

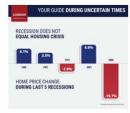
## 5 Silos of Content

#### 1. Market News

Be the trusted advisor. Share current market news, share the Friday London Market Info Emails & grab freshly curated social media content from RelianceMktg.com







More often than not, home prices have increased durin a financial recession. The 2008 housing crash and ecession were unprecedented in that unscrupulous ending practices were rampant --- it was impossible ot get a loan. This led to a complete mortgage marke wn. The Central Valley and other fastmarkets like Phoenix and Las Vegas were hit the hard ese markets had historically tracked in unison with the onal median home price point, but during the 2002-2006 bubble had bec orna ovar-valuad N e markets have all rebounded and are on solic



here are also major positive diffe nces in the lending ner equity positions when aring the 2006 crash to our current market. Leading wners were using their homes as a ATM, whereby they pulled out money from ti ating assets (their homes) and bough ting assets like boats, cars, toys, and trave tors were also running wild by leveraging goo estate to buy multiple properties that they ed to occupy, the refinancing market was out of trol. Today, even with recent historically low rates erty owners have pulled out less than 1/3 as ma ty dollars (232 billion vs. 824 billion) as they did in th years leading up to 2008. Strong lending practice ve been in effect, borrowers have had skin in the and our appreciation has been more norma

2020 GDP

QUARTER 3

ing to Harvard's Joint Center Fo Housing Studies, U.S. homeowners have amassed over \$17 trillion in home equity. This figure is comprised mainly from 86% of homeowners having t least 20% of their home's value in equity, while



### LONDON PROPERTIES

# 5 Silos of Content

#### 2. Be Authentic - Share Who You Are

Share who you are. People follow you on social media because they like you! Create connections online and continue them offline.

### 3. Hyper-Local

People love to hear about their community. Share community events, news, history of your city, top ten list, etc.

### 4. Behind The Scenes Of Real Estate

Clients love to talk about real estate & they love to WATCH real estate (proof below)! Share videos of you going on a showing, putting up open house signs, how many new actives hit the market yesterday, handing keys to a buyer, the size of a file, etc.







#### LONDON PROPERTIES

# 5 Silos of Content

#### 5. Share Your Success – Build Confidence

Just Listed – Just Sold – Testimonials – Clients in front of their new home!

Jacqueline Gutierrez is in Reedley, California. March 3 · 🛔

Just Sold! On my clients wish list; primary residence, property on land, citrus trees, place for storage, and affordable! Glad to say we checked all the boxes! This 3bed 2 bath home was sitting on a little under an acre. There was a large barn behind the property with plenty of room for storage. Several orange and lemon trees surrounded the property with the potential to grow more! #ilovemyjob #fresnorealtor #californiarealtor #mls #crmls #fresnorealestate #reedley #reedleyrealtor #559realestate #agrealtor #acreage #farmland #realestateagent #commercialrealestate #firsttimehomebuyer #realestateinvesting



Jackie shared her "JUST SOLD" and created a buzz... 122 Interactions & 57 Comments.



Parminder and Singh Team Homes at Parminder Singh are a different kind of people.

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Heart for community, love and service. I'm proud to know these folks, and I'm proud of the value they bring to Kingsburg and the surrounding communities. Truly invaluable team players 🖤



Parminder is creating amazing community content and his biggest fans are helping him spread the message.

When clients see your success, it builds confidence and trust that you can handle their next transaction.