

EAGA Business Builder

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Today's speaker was John Woods—Phocus Real Estate



Mr. Woods was born in southern New Mexico but moved to Albuquerque almost 36 years ago. He graduated from Manzano High School, then received a Management Information Systems Degree from UNM before going to work as a software engineer at Intel for about 14 years. Then, in 2015, John decided to change his career path. He took the advice of many parents and other experts in the technology age. Mr. Woods got away from the computer screen and went to play more outside. He became a real estate agent. But this morning, before discussing the ins and outs of looking into other people's homes, John wanted to spend some time discussing the more important things in his life - his family. John married his wife, Michelle, in 2002 and they have 4 children. At one point in 2023, John and Michelle had the harrowing experience of living in a house with four teenagers. But they all survived that three-month period quite well. John and Michelle actually enjoy having their 'kids' around. The oldest son, Johnathan, has now turned 20. He likes to play outside too, primarily fishing, hiking and other outdoor activities. Youngest son, Benjamin, is 18 and just headed off to college at Ft. Lewis. He is putting the school's free ski pass to good use, when he is not rock climbing (and presumably studying too). The Woods' oldest daughter, Sarah, is now 15 and has discovered her school's archery program. She is quite good at it and participated in last year's national archery competition. Youngest daughter, Maryanna, is 13 and in the 7th grade. It looks like she is going to be an archer too. As noted, the Woods really enjoy doing things as a family. John had pictures of various recent activities including a deep-sea fishing trip near Seattle. That was a 'three generation' adventure since John's father went along with the whole family. John also had a photo showing a large group of relatives at one of their weekly gatherings. They actually get together almost every Sunday after church. And John's last family related story this morning included a picture of a 1,000-piece jig-saw puzzle that they've finally finished assembling. Well, that's mostly accurate...there are two puzzle pieces missing, so its really a 998-piece puzzle and its not really completed yet. Presumably John will leave it where it is until they can thoroughly go through the vacuum bag and the recent outdoor adventure gear to see if the two pieces show up. When Mr. Woods is not involved in the most fun things in his life, he is spending time on the income producing part. As was mentioned at the beginning of this article, John became a real estate agent in 2015. In 2018 he started Phocus Real Estate and in 2021 joined Exp Realty, the largest independent real estate company in the world. Exp is in 24 countries and includes about 89,000 agents. As a part of that group, John and his team have access to valuable knowledge, training and business models. Mr. Woods and his four female co-workers make up the Phocus Real Estate team. (John says that about two-thirds of the agents in the real estate industry are female). Phocus is the only agency in this area whose team members are all certified negotiation experts. Things are going relatively well for Phocus. Their system is all virtual based, so they were able to manage real estate activities a lot better than many other agencies during the pandemic shut down period. For the past three years in a row, they have been up in transactions. In the tough 2023 market, they still managed to have 1 more transaction than in 2022. A slim margin, but up none the less. John primarily works within a 45-minute radius of Albuquerque. He is licensed to operate throughout the entire state, but he is not that familiar with all the nuances and local circumstances of places outside of Albuquerque and feels that he wouldn't be able to fairly represent clients in those communities. In this morning's presentation, John provided us with some statistics and data concerning the housing and real estate market. Real estate transactions bolster the local economy. It is estimated that nearly 100 people (including agents, bankers, closing personnel, maintenance crews, landscaping workers, and so on) are involved in every transaction in some manner. Home ownership percentages in the United states show some interesting information: overall, 66% of families are homeowners; broken down by age groups: 80% of people age 65 and over own their homes, as do 63% of those 35 to 44 years old and 38% of adults under 35 years of age. National home value appreciation was about 5% per year for the period from 2012 through 2019. From 2020 to 2022 it was 18%, and it is now projected to drop below 5% for the next few years. Mortgage payments (principal and interest) were about \$1,000 per month in 2015. By 2023 they have risen to \$2,200 per month. In New Mexico the delinquencies are about 4%. A graph of delinquency rates through the years closely matches the unemployment rate graph for the same period. Interest rates have gone up substantially over the past few months. It is expected that the Fed will cut their rates three times during 2024 to get to 6% by the end of the year; then cut again in 2025 to get to 5% by the end of that year. Whatever the condition of the economy, or the political atmosphere, John and his team are committed doing good work for their clients and for the community. Their motto is: "Enrich lives one property at time" and they continually strive to maintain that commitment. In addition to making sure that their clients have a positive and beneficial experience, for awhile now, Phocus has been contributing to a charity that provides water to people in need. Starting this year, John will donate 10% of every EAGA related transaction (including referrals) to Impact Nations for their work to provide assistance, including clean water, to the people in the developing world. If you are interested in finding more about the real estate market in this area, or if you want to buy or sell a home, give Mr. Woods a call at 505-550-0899. It is likely that most of you are already a homeowner so you should be interested in some technological tools that John has available to get information about your property. One cool new tool is the monthly Home Valuation service. To get that service, click the link <https://bit.ly/getmyhomebot> and fill in the couple of pieces of needed data. The system will provide you with an estimated property valuation and a lot of other useful advice, information and possible financial benefits regarding your specific location.

◆ **Second announcement of a new member application:**

Express Employment Professionals
Representative: Manuel J Santos
Category: Staffing Company
Sponsor: Hass Aslami

◆ **First announcement of a new member application:**

NM CPAT, LLC
Representative: John M McGee
Category: Training & Recruitment
Sponsor: Raul Rodriguez

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

◆ **The 2024 golf outing has been scheduled for Friday May 17th at Santa Ana golf course starting at 12:30PM so clean up the clubs and work on cleaning up your language. Committee Chairman, Jerry Becker will provide more details in the coming weeks.**

Badge Board Greeters

Jan 30th Gerald Montoya—Staged2BAmazed
Feb 6th Mike Krepfl—AAA Pumping
Feb 13th Robert Biernacki—WaterQuest
Feb 20th Andrew Sanchez—Revelco of New Mexico
Feb 27th
Mar 5th
Mar 12th
Mar 19th
Mar 26th Timmy Simms—Territorial Scaffolding
Apr 2nd

Upcoming Speakers

Jan 30th Daryl Moreland—DLM Southwest Collision
Feb 6th Larry Sonntag—NM Business Coalition
Feb 13th Phil Houser—DSI
Feb 20th Paul Jew—Moji Cinema
Feb 27th
Mar 5th
Mar 12th
Mar 19th Lawrence Herrera—Performance Ranch
Mar 26th
Apr 2nd John Mead—John Thomas Jewelers

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