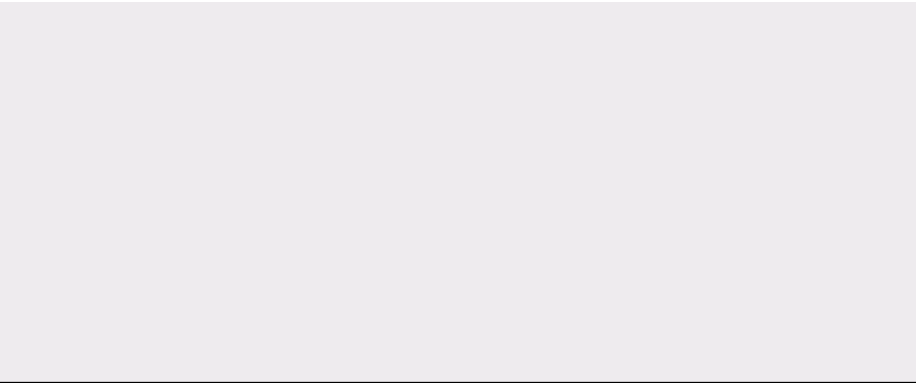
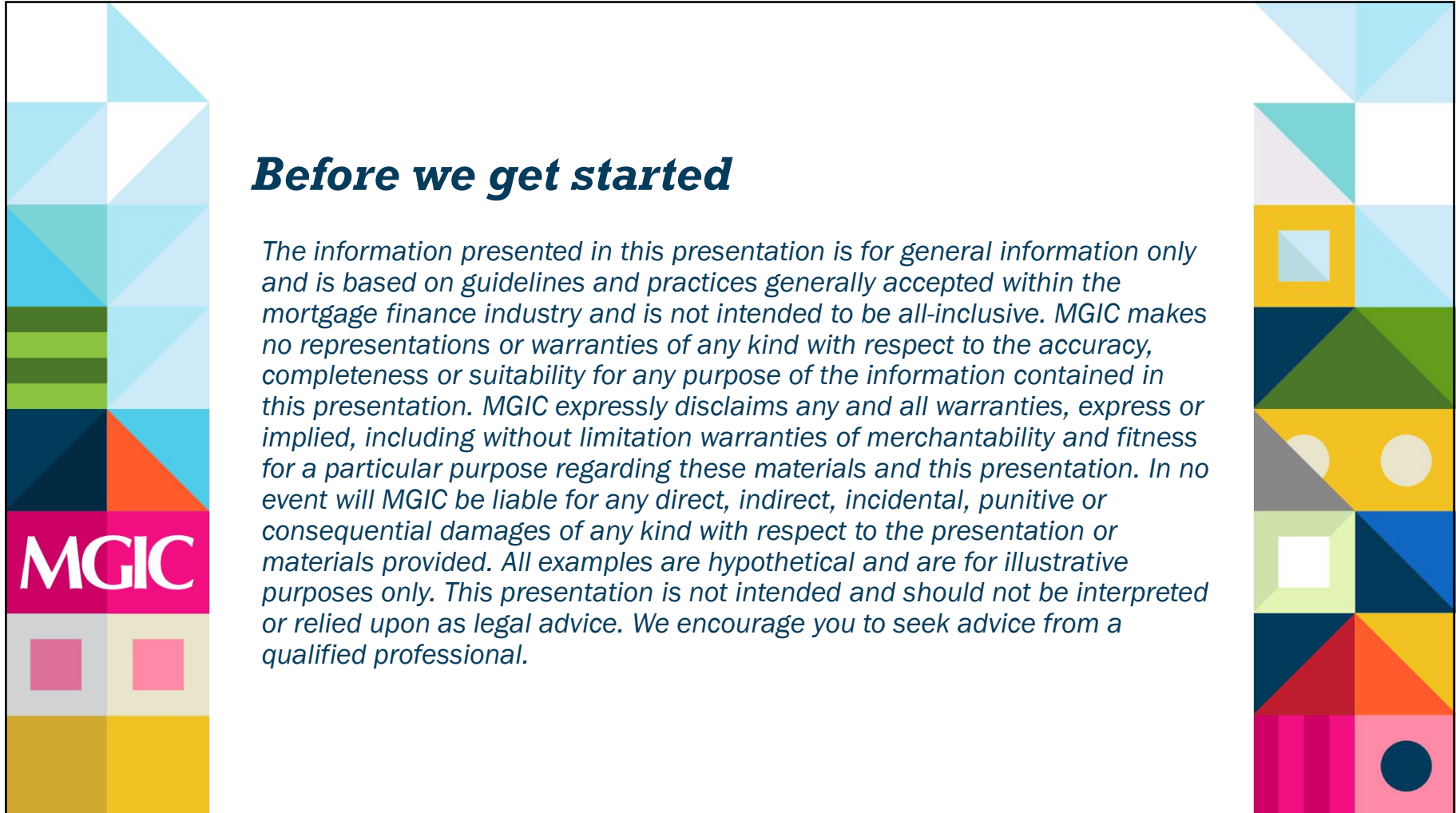




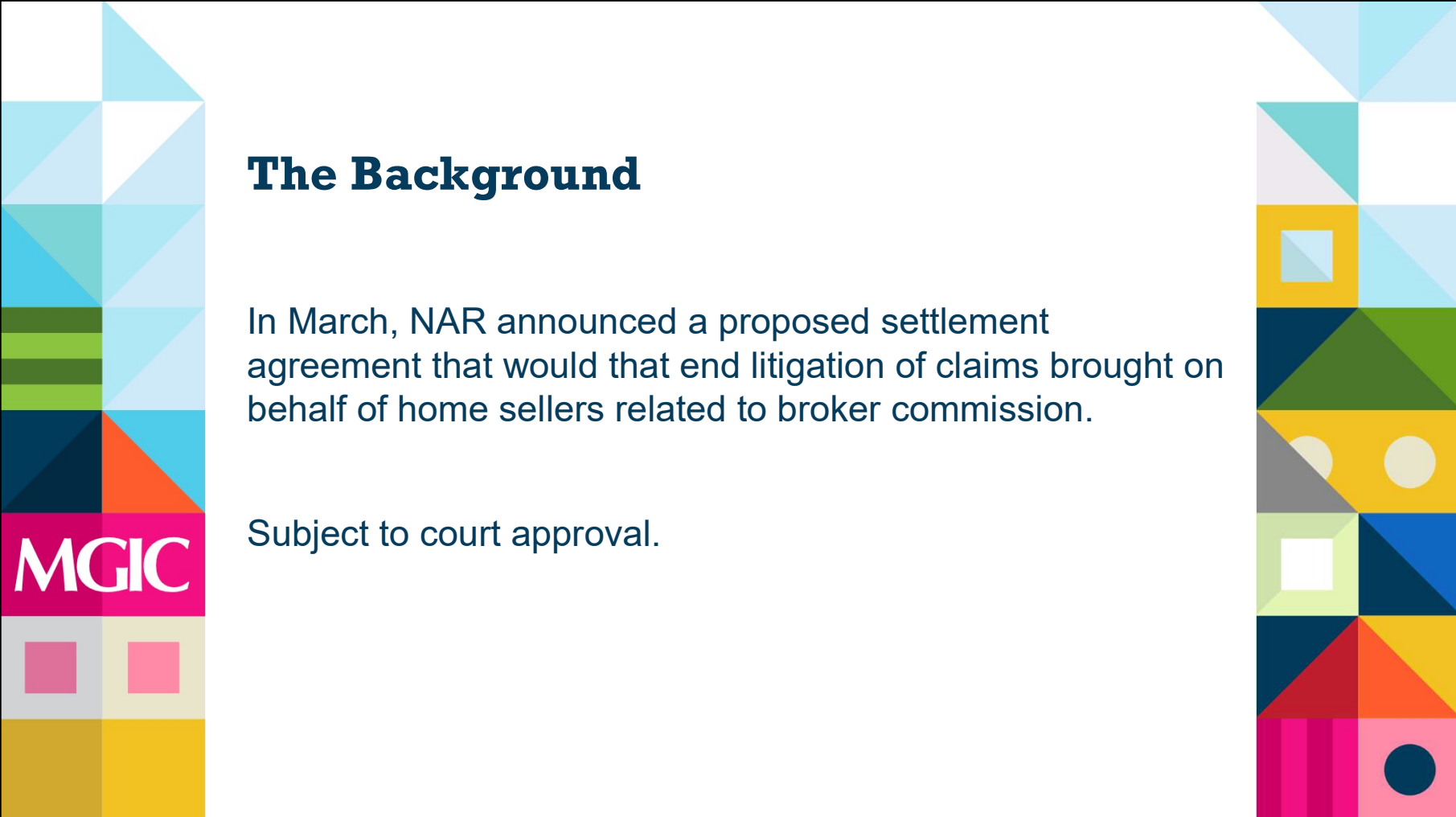
An Overview of the NAR Commission Settlement



The slide features decorative geometric patterns on both the left and right sides. The left pattern consists of a vertical stack of colored squares and triangles in shades of blue, green, orange, pink, and yellow. The right pattern is a similar vertical stack with a more complex arrangement of shapes, including squares, triangles, and circles in various colors like blue, green, yellow, and pink.

Before we get started

The information presented in this presentation is for general information only and is based on guidelines and practices generally accepted within the mortgage finance industry and is not intended to be all-inclusive. MGIC makes no representations or warranties of any kind with respect to the accuracy, completeness or suitability for any purpose of the information contained in this presentation. MGIC expressly disclaims any and all warranties, express or implied, including without limitation warranties of merchantability and fitness for a particular purpose regarding these materials and this presentation. In no event will MGIC be liable for any direct, indirect, incidental, punitive or consequential damages of any kind with respect to the presentation or materials provided. All examples are hypothetical and are for illustrative purposes only. This presentation is not intended and should not be interpreted or relied upon as legal advice. We encourage you to seek advice from a qualified professional.

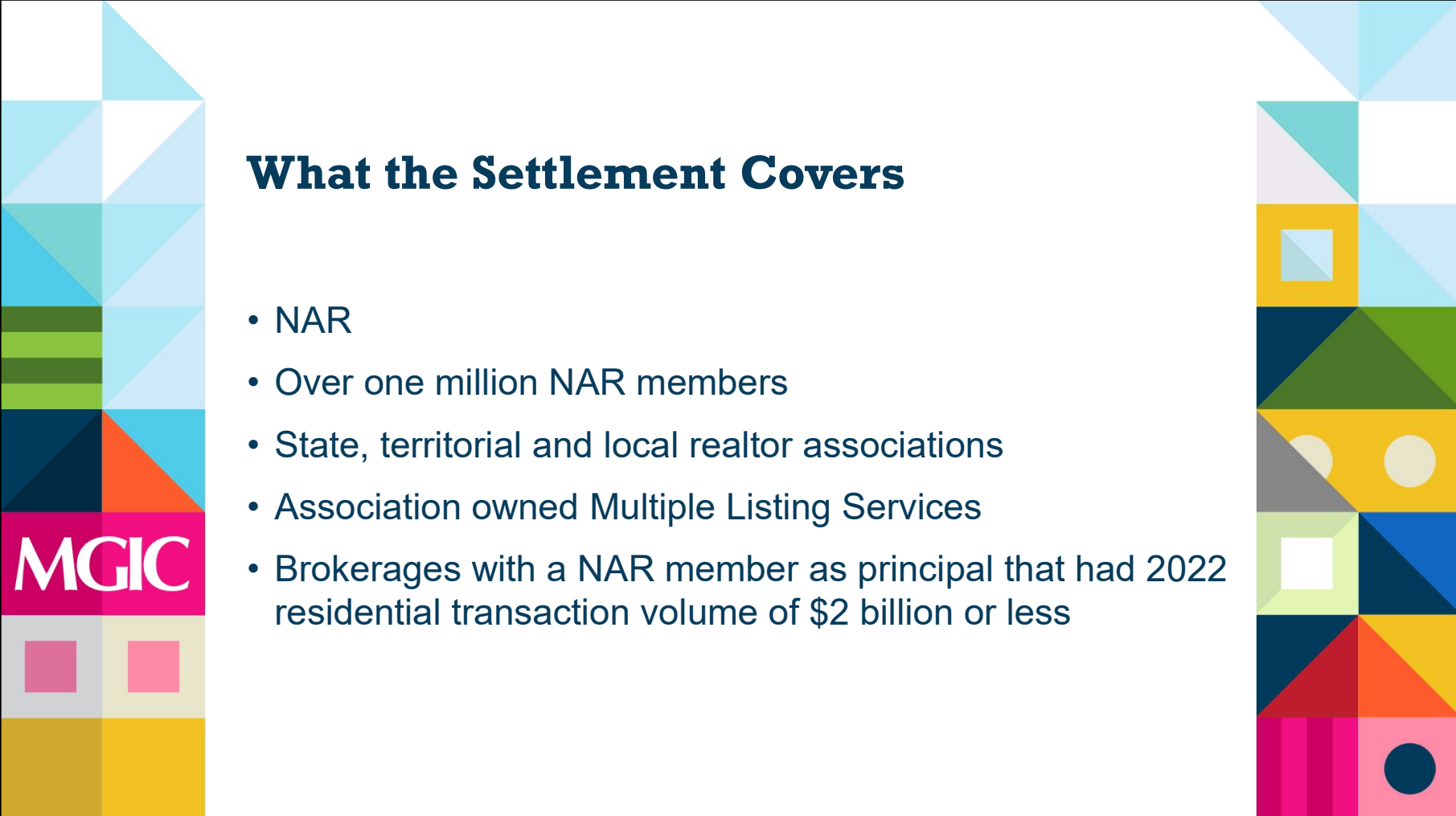


The Background

In March, NAR announced a proposed settlement agreement that would end litigation of claims brought on behalf of home sellers related to broker commission.


Subject to court approval.

MGIC

The slide features a central text area flanked by two vertical decorative borders. The left border contains the MGIC logo, which consists of the letters 'MGIC' in white on a pink rectangular background. Above the logo are several light blue triangles of varying sizes, and below it are two pink squares. The right border is a vertical strip of colorful geometric shapes, including triangles, squares, and circles in shades of blue, green, yellow, orange, and pink.


What the Settlement Covers

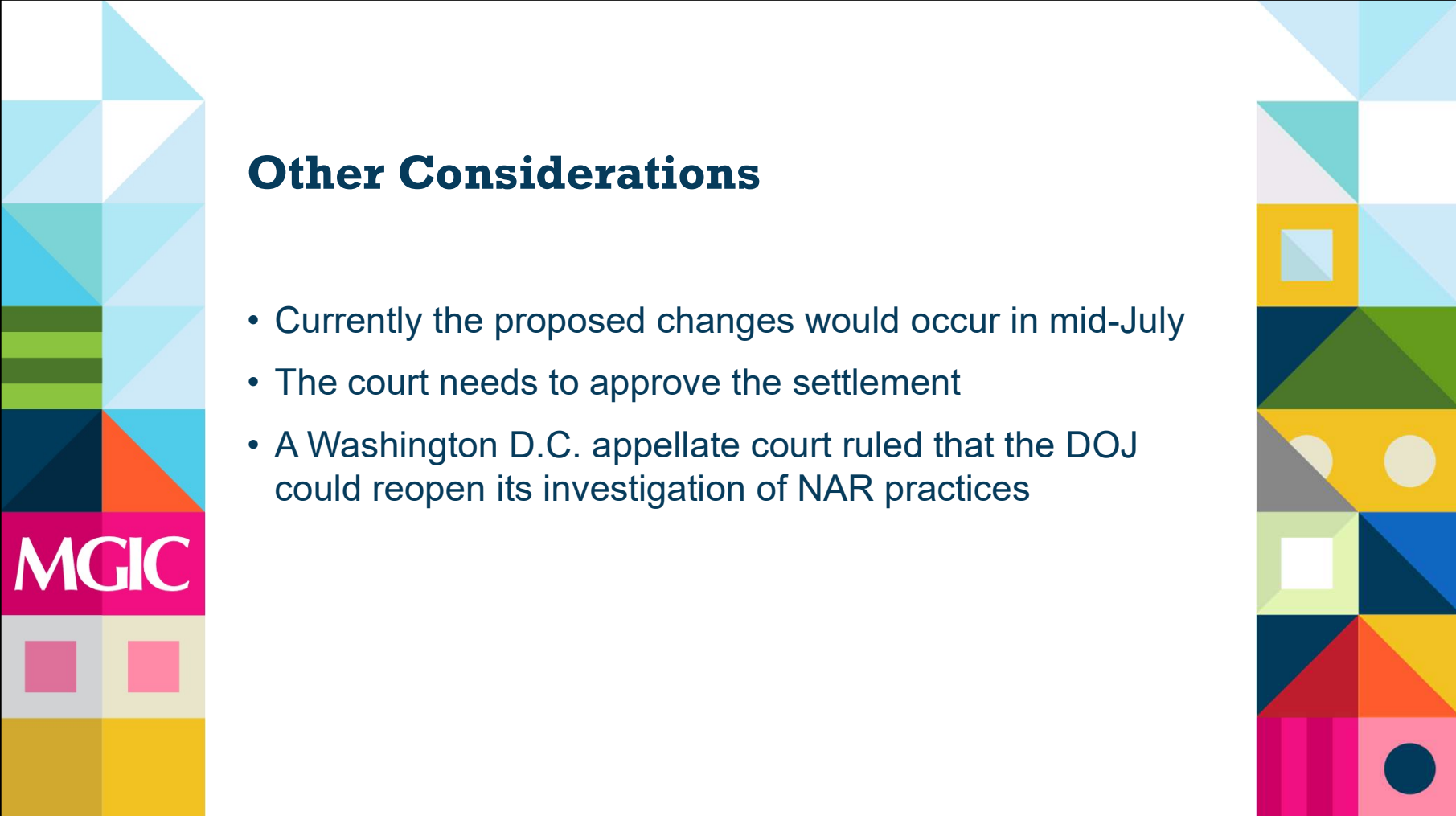
- NAR
- Over one million NAR members
- State, territorial and local realtor associations
- Association owned Multiple Listing Services
- Brokerages with a NAR member as principal that had 2022 residential transaction volume of \$2 billion or less



Settlement Details

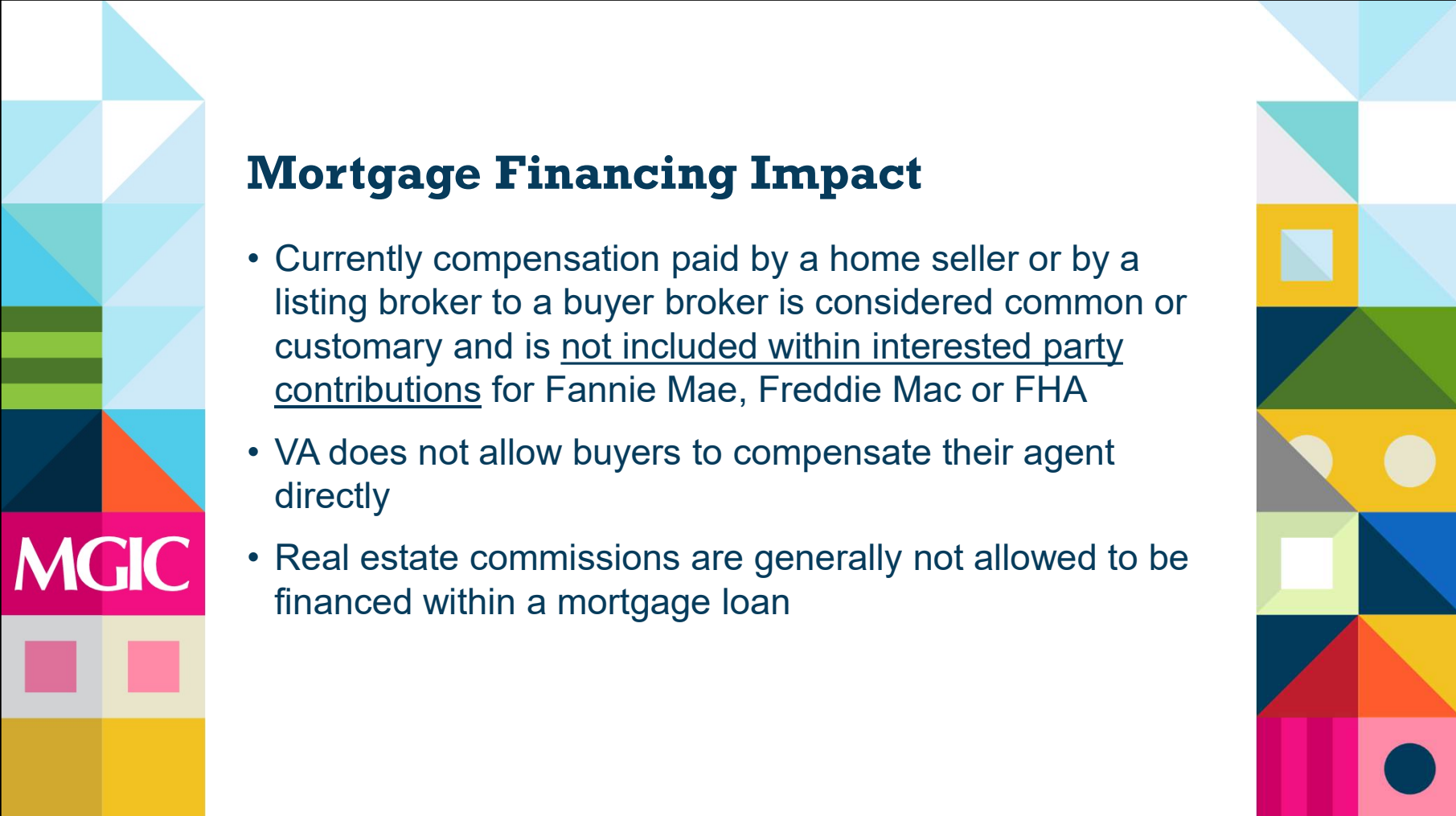
- \$418 million
- New MLS rule that prohibits offers of broker compensation on an MLS
 - Does not prohibit offers of cooperative compensation outside of an MLS
 - Does not prohibit sellers from offering buyer concessions on the MLS
- New rule that requires MLS participants to enter into written agreements with buyers identifying the services being provided and the cost



The slide features a central text area flanked by two vertical decorative borders. The left border contains the MGIC logo, which consists of the letters 'MGIC' in white on a pink rectangular background. Above the logo are several geometric shapes in shades of blue, green, and orange. The right border is a vertical strip of various colorful geometric shapes, including squares, triangles, and circles in shades of blue, green, yellow, orange, and pink.

Other Considerations

- Currently the proposed changes would occur in mid-July
- The court needs to approve the settlement
- A Washington D.C. appellate court ruled that the DOJ could reopen its investigation of NAR practices

The slide features a central text area flanked by decorative vertical bars. The left bar contains the MGIC logo in white text on a pink background, with various colored geometric shapes (triangles, squares) above and below it. The right bar is a vertical stack of colorful geometric shapes, including triangles, squares, and circles in shades of blue, green, yellow, orange, and pink.

Mortgage Financing Impact

- Currently compensation paid by a home seller or by a listing broker to a buyer broker is considered common or customary and is not included within interested party contributions for Fannie Mae, Freddie Mac or FHA
- VA does not allow buyers to compensate their agent directly
- Real estate commissions are generally not allowed to be financed within a mortgage loan

Interested Party Contribution Limits

Occupancy Type	LTV/CLTV Ratio	Maximum IPC
Principal residence or second home	Greater than 90%	3%
	75.01% – 90%	6%
	75% or less	9%
Investment property	All CLTV ratios	2%

Source: Fannie Mae Selling Guide

The MGIC logo is displayed in white text on a pink rectangular background. The logo is part of a larger decorative graphic on the left side of the slide, which consists of a vertical stack of colorful geometric shapes including triangles, squares, and rectangles in shades of blue, green, orange, pink, and yellow.



Buyer Agent Commission Disruption

What's Your Strategy To Survive?





Austin Whitt 
@AustinWhittRE



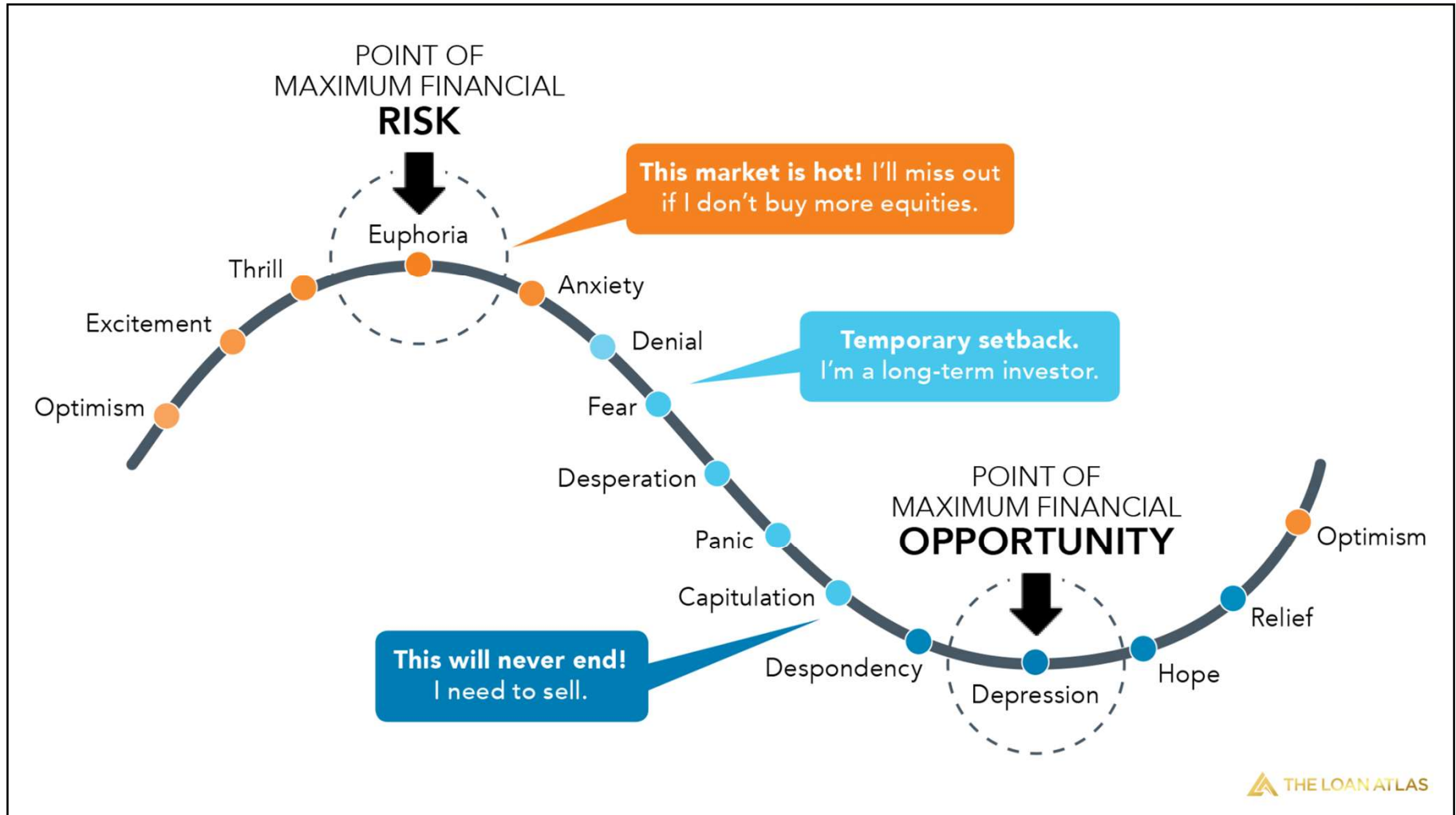
I had a listing that went live last Monday and had a buyer that reached out directly to me to view it. He didn't want to work with an agent.

I have another listing going live on Friday. Today, a buyer sent me a text and wanted to view the home directly with me. Again, no buyer agent

In 5 years I have now had 3 folks that wanted to view directly with the listing agent, with two being in the last week.

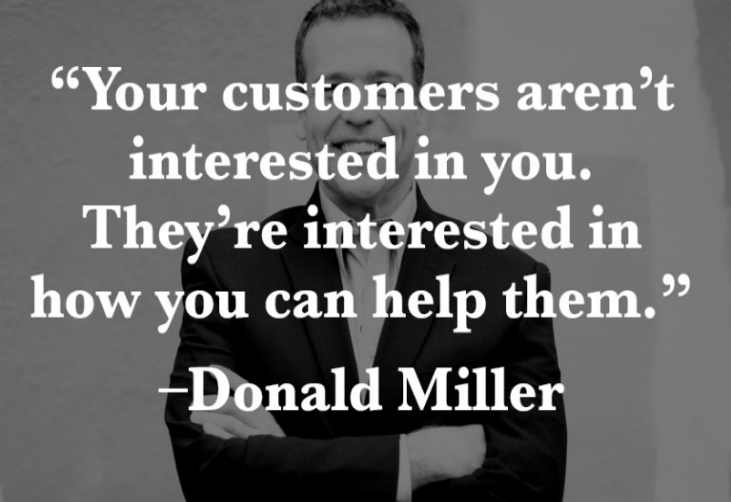
Things may be changing!

1:58 PM · Mar 30, 2024 · 69.7K Views



How Do We Become More Valuable To Listing Agents?

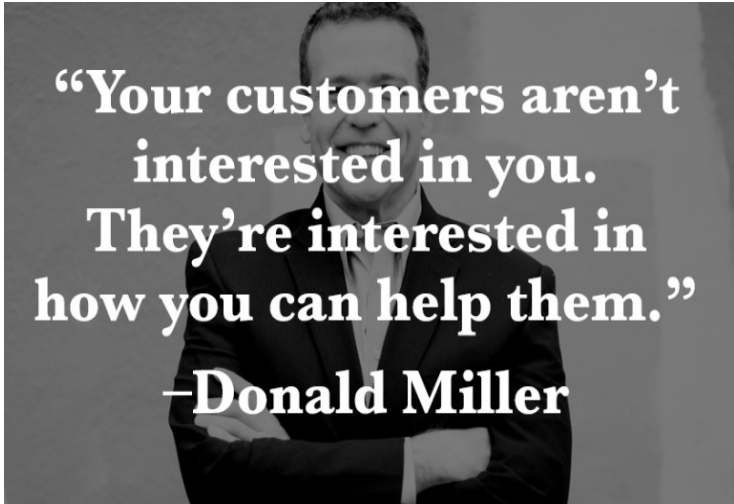
1. Identify Their **PROBLEMS**
2. Show **EMPATHY**
3. Demonstrate **AUTHORITY**
4. Specific Call To **ACTION**



“Your customers aren’t interested in you. They’re interested in how you can help them.”
–Donald Miller

What Challenges or Problems Are Listing Agents Facing?

1. The least **affordable** housing market since 1984. Many families want to trade up for a new home but cannot stomach the payment shock from today's mortgage rates.
2. 83% of potential home buyers believe this is **not a good time** to buy a home, according to the FNMA National Housing Survey.
3. Many first-time buyers believe it's a **better** financial decision **to rent** than it is to buy.
4. They don't have the **time, systems or knowledge** to **aggregate, sort through,** and **qualify** mass buyer inquiries.



“Your customers aren’t interested in you. They’re interested in how you can help them.”

—Donald Miller

Locate Listing Agents In Your Target Markets With Stagnant Listings

Agent Intel

[Watch Video](#)

[Find an agent](#)

Get the story behind the relationships and market data that drive your business.

[Following \(12\)](#)

Agents

[Loan Officers](#)

[Latest Intel](#)

[Agent Search](#)

[Agent Listings](#)

461
Total Listings

52
New Listings (last 5 days)

\$589K
Median Price

64
Median DOM

Salt Lake City, UT ×

[Add area](#)

Search agent [name](#), [company](#) or [listing address](#)



[Sort by Days on Market \(Oldest\)](#) ▼

Locate Listing Agents In Your Target Markets With Stagnant Listings

Parker Smith
RE/MAX Associates (Utah County)



3980 S Waxwing W St
Salt Lake City, UT, 84123

Mike Hancock
Century 21 Everest



4668 S Woodduck E Ln
Salt Lake City, UT, 84117

Belle Gumpay
Coldwell Banker Realty (Park City - Newpark)



25 E Cleveland S Ave
Salt Lake City, UT, 84115

Mindy Grimes
Coldwell Banker Realty (South Ogden)



642 E Garden Farm S Ln
Salt Lake City, UT, 84106

Olivia Bostwick
Engel & Volkers St. George



6114 S 1080 E
Salt Lake City, UT, 84121

Sariah Tauteoli
KW South Valley Keller Williams



238 W Paramount Ave Unit 107
Salt Lake City, UT 84115

Locate Listing Agents In Your Target Markets With Stagnant Listings

Agent Intel [Watch Video](#) Find an agent

Get the story behind the relationships and market data that drive your business. Following (12)

Agents **Loan Officers**

Latest Intel **Agent Search** Agent Listings

Salt Lake City, UT × Park City, UT × Manage areas

Search agent name or company Filter by: All ▼ Export CSV

Filter by last name: All A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Agent	Buy-Side ?	Total sales # (90d)	Median sales \$ (90d)	Total sales # (12m)	Median sales \$ (12m)	List-Side ?	Active listings	Total listings # (90d)	Median List Price \$ (90d)	Total listings # (12m)	Following status ?
											Add agent to your Latest Intel feed
Michelle Holmes Opendoor Brokerage, LLC		2	\$300K	7	\$321K		59	55	\$331K	208	Follow
Joel Carson Utah Real Estate Pc		3	\$575K	34	\$612K		55	22	\$610K	105	Follow
Susan Boyer Jpar Silverpath		4	\$483K	28	\$450K	6		1	\$509K	9	Follow

Track Agents Activity & Who They Are Currently Working With

Production
Connections
Actions
Latest Intel

Overview
Buy-side
List-side

All loan types
All LOs
Timeline
View Map

Address	Amount	Loan type	Transaction date	LO	LO company
3579 N 2550 W FARR WEST, UT 84404	\$598,000	VA	06/01/23	Brittany Black	SATORI LENDING CO LLC
3329 N 250 W NORTH OGDEN, UT 84414	\$450,000	Stand Alone 2nd Mortgage	01/11/24	James Wilson	ACADEMY MORTGAGE CORPORATION
2834 S LIBERTY AVENUE AVE E OGDEN, UT 84403	\$365,000	FHA	05/25/23	Jeff Titus	FAIRWAY INDEPENDENT MORTGAGE CORPORATION
1585 S MOUNTAIN ROAD OGDEN, UT 84404	\$412,000	FHA	02/06/23	Jim Wilson	ACADEMY MORTGAGE CORPORATION
13789 S ESTHER ANN CIR DRAPER, UT 84020	\$770,000	CNV	02/15/23	Jim Wilson	ACADEMY MORTGAGE CORPORATION
201 W BARBARA ST N LAYTON, UT 84041	\$310,000	FHA	01/29/23	Jim Wilson	ACADEMY MORTGAGE CORPORATION
3071 N 1160 W PLEASANT VIEW, UT 84414	\$790,000	CNV	06/04/23	Jim Wilson	ACADEMY MORTGAGE CORPORATION

Search Their Stagnant Listings & Solve Their PROBLEM

Production	Connections	Actions	Latest Intel
Overview	Buy-side	1,114,476	

Property address	Status	Listing date	Sold date	Price
238 Adams Ave Ogden, UT 84404	Pending	03/07/23	--	\$460,000
44 W 300 S Unit 19075 Salt Lake City, UT 84101	Pending	04/11/23	--	\$610,000
688 Hislop Dr Ogden, UT 84404	Pending	07/24/23	--	\$410,000
2238 N 2475 W Farr West, UT 84404	Pending	09/07/23	--	\$899,000
5100 S 1050 W Unit K232 Riverdale, UT 84405	Active	09/13/23	--	\$85,000
458 E 475 N Ogden, UT 84404	Pending	10/18/23	--	\$320,000
1535 Hudson St Ogden, UT 84404	Active	10/18/23	--	\$505,000
2084 S 900 E Bountiful, UT 84010	Pending	10/21/23	--	\$599,000
2337 W 1400 N Layton, UT 84041	Active	12/14/23	--	\$509,000

You Don't Need An Appointment To Show Up To An Open House...

- ListReports
- Home
- Marketing Kits
- My Leads
- My Agents
- Agent Intel
- Agent Connect **NEW**
- Activity Feed

[Back to agent overview](#)

1535 Hudson St
Ogden, UT 84404
3 BD | 3 BA | 1,972 SQ FT | 5,662 SQ FT LOT



LISTING AGENT
SB Susan Boyer
Jpar Silverpath

JOIN US FOR OPEN HOUSE ON Saturday 1/27 from 12 pm to 2 pm. Come take a look at this pristine east Ogden home. Meticulously taken care of by its owner for many years. Enjoy the mountain views right from your living room with floor to ceiling windows. Featuring 3 bedrooms and 3 bathrooms, and a 3 car garage. Don't miss out on the opportunity to get creative and continue the charm. Dont forget to see the secret garden to the west of the home! Amazing views and walking distance, within a block, of the Bonneville Shoreline trails. Square footage figures are provided as a courtesy estimate only. Buyer is advised to obtain an independent measurement.

You Don't Need An Appointment To Show Up To An Open House...



PROBLEM #1: The Monthly Payment Has Buyers CRYING...

1535 Hudson St (\$505,000)

	30 Yr. Conventional	Price Break	Temp. Buydown
Loan Amount	\$454,500	\$435,901	\$454,500
Term	30 years	30 years	30 years
Down Payment	\$50,500	\$48,434	\$50,500
Rate	6.875%	6.875%	6.875%
APR % 	7.036%	7.042%	7.023%
Points	0	0	0
Fixed/ARM	Conv. Fixed	Conv. Fixed	Conv. BuyDown 3/2/1
Mortgage Insurance	\$155	\$155	\$155
Monthly Prin. & Interest (Start)	\$2,986	\$2,864	\$2,139
Total Monthly Expenses	\$3,654	\$3,532	\$2,807
Total Cash to Close	\$50,500	\$48,434	\$50,500
Total Savings		\$122	\$847

Seller Costs / Buyer Benefits



PROBLEM #1: The Monthly Payment Has Buyers CRYING...



[Who we are](#) [Smart home](#) [Services](#) [Customer care](#)

Search by ZIP, state, or community

Limited time opportunity

Special Interest Rate

on certain D.R. Horton homes.




4.99%

Fixed Rate FHA Mortgage

5.50%

Fixed Rate Conventional

Fill out the form.



PROBLEM # 1: The Monthly Payment Has Buyers CRYING...

About the Home



[View photo gallery](#)

Offered at

\$499,999

1535 Hudson Street
Ogden, UT 84404

 3 Bed  3 Bath  1,972 Sq Ft

SAVE AS MUCH AS \$847 PER MONTH ON YOUR MORTGAGE PAYMENT. With a full price offer, seller will pay \$20,665 towards temporary mortgage rate buydown as low as 3.875% for well qualified buyers. Come take a look at this pristine east Ogden home. Meticulously taken care of by its owner for many years. Enjoy the mountain views right from your living room with floor to ceiling windows. Featuring 3 bedrooms and 3 bathrooms, and a 3 car garage. Don't forget to see the secret garden to the west of the home! Amazing views and walking distance, within a block, of the Bonneville Shoreline trails.

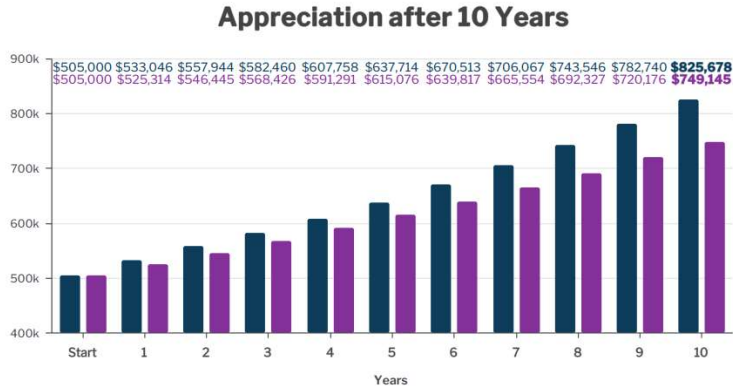
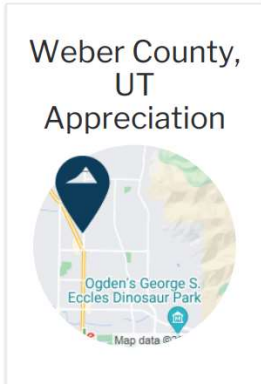
PROBLEM #2: Only 17% Of Buyers Think It's A Good Time To Buy



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 NEO Home Loans
 Division President
josh.mettle@neohomeloans.com
 Cell: 801.699.4287
 2063 East 3900 South
 Salt Lake City, UT 84124
[Apply Now](#)



PROBLEM #2: Only 17% Of Buyers Think It's A Good Time To Buy

Graph Legend

- Forecast 5.04%
- Historical 4.02%

The Forecast is the average compounded appreciation rate for the selected period. The appreciation amounts for each year are based on the actual forecasts for that year.

Your Scenario

Home Price	\$505,000
Closing Costs	\$5,000
% Down	10%
Years Reviewed	10

Cumulative Appreciation after Closing Costs



PROBLEM #2: Only 17% Of Buyers Think It's A Good Time To Buy

Overview		
	Avg / Yr APPR	ROI
Forecast	\$32,068	64%
Historical	\$24,415	48%



PROBLEM #3: First-Time Buyers Believe Renting Is A Better Financial Decision



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<https://susanjboyer.jparsilverpath.com/>



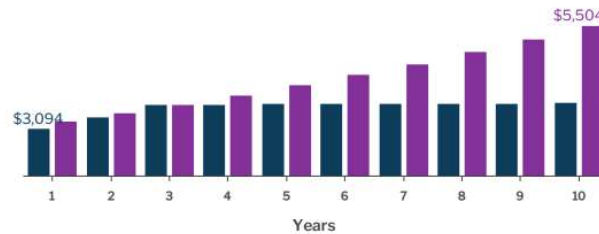
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 Salt Lake City, UT 84124
[Apply Now](#)

🏠 Buying \$505,000 vs. Renting 🏢

1535 Hudson St (Weber County, UT)

Estimated Cashflow

	Buying Yr1	Rent Yr1	Rent Yr10
Monthly P & I	\$2,405	\$3,210	\$5,423
Prop. Tax / Ins.	\$479	\$48	\$81
Maint. & Repairs	\$210	\$0	\$0
Monthly Exp.	\$3,094	\$3,258	\$5,504
Total Cashflow	\$378,942		\$513,484
Interest Rate	APR 6.875%	Annual Rental Increase 6.000%	
	7.059%*		

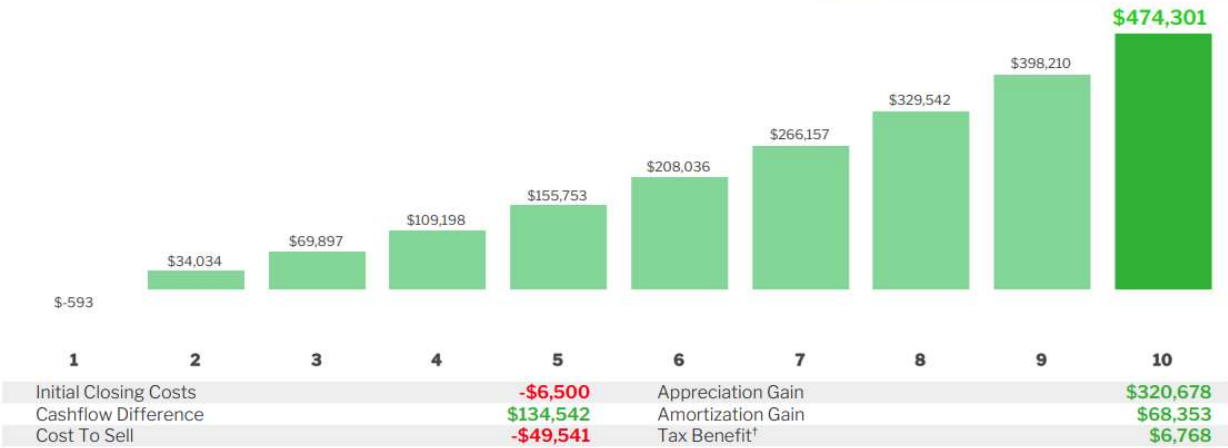


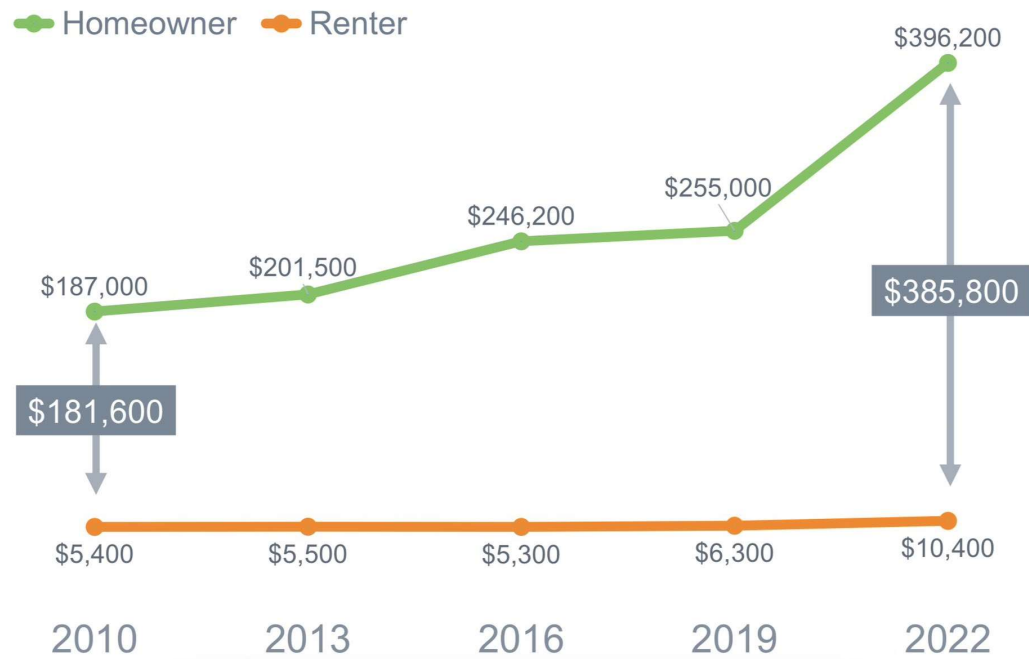
PROBLEM #3: First-Time Buyers Believe Renting Is A Better Financial Decision

Appreciation Gain \$320,678		Amortization Gain \$68,353	
Starting Home Value:	\$505,000	Original Loan Amount:	\$454,500
Forecasted Appreciation (Avg./Yr):	5.04%	Remaining Principal Balance:	\$386,147
Estimated Value After 10 Years:	\$825,678		
Cost To Sell Real Estate Commission: 6% Based on \$825,678 Future Value after 10 Years		\$49,541	Tax Benefit¹ Standard Deduction \$29,200 in 22% Tax Bracket Benefit Above Standard Deduction after 10 Years
			\$6,768

Net Gain by Buying a Home

\$474,301



PROBLEM #3: First-Time Buyers Believe Renting Is A Better Financial Decision**The Gap in Net Worth Is Widening**

Source: The Fed

Problem #4: Listing Agents Don't Have Systems To Track Buyer Leads

OPEN HOUSE SIGN-IN

1535 HUDSON STREET, OGDEN, UT 84404



SUSAN BOYER
 Jpar Silverpath
 LIC# 4354859241
 m (435) 485-9241
 susanboyer@jparsilverpath.com



JOSH METTLE
 Division President
 NMLS# 219996
 m (801) 699-4287
 josh.mettle@ineohomeloans.com
 2063 East 3900 South, Salt Lake City, UT 84124
 Branch NMLS# 150953



Text **LIST9444606** to **800.701.6509** to get listing and finance info about this property. Explore nearby schools, restaurants, outdoor activities and more!

Or, scan this code

Message and data rates may apply.

NAME	EMAIL	PHONE	DO YOU HAVE A REALTOR?
			<input type="checkbox"/> YES <input type="checkbox"/> NO
			<input type="checkbox"/> YES <input type="checkbox"/> NO
			<input type="checkbox"/> YES <input type="checkbox"/> NO
			<input type="checkbox"/> YES <input type="checkbox"/> NO
			<input type="checkbox"/> YES <input type="checkbox"/> NO

Follow-Up With Your Connections

Agent	Company	Share of wallet	Total sales # (90d)	Median sales \$ (90d)	Total sales # (12m)	Median sales \$ (12m)	Active listings	Total listings # (90d)	Add agent to your Latest Intel feed
Jonas Delgado Jpar Silverpath	Jpar Silverpath	0%	—	—	—	—	15	8	Following
Jake Hartman Jpar Silverpath	Jpar Silverpath	0%	—	—	2	\$246K	0	—	Following
Shelby Johnson-Friseman Jpar Silverpath	Jpar Silverpath	0%	1	\$320K	0	\$335K	0	—	Following
Sid Magill Jpar Silverpath	Jpar Silverpath	0%	1	\$435K	1	\$435K	0	—	Following
Jaden Cooper Jpar Silverpath	Jpar Silverpath	0%	2	\$338K	7	\$340K	0	—	Following
Bonnie Harding Jpar Silverpath	Jpar Silverpath	0%	—	—	1	\$323K	0	—	Following
Jake & Jill Utah's Premier Realtors Jpar Silverpath	Jpar Silverpath	0%	—	—	1	\$25K	0	—	Following
Ryan Kemp Jpar Silverpath <small>Paired with another LO</small>	Jpar Silverpath	0%	2	\$533K	6	\$374K	4	3	Following
Susan Boyer Jpar Silverpath	Jpar Silverpath	0%	4	\$483K	25	\$450K	7	2	Following
Brandon Nielson Jpar Silverpath	Jpar Silverpath	0%	—	—	—	—	4	3	Following
Jason Burns Jpar Silverpath	Jpar Silverpath	0%	—	—	4	\$434K	1	—	Following
Jonas Delgado Jpar Silverpath	Jpar Silverpath	0%	—	—	1	\$760K	0	—	Following
Long Tran Jpar Silverpath	Jpar Silverpath	0%	—	—	—	—	1	—	Following
Christina Nguyen Jpar Silverpath <small>Paired with another LO</small>	Jpar Silverpath	0%	2	\$468K	3	\$535K	0	—	Following
Christina Nguyen Jpar Silverpath	Jpar Silverpath	0%	1	\$429K	1	\$429K	0	—	Following
Sarah Greer Jpar Silverpath	Jpar Silverpath	0%	—	—	3	\$430K	0	—	Following
Christina Nguyen Jpar Silverpath	Jpar Silverpath	0%	1	\$425K	3	\$40K	1	—	Following
Jonas Delgado Jpar Silverpath	Jpar Silverpath	0%	—	—	—	—	0	—	Following

Follow-Up With Your Connections

Susan Boyer closed a Buy-side...



Agent Intel <agentintel@congrats.listreports.com>
To Josh Mettle

Reply
 Reply All
 Forward

Sat 2/17/2024 9:03 AM

If there are problems with how this message is displayed, click here to view it in a web browser.

Competitor Alert

for Josh Mettle

Feb 17, 2024



Susan Boyer closed a Buy-side at 5721 W Plumbago Ave 28 for \$495,000 on February 8th.

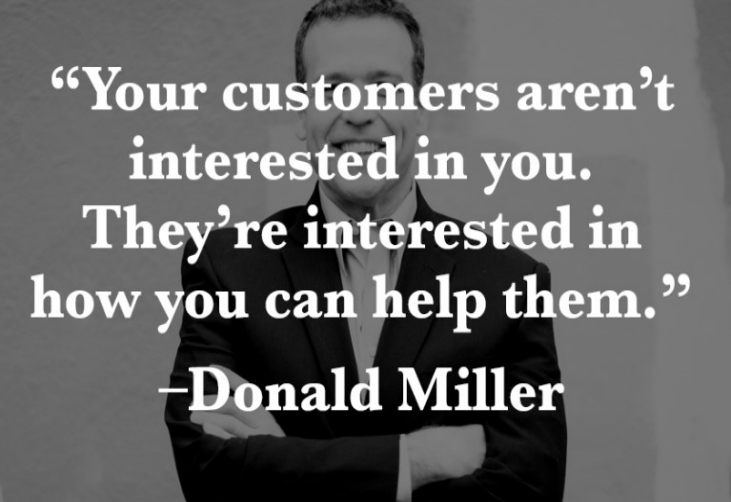
[View transactions](#)

What to do next: Take a look at the deals this agent closed without you, including which loan products and loan officers the buyers used.

You have 2 other agent trigger alerts to check. [View now.](#)

How Do We Become More Valuable To Listing Agents?

1. Identify Their **PROBLEMS**
2. Show **EMPATHY**
3. Demonstrate **AUTHORITY**
4. Specific Call To **ACTION**



“Your customers aren’t interested in you. They’re interested in how you can help them.”
–Donald Miller

How Do We Become More Valuable To Listing Agents?

Let Us **DEPROGRAM** Your Leads!



THREE TYPES OF “LEADS”

1. **READY / PRE-APPROVED**
2. **KIND OF / NOT SURE / NOT READY**
3. **DECIDED IT'S NOT THE RIGHT TIME**