper Knoll is a top producer in her market and will be presenting. Piper is flying all the way from Denver, Colorado to come and present to the association.

## Marketing Meetings

In addition to our marketing meetings in Modesto and Lodi, we are excited to announce that Stockton will now have their own marketing meetings. The meeting will be weekly each Thursday beginning in July at the *Cornerstone Real Estate Group* Office located at; 611 Lincoln Center Stockton CA, 95207. Come join the fun and network with your peers. If you have a listing you would like on the tour be sure to e-mail to: [Rhonda@connectlar.org](mailto:Rhonda@connectlar.org)