



kw EXETER
KELLERWILLIAMS®

kw EXETER

KELLERWILLIAMS®

NEWSLETTER

September 01, 2022



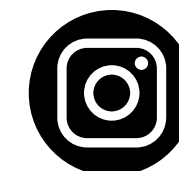
Luke Jones
Operating Principal
luke.jones@kwuk.com
07587 474 035



James Mugridge
MC Manager
james.mugridge@kwuk.com
07398 236 655



W: kwexeter.com • E: kwexeter@kwuk.com • T: 01392 539605



MARKET CENTRE NEWS

Our agents have been on top form, developing their pipeline and building their databases. The monthly meeting saw our newest team member Sian Williams join us for monthly wins, and an inspiring talk from CEO Ben Taylor.

With so much going on in the market centre, it is great to have some grounding with the launch of our 12 week year course, designed to get back to the basics and set those routines that will provide big results. With routine and lead generation at the heart of the course, we are working closely with our agents to build out their databases.



JOIN US FOR OUR NEXT EVENT ON THE 15TH AUG

AGENT SPOTLIGHT

Ellie is a star agent. Let's just get that clear from the beginning. With a very healthy portfolio of let properties, and a great number of sales listings already under her belt, Ellie is setting records already. With a smile and a giggle, it is always a pleasure to work with Ellie when she needs my help, and I am always so impressed at how dedicated she is. Working tirelessly, Ellie never fails to start her day with a respectable dose of motivation and professionalism. I am thrilled to have you on board with us at KW Exeter and I love watching your business grow every week. - James MCA



Ellie Phillott
KW Agent

MARKET UPDATE

No cause for alarm. Despite countless warnings, the effect of the market shift here in Devon seems gentle. Demand is still high for both second homes, and first time buyers, but perhaps people are taking more time to commit?



- Rising Capital values , relatively low mortgage rates, rising rents, and a flight to asset-backed investments mean buy-to-let properties will continue to attract investors.
- This is despite higher interest rates and government attempts to reduce the private sector via higher Stamp Duty, lower tax-breaks and greater regulation.
- The effect of the pandemic has been that homes have again become wealth generators. As it becomes more expensive and more difficult to get onto the property ladder, you may see the private rented sector expanding again. So investors will be drawn towards buy-to-let once more.
- Grainne Gilmore, head of research at online Estate Agents Zoopla says "The ongoing high demand for property after the pandemic will start to normalise, but the cost of living and interest-rate rises will eventually have an impact too. Year-on-year price growth will ease this year from 8% to 3%. But stricter mortgage lending criteria will prevent and sudden declines in pricing.
- With an uncertain market, it is always important to define your value. People will still want houses, but why will they choose you to help sell or find a house? Daily habits of lead generation as well as clearly defined value propositions will win clients. We can help you model the amount of quality lead generation you need to score your goals.

"Success is through
our Agents."



Back to the basics

August saw the launch event of Lukes signature 12 Week Year course. Appropriately named "Back To The Basics", the first session is designed to provide routine for busy entrepreneurs. Using a 411 and GPS, our agents are encouraged to set goals using in line with their their economic plan and financial targets. By working backwards from desired financial results, the course helps us to set daily and weekly tasks. The model explains how, by following weekly targets and goals, agents can easily realise the growth of their business that they desire. For those with a business brain, creativity sometimes leaves us with too much to think about. By taking a moment to join the 12 Week Year Programme, our agents are able to plan their success and monitor their business activities through a weekly scoreboard and competition.

Welcome new Agents

A very warm welcome to Sian Williams who joins us from Cardiff. An accomplished businesswoman, Sian is very well placed to use her marketing expertise and build a successful business in property.



Sian Williams
KW Agent

"A passion for matching people with places led to my first business and now, as a former winner of The Times' Editor's Choice Award and Cardiff Business Awards' Retail Business of the Year, I'm excited to team up with world leaders in real estate, Keller Williams, to bring their relentless focus on customer service and 'can do' energy to Cardiff.

I grew up in Pontcanna, Llandough, Dinas Powis, Whitchurch and Rhiwbina before stint in London in my 20s had me heading back to our vibrant capital city and my first home purchase in Canton.

Graduate event at Exeter University

NETWORKING

Luke was asked to give an inspiring talk to young graduates and industry professionals in late August. Describing the state of the rental market and offering fresh perspectives on creating wealth, Luke stirred the crowd into thinking about their options and how to get ahead in their futures.

The event was held at Exeter Universities Business School in an impressive lecture theatre, and attracted a good number of entrepreneurial minds, thirsty for what Luke had to say. Luke's presentation didn't disappoint, with a few curve balls that even made me think. My favourite moment which made the audience sit up in their seats was this; "In one hand I'm holding a brief case of cash with £1m pounds in it. In the other hand, I have one penny and the offer to double the penny every day for 30 days, which would you choose?"



Before any of us had got our calculators out, we got greedy and chose the suitcase full of cash, knowing full well that this decision was most likely the trick answer.



Luke Jones
Operating Principal
KW EXETER

The point was to demonstrate the effect of compounding, and oh boy did it get the point across. Myself and the audience were stunned to learn that the penny in Lukes hand could compound over 30 days, to a whopping £5,368,709.12

We thank Exeter University for giving us the wonderful opportunity to network and hear the other guest speakers.



I'm old enough to remember Chapter Arts' tiny one room bar and when the Cameo Club looked like a 70s throwback, but young enough to be found amongst the young families weekend brunching at Canna Deli or live music at the Corporation Yard. Now full circle and living in Pontcanna, these leafy streets, handsome houses and pavement cafes have my heart. You'll often see me, my partner Richard and our kids Erin, William and Bobby being dragged around streets by our, naughty sausage dog, Digby, or surrounded by a variety of footballs and cricket bats in Llandaff fields – if you do, and you are interested in buying, selling or renting a property, please say 'Hello'.



SIAN
WILLIAMS





UPCOMING EVENTS

- **07th September - (Weekly) Lettings Foundation Course**
 - This series of 4 coaching sessions gears you up for develop[ing your lettings wing of the business. This is really important in uncertain times where creative a passive income through rentals can boost your business.
 - 14:30 - 16:00
 - Zoom registration
 - Free Event

- **15th September - Town Hall**
 - This regional event is an excellent way to gain an overview of the market celebrate your actions based on the results you want.
 - 09:30 - 16:00
 - Zoom registration
 - Free Event

- **20th September - Quantum Leap**
 - Developed by Gary Keller, co-founder and chairman of the board of Keller Williams Realty, Quantum Leap digs into the power principles and disciplines that can help anyone achieve a more abundant life. In this profound course, you'll find usable models and practical exercises, as well as make pertinent discoveries to uncover the keys to living with purpose and direction.
 - If you want to capitalise on your personal power and expand your life, this course is for you! Is there someone who is part of your life who would want to transform with you? They can attend too!
- **15th September - Monthly team meeting**
 - Come into the office for celebrations of the month's wins, some guest speakers, and a couple of beers with the team.
 - 14:30- 17:00
 - KW Exeter Office (Clockwise building)
- **September - 12 Week Year**
 - Goal setting and growth. This signature course powers successful agents to get results.
 - Weekly on a Monday and Friday 08:45
 - Free on Zoom

QUOTE FROM LEADERSHIP



Luke Jones
Operating Principle

"We all know that people want to be in business with someone they know, like and trust. And we all know that the best business to own is a relationship driven business that generates relationship driven results.

"But how do you go out there and build relationships in the first place so that you can earn the right to be in business with your customer, consumer and client? You need to ask questions. A lot of questions. And, you need to listen. Really listen. For the more you ask questions, the more people will actually become interested in you! And when they become interested in you, they'll get to know you. And like you. And trust you. And then they'll choose to be in business with you. So, practice the art of asking the right questions and listening to your customer's and you'll start to build relationships based on trust. What's more, we live in a wonderful world where we can now build relationships at scale by becoming more tech enabled and harnessing the power of video.

This is so important for business owners, entrepreneurs and community builders like local area property experts. You simply must do more video. If it can be a video, it should be a video. And my contention is this - if you're NOT using video every day in your business, you don't have a business. And so consider this - your job is to go out there and ask a lot of questions and then deliver value by answering those questions by using video. A simple video every day where you 'answer a common question about property in today's market' will show you are the expert, that you're coming from contribution and that you're leveraging the single most powerful tool in our business today - the video camera in your phone! Have MORE conversations, ask MORE questions and shoot MORE video! "

