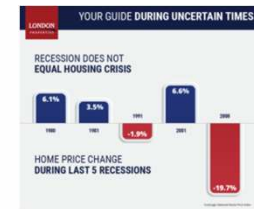


# 5 Silos of Content

## 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 during a financial recession. The 2008 housing crash and recession were unprecedented in that unscrupulous lending practices were rampant — it was impossible to not get a loan. This led to a complete mortgage market meltdown. The Central Valley and other fast-growing markets like Phoenix and Las Vegas were hit the hardest. These markets had historically tracked in unison with the national median home price point, but during the 2002-2006 bubble had become over-valued. Nonetheless, these markets have all rebounded and are on solid ground.



There are also major positive differences in the lending standards and homeowner equity positions when comparing the 2008 crash to our current market. Leading up to 2007, homeowners were using their homes as an ATM, whereby they pulled out money from their appreciating assets (their homes) and bought depreciating assets like boats, cars, toys, and travel. Speculators were also running wild by leveraging good real estate to buy multiple properties that they never intended to occupy; the refinancing market was out of control. Today, even with recent historically low rates, property owners have pulled out less than 1/3 as many equity dollars (\$22 billion vs. \$24 billion) as they did in the three years leading up to 2008. Strong lending practices have been in effect, borrowers have had skin in the game, and our appreciation has been more normal.

Additionally, according to Harvard's Joint Center For Housing Studies, U.S. homeowners have amassed over \$17 trillion in home equity. This figure is comprised mainly from 86% of homeowners having at least 20% of their home's value in equity, while 61% had at least 50%.



***Control the narrative!***

# 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.



# 5 Silos of Content

## 5. Share Your Success – Build Confidence

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



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



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.**