

## EAGA Business Builder

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April 19, 2022

## Today's speaker was John Woods—PHOCUS Real Estate



This morning Mr. Woods' presentation covered a few different topics and he chose to discuss them in the order of importance. The most important aspect of his world is his family, so they came first. John and his bride, Michelle, are celebrating their 20th wedding anniversary. The actual date was a few days ago, but just one day is not a sufficient amount of time to properly commemorate the event. The 'just like newly-weds' continue to celebrate even this week. John proudly displayed some pictures of he and Michelle revisiting places, and sort of reenacting certain events that led to their happy union. Actually pretty cool to see that the courtship continues, even after having been married for 20 years. The Woods family includes four children too. There are three teenagers, and another that can see the teenage years from where she is. Eldest son, Jonathan, is a senior in high school and, after graduation, will be heading to UNM for the next phase of his educational life. Jonathan is doing a pretty job at making the best of his high school years too. He is captain of the soccer team and was recently voted Prom King. The next oldest son, Benjamin, is 16 years old. He is a rock climbing enthusiast and with his own climbing gym membership is likely to be found ascending to great heights as often as he can (and as his other not-as-fun commitments permit). Daughter, Sarah has just entered the teenage world. She is 13 years old, and very much enjoys the fine arts. Sarah is an avid reader and is quite artistic herself. The youngest member of the family is daughter Maryanna. She is very athletic and at 11 years old, is just approaching the dreaded (or enjoyable) realm of teenagedom. John also had photos of a few recent family experiences. There was a salmon fishing event, a 'big game' hunt in Wyoming (with secrets known only to members in attendance at breakfast this morning), and a pigeon hunting trip. Wait!! Those weren't pigeons, they were pheasants. Pigeons are the birds on the neighbor's house. Thankfully John must have done a little research before the trip to get an idea of what birds they were actually hunting. Mr. Woods also has a side job that sometimes pulls him away from family time. He owns PHOCUS Real Estate. PHOCUS is actually an acronym to emphasize the most important aspects of the business' operation. [P-people (customer and employee concerns are always in the forefront of decisions); H-hearts (decisions made with the right intentions); O-organized (clear and understandable procedures and processes); C-Customer (customer's needs and concerns are at the forefront); U-uncompromising integrity (throughout the business' activities); S-service oriented (always providing the best and most beneficial service available)]. John actually presents his company's identification as "PHOCUS Real Estate Team with eXp Realty". eXp Realty the broker and they are a very large organization. They currently have over 23,000 agents, and are expanding. They expect to gain 78,000 new agents within 2 years and they are projecting to have about 500,000 agents, in 50 different countries, within 5 years. Pretty aggressive growth expectations. John's PHOCUS team consists of five people, including the boss. They have been pretty aggressive themselves. The last few months, actually few years, have been quite active in the real estate markets throughout the country, and that is certainly so in the Albuquerque area as well. Three years ago, homes would be on the market for an average of about thirty days. This year, that time frame has reduced down to three or four days. In a recent spurt, John sold one home a week for seven weeks in a row. He has had 182 sales in just the last 6 years. Not bad for a recently turned 43 year old. It has definitely been a sellers' market for the past few months. And in the process, prices have substantially increased as well. During the period of time from 2011 to 2021, nationwide home prices increased about five or six percent a year. In the most recent analysis, home prices in our area have increased nineteen percent in just one year. The increase in prices can be somewhat attributed to the above mentioned frantic rate of purchasing. Plus, in today's market, very often homes are selling at higher than the initial listing price. Sometimes much, much higher than the listing price. And it is not because the listing prices are intentionally low. For John and his team, list prices are a fair presentation of what the property should be worth. But that still doesn't stop potential buyers from bidding up the price in order to get the home. John's first experience at an over-list price sale, brought the homeowner \$21,000 more than anticipated. His next sales were \$28,000; \$41,000 and \$54,000 (this one with 11 offers) above list price. Remember that "uncompromising integrity" aspect of PHOCUS? John does not have his customers just accept the highest bid they can for the property. In one recent case, John recommended his customer take the next lower bid (still high, but more than \$20,000 lower) because his analysis indicated that the highest bid had some 'hidden' issues that would become problematic for his customer in the long run. Mr. Woods' crystal ball says that the current market situation will probably not continue for a long period of time. Increasing interest rates, and the overall inflation conditions will likely cause home prices to stabilize sometime soon. John doesn't foresee that home values will start decreasing, but just that the rate of increase will return to the previously 'nominal' rate of 5% or 6% per year. If you want to talk about buying or selling residential real estate, you should give Mr. Woods a call at 505-550-0899. He has his thumb on the pulse of the market and can certainly tell you what is going on. John says that he prefers to remain fully aware of his market situations, so limits his activities to those that are within radius of one-hour travel time from Albuquerque. That is still includes a fair amount of territory, even presuming that he means by travel by automobile, and that he doesn't exceed the speed limit very much. Today, John also spent a lot of time thanking other members for their assistance with various projects he encountered while doing his work. Not only did Mr. Woods specifically mention those that helped him out, but he also had photos of the homes or property that specifically profited from each of the services. A pretty unique way of presenting the advantages of EAGA membership, and the "I know a guy!" benefit of being a part of the group.

Contact information for Executive Director: Mario Hernandez

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8100 Wyoming Blvd NE; Suite M-4 #35 Albuquerque, NM 87113

## Leads & Business Information:

RESTORE HYPER WELLNESS will be opening @ 8910 Holly NE  
-Lionel Specter—ZEON Signs

## Reciprocity:

None submitted this week

### ◆ Welcome to our newest member:

Kinney Brick Company Representative: Benjamin Hoffman email:benh@kinneybrick.com Phone: (505) 877-4550

◆ EAGA will be hosting a social on May 5th at Rio Bravo Brewing - Barrel Room. The event will be from 5:00 to 7:30, and is for members and their spouse. Contact Mario for additional information.

◆ The EAGA Golf Tournament is back for 2022. It will be held on June 10 at Santa Ana Golf Club. Starting time is 1:00pm. Cost is \$20 for members and \$85 for guests. Signup sheets will be available at breakfast. Contact Jerry Becker (jerry@steomaticnm.com) for more information.

◆ We will not have a breakfast meeting on May 31 in honor of Memorial Day.

◆ HELP! We need speakers and badge board attendants. We will need a speaker for every meeting after May 10th, and even sooner than that for greeters. Contact Mario if you can take one of the available days. Your assistance would be greatly appreciated.

### ◆ First announcement for a prospective new member:

Slinky's Installation, Inc.  
Representative: Scott Fitzgerald  
Category: Doors and Hardware  
Sponsor: Robert Biernacki

### ◆ Second announcement for a prospective new member:

RXL, LLC  
Representative: John Rockwell  
Category: Venture Capitalist  
Sponsor: Michael Caldwell and Larry Kennedy

If you have an objection to either of these businesses becoming a member, or if you have information that you feel should be considered during the review process, please contact our Membership Committee Chairman, Jack Zipper (via telephone number 505-259-5959 or email at [jdzipper@comcast.net](mailto:jdzipper@comcast.net)) as soon as possible.

## Badge Board Greeters

Apr 26<sup>th</sup> Larry Sonntag—New Mexico Business Coalition  
May 3<sup>rd</sup>  
May 10<sup>th</sup>  
May 17<sup>th</sup>  
May 24<sup>th</sup>  
May 31<sup>st</sup> No meeting –Memorial Day Holiday

## Upcoming Speakers

Apr 26<sup>th</sup> Jerry Patton—State Farm Insurance  
May 3<sup>rd</sup> Guest Speaker—Tod Brown—UNM Baseball  
May 10<sup>th</sup>  
May 17<sup>th</sup>  
May 24<sup>th</sup>  
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