

## EAGA Business Builder

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## Today's speaker was John Woods—PHOCUS Real Estate powered by Exp Realty



This morning our speaker was John Woods, but not just any John Woods. I was THE John Woods. A husband (he and wife, Michelle, were married in 2002 on a converted volleyball court at the Elena Gallegos Picnic Grounds); A father (Son, Ben, is a student at Ft. Lewis College. Daughter Sara just started Driver's Ed. Son, Jonathan, is a studying photography at Action Academy. Daughter Marianna is involved in archery and is a member of the volleyball team in high school); and An entrepreneur (Real Estate Agent / Business Owner). There isn't another John Woods like this one. John the husband and father enjoys doing family things as much as possible. The entire crew recently flew together to a family event in South Carolina. After all the various trips, events and vacations that John and his family have enjoyed over the years, that was the first time that they were all in the same airplane at the same time (John didn't say who got the window seats). John the businessman enjoys that part of his life too. In the 'early days' out of college, John went to be a software engineer at Intel. After 14 years there, Mr. Woods decided that he wanted to do something more interesting. That was 2015 and the new profession was in the real estate industry. Interesting doesn't always translate to profitable, and the first few years of the new profession were more interesting than profitable. But, John is determined and persistent and those qualities slowly shifted the scales. By 2018, Mr. Woods was ready to open his own agency and PHOCUS Real Estate came into existence. The business' name isn't a tricky spelling of 'focus'. The letters of the name have a meaning and are meant to note the company's vision for their operation. P—People first; H—Heart; O—Organized systems; C—Customer service; U—Uncompromising integrity; S—Solutions oriented. John really wants his interactions with people (whether through work, or just in general) to result in new and continuing friendships. He doesn't want to be just a real estate agent to his clients. He wants to be considered their friend. As time progressed, John's knowledge and experience increased, but he wanted to be able to provide his clients with even better services and options. To accomplish that, in 2021 he decided to become aligned with Exp Realty. They are a very large broker in the real estate industry. With more than 80,000 agents around the world and being #1 in residential real estate transactions, the relationship with Exp brought John and his team a lot more options for technologies, tools and capabilities to improve and extend services for clients. Timing of the move to Exp was great as well. Being a worldwide operation, Exp already had many virtual services in place and PHOCUS was able to quickly pivot to that format when the mandated pandemic shut-downs occurred. John is licensed to work anywhere in New Mexico. However, he finds that by limiting their area of operation, he and his team can stay better informed about activities and conditions that are most important to clients. Mr. Woods has determined that his most efficient area of operation is within about 45 minutes travel from Albuquerque, so, if you have property, or are interested in real estate within that area, you should give John a call at 505-550-0899. He has a great reputation for providing quality services and has been very successful at getting fair and beneficial results for his clients. Since getting into the new profession, John has listed about 260 properties so, obviously, he has the experience and knowledge to help with whatever you need. This morning, Mr. Woods also gave us valuable information regarding the real estate industry in our area: —When the real estate market was 'hot' a few months ago, the time from listing to contract for local market residential property was about 3 days. Earlier this year that had moved to about 3 weeks, and currently it is about 11 days. —Three and half years ago, the average sale price was \$330,000 and currently it is \$425,000. That is a 42% increase over that period of time. Historically, an expected rate of increase would be about 11%. —There are currently about 800 homes per month listed for sale, meaning that there is only about 1 month's inventory available. —As of August 1st there will be new regulations regarding how MLS broker fees are paid. Basically, the issue that has been used since 1990, where a buyer's broker fees were listed as a seller's cost at closing. Meaning that the seller automatically paid the buyer's broker fees. It was designed to be an incentive for the buyer to complete the transaction. The new regulations forbid the fees being handled in that manner now. Seller can still pay all, or part of, the buyer's fees, but the fees cannot be listed at the closing and there has to be a specific written broker agreement in place. To get a better explanation of the issue and the new regulations, Google the website facts.realtor (re-directs to <https://www.nar.realtor/the-facts>). —The industry projects that, for the next 5 years, there will be shortage of homes for sale in our area. —Section 1031 exchanges are still available for residential real estate, but there are rules to be followed, including that the owner has to have lived in the home for 2 of the last 5 years. —You don't need a real estate agent to search and buy property, but the agents are very beneficial for negotiating things like repairs. Mr. Woods also wants to note that his company is quite involved in community activities too. For years, PHOCUS has been contributing \$40 of each transaction to Charity Waters (that organization builds water supplies for needy people in developing nations and \$40 is the average cost per person to do that). Since December 2023, PHOCUS is also making donations to Impact Nations for every EAGA member related transaction.

- ◆ EAGA's 2024 Jim Fanning Memorial Trap Shoot has been scheduled for Saturday, September 21st. The shoot will begin at 9:00 AM. We are asking the shooters to arrive for breakfast at 8:15. They must be at ATC (Albuquerque Trap Club) at 8:30 to attend the mandatory safety meeting. They must open the actions of their shotguns at their vehicles and keep them pointed in a safe direction at all times. Anyone with a loaded gun will be asked to immediately leave ATC. There will be sign-up sheets available at our upcoming meetings.
- ◆ If you are a little apprehensive about signing up to speak at one of our meetings and would like assistance with getting more comfortable, please contact one of the volunteer mentors: Mark Tobiassen; Dr. Gary Sanchez; Tim Stewart; J.W. Biava; Kevin Lorenzen; and John Mead. They will be able to help you with making an outline for your speech; figuring out how to create a PowerPoint presentation; deciding what topics to discuss; guidance on how to actually speak in front of a group; or almost anything else you may need to get you ready.
- ◆ First announcement of a new member application:  
    **Medical & Commercial Communications**  
    Representative: Robert Schuerman  
    Category: Telephone Answering Service / Virtual Receptionist  
    Sponsor: Dr. Nate Roybal
- If you have an objection to this company 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 via email to [jdzipper@comcast.net](mailto:jdzipper@comcast.net)) as soon as possible.
- ◆ Congratulations to all our members that have been recognized as winners or finalists in this year's Albuquerque Journal Reader's Choice Awards:  
    Winners in their respective category: Dr. Ben Stoggsdill; Maven Dentistry; i9 Sports; WaterQuest; TLC Plumbing; John Thomas Jewelers; Rich Ford;  
    Finalists: Retina Consultants of New Mexico; Ortega Appliance Services; Merry Maids; DRB Electric; Express Employment Services; Bentley's Auction Services

## Badge Board Greeters

Aug 6 <sup>th</sup>	Kevin Lorenzen—Aflac
Aug 13 <sup>th</sup>	Rich Ringrose—Albuquerque City Lifestyle Magazine
Aug 20 <sup>th</sup>	Rick Reese—Blue Ristra
Aug 27 <sup>th</sup>	Matt Darnell—New Mexico Trailer Depot
Sept 3 <sup>rd</sup>	No meeting—Labor Day week
Sept 10 <sup>th</sup>	Lance Darnell—Darnell Cable and Fasteners
Sept 17 <sup>th</sup>	

## Scheduled Speakers

Aug 6 <sup>th</sup>	Mark Tobiassen—Action Coach Business Coaching
Aug 13 <sup>th</sup>	Lawrence Herrera—Performance Ranch
Aug 20 <sup>th</sup>	Paul Wynn—Acme Iron& Metal
Aug 27 <sup>th</sup>	Jack Thompson—Legacy Mortgage powered by Guild
Sept 3 <sup>rd</sup>	No meeting—Labor Day week
Sept 10 <sup>th</sup>	
Sept 17 <sup>th</sup>	

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