

Episode Two - Eat Sleep Call Repeat

[00:00:00] You are listening to the True Talk Podcast, the place for real insights on real estate with real people. In today's episode, we've got Magda Solar one, Charlotte's Real Estate Community Leaders.

Magda, thank you for joining us today. I'm so excited to have you as our guest. Um, I, I remember in 2019, I almost didn't make it to the Nare P meeting, um, because I couldn't find the door to the entrance, and I'm so glad I made it. Because that's when I met you. Yes. With so many the other amazing people in Europe.

And, um, it's been, it's been really great to know you. Thank you. Um, why don't you tell us a little bit about yourself? Sure. Daniel, thank you so much for having me here. My [00:01:00] name is Magda Sola. I have been in real estate for almost 20 years. I studied in general brokerage back in 2001, 2002, back in new. and then came to North Carolina about 16 years ago as most people from New Jersey do

Yes, . And they started in new construction. So I'm currently with DRB Homes new home sales consultant with DRB Homes at a neighborhood called the Town at Greenway, which is about an a mile and a half. From Uptown Charlotte. So I am very involved with the industry, um, as board of Directors with Canopy. I am for 2023, the Diversity, equity and Inclusion chairwoman for NC Realtors.

So I'm very involved with the industry. I think you're being a little bit modest when you say you're involved with the industry. Magda, as I recall you, um, you've won numerous awards. Um, you're in the top 250. agents in the country for Naapp. You've been named [00:02:00] three times with the North Carolina Builders Association as a salesperson of the year.

Yes. So let's take a moment away from modesty. Tell us, , over the last several years, how many families have you helped? How much real estate have you actually sold? Well, I appreciate the question. It's been in the past, uh, six, seven years, it's been over 300 million in volume in sales and over 450 families.

But over my career, it has been over half billion dollars in sales. Wow. And over a thousand families serve. Wow. Through my career. All right. Believe so. We are gonna make notes and remember everything you say when it comes to advice giving. So yes. That's, that's amazing. You seem really, I appreciate that.

Be proud. And I have to tell you that no matter who I meet, that knows you, everyone holds you on such high regard and, and loves you. So, uh, we, we do really appreciate you taking your time because clearly you're very busy. I am. So, uh, thank you. We, yeah, we recently had this [00:03:00] mastermind session. . Everybody that walked in the room that saw Magda was in the room, they immediately lit up and I was like, oh, they know who Magda.

That's right. And then they's right. Went over and hugged her like she knew everybody in the room. That was awesome. It's like when you, um, have kids or a new puppy, as a parent, your friends no longer want to see you. They want to see your kid or your puppy. Yes. Right. That's, that's what makes you popular.

Yeah. She was the star of that event. We have, we have to be honest about it. Yeah. That's funny. So, Magda, we're so fortunate to have you here today, but we, we do have to, your story is so amazing of sort of how you got to this place in life. So tell us a little bit about your story, you know, not just in in real estate, but as a person and, and how you got to this place in life.

Absolutely. Thank you so much, Matt. So, as some people know, not many people know my personal story. I came to the. Uh, from Nicaragua back in 1989 with nothing, truly nothing. Uh, literally I came with just closing my [00:04:00] back and my siblings and I, we, um, came to the US uh, through Mexico and then landed in New Jersey and, um, work for five years in a company and flipping to the newspaper five years later, I.

So, uh, at, on the paper, WACA realtor Unlimited Income, , and that caught my attention. It is true, by the way. I mean, in theory's in theory, you know, there's no caps. That's right. There's no caps. You, you, you know, uh, endless possibilities. We are in a career, you guys and myself in that you choose your income depending on the activities that you and how many people you decide to serve.

So, um, I was in my late twenties when. Went to WA Care Real Estate school and decided to go to and become a realtor to help people. At the very beginning, and I'm gonna be very transparent with you, it was about [00:05:00] making money. Mm-hmm. , you know, I didn't have that vision that I have 20 years later today about helping people, changing people's life.

That's what we do. We are in the business of changing people's lives. But back then, in my late. Uh, wanted to, you know, pursue this American dream, which I am the embodiment of the American dream. Yes. This nation, the United States

of America is the best country in the world. I have traveled the world from Egypt to Turkey, to Spain, to everywhere.

I've in so many countries, so many islands. Mm-hmm. , and I always think, oh my God, we really. I don't really care. The economy, what's going on this country today, 2023 is still the best country in the world. The opportunities that this country give to people is, uh, is unheard of. We have, you know, it's the American dream is, is we don't have the one.[00:06:00]

We don't have the Mexican dream. We only have the American dream and it's available for those that want to pursue it. And I have a shek through real estate, through my real estate career have helped me obviously iuc success. I succeed. Succeeded through people. Sure. Because nobody succeeds alone. So I had, I have found mentors, I have found people, customers.

people that have worked for me or have worked for them, my, um, employers that have blessed me through my career. . So going back to general brokerage and whiter school. So I took my real estate license, um, became the rookie of the year as a part-timer. First year. First year, but it was not surprised. . Thank you once again.

It's like your desire. What, what is it that you really won? What I have found. is that I, and I was having a conversation with a friend of mine this morning on my way here. Mm-hmm. telling her, oh, I'm gonna meet with Matt and Daniel and this is what we're gonna do. I'm so excited to share my story. I [00:07:00] said, you know what?

One of the challenges that I see is that people don't know what they want. Mm-hmm. . So if you don't know what you want, you don't know where you're going, and if you don't know where you are, you also, you don't know. And so if you know life is like a gps and if, if you know where you. and you know where you are going, it's easy to get there.

So in other words, Daniel, I call, I call Lauren actually. Mm-hmm. on the way here. What floor are you in? And because I was on the bottom floor and she said, we are, our office is on the eighth floor. So now I know where I'm going. , but without knowing where I'm going, I'll be going up and down on that elevator.

Mm-hmm. Looking for you guys. Mm-hmm. , we, we find people who do that every day. . Yeah. So it's, no, so I knew that's why, you know, you see these rock stars that, oh my god, first year in the, um, as a real estate agent, first year

as new, um, in, as a lender, long officer. Mm-hmm. , and they killed it 25, 40 million. Yes.

Because one, they have a. , you, I had [00:08:00] a goal in mind. Mm-hmm. , you know how many people you wanna help? Mm-hmm. One, you have a goal. Two, you get a mentor and you know, they guide you. You need guidance. Nobody is born knowledgeable. Mm-hmm. everything that I know, everything that I do is because somebody else bothered to teach me.

Mm-hmm. . And they, and I learn from them. So I never question excellence. I always, I'm always searching for the best of the best. Area of expertise. And I ask them, and they people, most people are willing to share their knowledge. Yeah, for sure. Yes. So, so let me, let me go back to this concept of the American dream because, you know, you talked about, um, it's available to all of us, right?

Yes. Um, and it's defined differently depending on where you are in life. Mm-hmm. . So what was your American dream when you first arrived here and what, what would you say it's evolved to now? Absolutely. That's a, a awesome question at, for me, at the beginning, once again, in my early, [00:09:00] I was 19 when I came to the us.

It was becoming an American citizen. It was. It was. I'm proudly, you know, I wasn't born here, but I'm proudly an American citizen today. By choice. I have an American citizen passport, that blue passport, I said, American citizen, I can travel the world. Beautiful. I'm very proud of that. So that was my first thing, and, and then becoming a homeowner.

Mm-hmm. . Because I think once you are a homeowner, give you a sense, sense of pride. That is, and that's why I love so much. Because I'm helping people achieve that. Mm-hmm. , this sense of pride, this, this sense of security, this sense of, I know I'm helping them. Uh, building generational wealth. Right.

Generational wealth. Yes. Building generational. We talk about that a lot in our first time home. Buyer seminars there. Yes. Homeowners in America. build 44 times wealth of renters over time. Yes. It's not, not the first time, it's not overnight. Yes. And, and this is, this is, we think, part of the American dream and we're [00:10:00] talking about home ownership because Yes, I think most people, I think, uh, in a survey I read 70% of people when they're talking about the American dream, ownership is a cornerstone of it.

Yes. Do you find that a hundred percent? Yeah. A hundred percent for sure. Generational wealth. That's a great, that's a great term. Magda, you mentioned in your first years in the business you were, you know, you were honest, you were motivated by money. Yes. I, I know you're a little bit now, what, how do you view it now?

What do you view as your, what, what is your framework for, for what you do every day? I, I know a little bit about how you view it. I don't think it's, I don't think it's based in income or anything like that. How do you view it now? Yeah. No, I, it is obviously we all do work to make a living, right? We, that that's a given, but today is more about changing people's life.

How I, Magda Sola is impacting others. My. My people that I know, my customers, my real estate agents, how I with my actions are changing their perspective in life. Sometimes you are a conversation away with [00:11:00] a realtor to change their life. So it's more, I am working more on my legacy. What is gonna be left behind once I'm gone and what people are gonna be saying.

When that lady was really nice, you know, she changed my life and I can say that about many of my. that they have impacted me in a positive way. So I want to be what I said to my children, I want to, to make a dent in the universe. So on that note mm-hmm. , we know how many families you've helped. Yes. And we know how many homes you sell.

But you just mentioned if I can help another realtor. Yes. Tell us about Tuesdays with Magda. Okay, so I have this program that is called Tuesdays with Magda, and it is free. Mm-hmm. , it is pro bono and it's a way of for me to pay back of all the greatness and goodness that I have received from other people in the, in the past for me to pass along my knowledge.

And so I, one of the rules though, is you have to be newer in the. [00:12:00] When I say Newark, less than two years. Okay. In the business. Fair enough? Yep. Because when I feel, and this is my paradigm shift, my my thinking. When you are more than two years in the business, you've already had quite probably bad habits.

Mm-hmm. . And you have your own thinking. And I'm not here to argue what works and doesn't work. I can't, I'm here to listen to you, what you need, what your priorities are, and how I. B, bring the light out of you because we all have gifts and light inside. Some of us doesn't know how to bring it out, and so I'm there to listen.

So it's not really a program, a, B, C, D, it's more I listen. What is your challenge? We talk about scheduling, priorities, goals, activities, and then most of the time it turn into personal convers. Aside from business. Mm-hmm. and, and when we get to the root of the problem, when, when I'm not selling or I'm not getting leads or it has to do a lot with personal, a [00:13:00] personal mm-hmm.

thing that is going on in their lives. Mm-hmm. . Mm-hmm. . And I'm so lucky that people open up to me and so they allow me to help them. So, you know, interesting that you, that some of the things you say you talk about, because we recently had a realtor mastermind luson that you, um, participated in and you. , the feedback that you gave is make sure to make a certain number of calls a day, touch your database.

What would you say when you're talking to a newer agent Yes. Or an agent that may be struggling. Yes. What do you give as the number one element of advice to increase their business and to achieve their, their goals? Absolutely. Well, with this year, 2022, you know, in my opinion, was a transitional. 2023. I was reflecting this morning.

What is 23 gonna be? In my opinion, 2023 is gonna be a year of inventory. Mm. A year of reflecting and [00:14:00] making decisions on what we want to do with our lives. Not only personal, but also business. So I feel that a lot of people will be switching. Hmm. In terms of profession as well as switching offices. Mm.

Looking and thinking that it's gonna be better somewhere else, but they have to remember that whatever they go, they're taking themselves. Mm-hmm. with them. Mm-hmm. . So what I will recommend is in 2023, because as all we know, as we know, um, traffic is, is slow. Business is a little slower. Mm-hmm. not to those.

activities going every day. Mm-hmm. . So 75% of your business or your day should be talking to people, with customers, with realtors, with past customer, but past customers or clients? For me, they're customers. My, my client is my builder. They are B homes. So past customers, past [00:15:00] clients, realtors, and, um, trying to tell people your.

Why Matt? Why Daniel? Why are you so special? So walk us through that. Okay? Because prospecting basically, yes, yes, but all, yeah. But let's talk about calling a past client, okay? Mm-hmm. , because I talk to people all the time and

they don't know what to say. I don't wanna bother them. I don't wanna just call and ask for a business, you know, it's awkward.

What? What's. . I mean, you've been doing this a long time. You've had plenty of plenty of past clients to call. Yes. What have you found that works well, that feels comfortable for you and the client? It's the, the number one thing for me is relationship. Mm-hmm. . So when you have a good relationship with your past clients or past customers, it's an easy phone call.

So is you are going to call them not for. And that's where people get all caught up. Mm-hmm. , you're calling them to check on them. A concern of you. You know, when Covid hit two and a half years ago, I call everybody [00:16:00] making sure they were okay, and their kids were okay, and the families were okay. That was it.

And because of that, I got a 30% referral business. Wow. Because they remember me. We need to be top of mind. So, but the approach is relationship, not transactional because people see it and feel it. You, I said, you always have to give from your heart and, and this, we are in a servicing business. So when you feel I'm bothering you, you're thinking transactional business.

I need a lead from you don't do that. You're calling truly to check on. To see how they are and to offer. Is there any, I always end my, my conversation, is there anything in the world I can do for you? Mm. 99% of the time they say no. But they said, Magda. Thank you. You're the only one that I've called for Christmas.

On, uh, Christmas time. I call on year's Eve, new Year's Eve. I call and write. This morning I did 45 phone calls just to wish everybody a happy year. Wow. And I'm here this morning. If you, this morning before. [00:17:00] like you, I mean, you sound like you're still a rookie trying to go find your first deals. Yeah, that's exact.

Thank you. And that's, that's exactly, exactly. So you have to come from that mindset that even though you never, never stop, yes. You never stop. You never stop. You be never stop, be content. Never satisfied. Mm, never satisfied. Uh, there was a time that I, I carry 92 customers under. and I continue doing my CMAs.

I continue making the phone calls because you need, so wait a minute. So you had 92 people under on your contract at one time time. Yes. And you were making the phone calls at Yes. Like I didn't have anybody. So how do you

organize your day to do that? Let's walk us through that. Yes. Because I need that organization.

Yeah. , we all do. Yes. All right, so my day starts at four 30 in the morning. Oh, I'm done. . You lost Daniel just did, just lost . Is there a 7:15 PM ? So my day starts at four 30 in the morning. Uh, I have to have time for me because I'm a very occupied, very busy person. Yeah. [00:18:00] And I, so four 30 to six 30 in the morning is basically my time, um, where I read, I meditate.

Um, I plan my day, even though I, I review my day. I planned the day. Hmm. And, uh, so you, you gotta get into the habit before going to bed. Wants to be thankful and grateful for the day you had, whether it was good, bad, or different. I am always grateful, you know, the day is over. We can get to start again tomorrow.

It happened. Yes, it happened. Yes. Right. So you are, you always express your gratitude to the universe, to God, to Buddha, to whatever you believe in. Mm-hmm. and I always do that at night. Plan the day, and then go to bed. I go to bed at nine though. That's why I, I'm able to, 9:00 PM I'm out. You lost me. You lost day.

George . It's okay. I'm, I'm gonna, I'm gonna go through this whole plan. I'm just gonna, Yes, you would've, you would've lost me a few, a few years ago too. But with two small kids, like at nine o'clock comes, I'm, I'm ready to call it a day as well. That's right. So four 30 in the morning, then I, my personal time, six 30 review the day, um, when I [00:19:00] was selling back and four meal, that neighborhood was extra super busy.

I would be in the office probably by 8:00 AM which we open at 10. Once again, it was those two hours block to call people. Yeah. Because if not, if, if, if you open those doors, and people start coming in. Well, you had walk-ins, right? Yes. You had walk-ins. That's right. Throughout the day. Yeah. Yeah. So I block time in the morning because when it's out of, um, in, when you do that in the morning, you do your prospecting, the problem that people postpone prospecting mm-hmm.

for afternoon or for the evening. There's more people at night just make the phone call. And if people don't. , leave a message. Yeah. It doesn't matter what time you call, just do the activity. So I, I will block in the morning. Um, right now where I am, it's a little slower so I have more time to call. So I, I get to the office around 8:39 AM mm-hmm.

from nine to 11. I block to call and I can be past clients or customers, realtor, business partners, um, or anybody [00:20:00] that might need my help. Even business. I do business to. As well, I reach out and that can be also first in person, right? So I went to the gym owner two blocks away from my neighborhood and had a conversation who I was, what I do, people cannot be a secret agent.

Daniel a secret agent, cannot be a secret agent. That's one of the big, you're not a secret agent. Yeah, that's funny. Yes. In, in the, that's secret agent. The job that we do or the service that we provide, people need to know. What you do and who you are. Mm-hmm. . So this actually, this guy sent me two customers that end up buying.

I mean, he has sent me multiple, right? But if I said, I wonder, I always wonder, I wonder if I haven't spoken to him, tj. So what is the conversation like with the Jim owner? I wanna hear, of course. I wanna know what that's like. Yeah. So I went in and I introduced myself. I brought information from my company, you know, the r b folder with the flyers and.

and I just told him, I said, Hey, you know, and this is mostly, most of the time when we just open a neighborhood that nobody knows where we are. and I said, [00:21:00] hello, tj. I did a little research on him before, so I know who he is. She makes it sound like she just walked, right? She just walked out. She had stuff, she had donuts, she did research.

She had a team. She talk back at the cia. Yes. The secret agent did that. That's right. God. Okay. So I already know a little bit about the person that I'm talking to. Right. It's very good too, you know, so you don't sound like a total stranger. Right. And I said, I understand you purchased this building about two years.

You know, kudos to you because two years ago there was nothing going on here. So that means to me you believe in the area. I am on the west side of town, which is a developing and growing area. And then he said, yeah, I was waiting for you guys to come because he knew the worst townhouse is coming. Yeah.

And I said, well, I'm the community sales manager, my name is Magda. And that's how the conversation started. He, I said, show me around, because obviously I'm gonna have 133 buyers, homeowners, and I'd love to send them. because we don't, we don't have amenities in my neighborhood. Mm-hmm. and they can literally walk to his place.

Right. And that's [00:22:00] how the conversation started. So we exchange information. I sent him customers, he sent me customers. Right. So you've got a background prior to new home sales and general brokerage? Yes. Can you convert, I'm putting on the spot, but could you convert what that conversation might have gone like if you didn't have a new neighborhood?

Mm-hmm. with the guy waiting for you for two years, you didn't. Yes. Your general brokerage salesperson and you want to go make a similar type of sales call mm-hmm. without a neighborhood like that. Yes. How would that go? That will go well. First I, it will have to, I will go to a neighborhood or a business in a neighborhood that I will service because you cannot, I always say, you cannot fake emotions.

You cannot make up a stuff. Mm-hmm. , you have to be real. You have to be a. that's missing from our business. Mm. So once again, you have to come from a heart of serving hood. I'm serving. Mm-hmm. . So I will go into the business. Mm-hmm. , once again, do a little research on the person. Sure. And say, [00:23:00] Hey, my name is Magda, I'm with Reax.

Let's say I'm with Jenna Brokerage. Sure. I'm with Reax. Yeah. And I am the expert in two A, 2 0 8. And I have found that in this area there is over 20 families that. on a daily basis because in the whole Charlotte, I mean, that's Charlotte, right? Mm-hmm. , in the whole Charlotte market, there is over a hundred families that move daily.

Mm-hmm. , maybe in that zip code is 20, right? Cutting a fifth, right? Mm-hmm. , so you, you estate factual. numbers or, or facts that are happening in the neighborhood. Mm-hmm. and present yourself as a service provider. Mm-hmm. , you know, I know that you come into contact with a lot of people. I do a lot of business in this neighborhood.

I'd love to, uh, gain referrals from you. And at the same time as I'm speaking with potential buyers and sellers, I will send them your way. Mm-hmm. So I will, I will have kind of that conversation because at the end of the day, it's about, um, helping each. Yeah. You know, we need to be more [00:24:00] open minded. That's great.

In terms of collaboration. people have to be, it's not only it's for me, it's for me, it's for me. No, how can I help you? How can I serve you? How can I enhance your life? What can I do to make your life easier and better? Think that way. Yeah. But it, it sounds like to me, you just focus on, you're a connector.

Yes. And you focus on making those connections and let. If you have the right motivations and the right intentions, you just let it all work out. Yes. Because it will work out. That's right. But the business side, the personal side, all if you just have the right intentions and connect up with as many people as you possibly can and form those relationships Yeah.

Everything tends to work out. Absolutely. Always. My, uh, we are in a business of relationships. Yeah. When people understand that, that you, we are in a business of relationship as well as a business of serving. So when you come from that, , you know? Yes. Do I pause the stuff like when I win my awards? I do. I think it does give you validity.

Yes. Yeah. And we, that kind of business. But do I pause that every time I sell a [00:25:00] home, I sell a home. I don't, nobody cares. Mm-hmm. , you don't have that much time in the day. You'd be doing that all day long. Imagine in 2020, I close 119 houses. It would be a hundred and people would be like, really? Who cares?

Yes. Right. So now if you post, I have been like, what you just shared with me when I came in Magda, we had a closing in three days and we helped this family. We save a loan. That's a big deal. Right? That is incredible. So you got people. Into a home that they thought they couldn't get that. That's incredible.

Yeah. Too long, you know, you guys Yeah. Incredible. And we, we love doing that. Yeah. Yeah. It's fun. It, it's, it makes, it makes the stress of the everyday all worthwhile, you know? Yes. Let me go back to something. Um, we're just talking about the different things you're looking to achieve and visions and things like that as 2023 charitable from North Carolina.

Um, council on. Uh, diversity and equity inclusion, what, what do you, what are you looking [00:26:00] to achieve this year in that role? Well, uh, we do have, uh, an enormous amount of, uh, associations through the state. Mm-hmm. , my number one goal, if time allows me, it will be to visit each one of them. Not all of the local associations have diversity, equity, and inclusion, um, committees.

Sure. So I would like to start. trying to help them launch the committees, um, as well as continuing educating people that diversity is not only skin, my accent, where Magda came from. It's also a diverse way of thinking, a diverse way of even feeling where they come from. How white people act from certain regions of the country or different countries.

Why do they act the way they act? But sometimes if you're not having those convers. you don't understand, or, you know, traveling have made me very wise, I have learned so much about cultures, about food, about what take [00:27:00] people, what make people happy. And when you get to know people, I'm, I, I feel that business role right in front of you.

It's, it's just again, yeah. If you connect with people, people, everything takes care of itself. Yeah. Yeah. Absolutely. So we will be getting to get. The local associations to get on board to start having those conversations and, um, to get more people involved in with the diversity, equity, and inclusion at the state level.

That's great. Um, you talked about legacy Yes. Earlier. What do you want your legacy to be? When everything's said and done and people are looking. who Magda was after you're no longer with us. Like, what do you want them to think of? What, what, what would you feel? I, I did this right? Yes. I think, um, this is gonna be, the answer is very ego-centric.

Uh, but I [00:28:00] really would love for people to say that their life have changed. Mm-hmm. in a positive way because a conversation I had with them and I was able to change the mindset and see the world through a different. Yes, because a conversation that we had together is, and their life just changed for a better, for for better.

So let's turn to home buyers. Okay? Yeah. Look, we've got a lot of people that want to buy homes. Yes. But the market has shifted, right? Things are different. Rates have moved to inventories changed. There's uncertainty about home prices. What, what's your. Particularly now that your number one goal is not just making money.

Mm-hmm. , what's your advice for prospective home buyers who are nervous and they're questioning whether it's the right move? How do you help them through that journey? Yes, that's a great question, and those are the conversations that I have every day with my buyers or [00:29:00] potential buyers. I think first we have to know what their goals are.

Mm-hmm. , because if somebody. , he's looking to be in their home one or two years, I don't know. Mm-hmm. . But if so, this is a long term investment. You know, uh, I had a recently, about two months ago, a buyer that came in. As soon as he walked in, he said to me, you know, Mike, that the interest rate is seven, 7%.

Mm-hmm. . And I'm like, yeah. . I know, I'm sure that didn't. And he was visiting from, I think it was Massachusetts. Mm-hmm. . And I said, it hasn't changed from the time you left your hotel to here. It's been 7% . And then, and then I said, okay, I'm thinking, let's get the elephant out of the room. Right. And this, uh, gentleman, he was buying this home for his daughter.

Mm-hmm. or helping her or doing the research. Mm-hmm. and, and probably late fifties. And I said, let me ask you something. What was the interest rate? What was the highest interest? that you have ever paid [00:30:00] in purchasing homes? Because I'm, I assume mm-hmm. sometimes that's good and sometimes it's not that he purchased more than one home through his life.

Mm-hmm. and I find out that he have purchased five homes. Okay. During his lifetime. Mm-hmm. and, and then when he said, oh, my highest interest rate was 17.9%. 17.9%, and I loved it, , I said, oh my God. I said, so would you tell your. , that 7% is not that of a big deal. And then he look at me, he said, you're right.

If you put it in perspective. So with that being said, sometimes we've gotten spoiled, but yeah. Yes. So what happened? The pandemic years, uh, the two and a half years that we have the, or, or two years 29, late 2019 to 2020, the lowest interest rate that we ever had in history, um, gave a false. to the economic outlook.

Mm-hmm. , um, and people got accustomed to that very quickly. They forgot in 2016 we were in the five. And that was normal. I was looking at all my [00:31:00] closings. Actually, we were having a good year too, in the front, right? Yes. People were loving. It was a good real estate. People loved it. Yes. Yeah. I in two, I'm sorry, 2016.

16 was a really good year for me. Yeah. And that was the year where I came to, uh, the time Fielding Homes today. DRB Homes. Uh, we just branded in July, in June. Uh, but it was a good year and so it was, . It was better than when I purchased in 2007. I think I purchased a seven and a half percent. So what do I tell people?

I, I put things in perspective. You know, we, what is your long-term goals? Let's talk about equity. Are we gonna start gaining the 18, 20% equities that we were gaining back in the day? No, it's not gonna happen. But here in the Charlotte market, we are so, so lucky. Yeah. We are. To have this market that is still projecting a three to 4%, you know, gain in.

So even if you buy today a \$500,000 at a 6%, more than likely that home would be five 15 by the end of the [00:32:00] year. Right? Yeah. So, and you are gonna start once again building that generational wealth. And the news has done a very good job, um, promoting itself, which is based on negativity. Yes. And that. Home prices are going down, but the reality is in most cases, the appreciation rate has gone down.

Mm-hmm. , in some markets, home prices have actually gone down. We're very fortunate to live in Charlotte. We are a, a lot of people see national stories Yeah. That talk about aggregate home sale numbers, and they think that that's true to their. You know, to this market and it, and it's just in truth not mm-hmm.

right? They, you know, we get people that are saying, Hey, we we're waiting for the housing prices to come down and, and I, we have to, you know, share with them the statistics of what we know being on the front lines every day, that with all the people that are moving to this area, we just don't have enough houses to sell them.

That's right. That is the problem. And it's a supply demand issue. And you need to, you need to, you know, get in a house, you know, quicker, you know, [00:33:00] the. . The quicker the better, I guess. Yes. So what do you think your overall outlook is for 2023 for home buyers and the real estate market in general? Well, I think, uh, this year, 2023 is gonna be, like I was saying at the beginning, a a year that a p a lot of people, uh, us being in the business as well as customers will be reevaluating the lives, I believe, um, that the market will be, Kind of the same, probably a little better than 2022.

I think it is gonna improve a little bit from 2022 because people have come to a conclusion, okay, this is it. And they are gonna, the new reality. Yeah. This is the normal. Exactly. Yeah. And normally when we have like the feds in, in June of 2022 in the, the rates went up. It was like shocking, right. For everybody.

So it takes about a year, right, to get over that. So I'm thinking late spring. , we are still gonna have a spring market. Yeah. I strongly believe we're still gonna have a spring market. [00:34:00] People should, if they are thinking about buying, go ahead, call you, get pre-qualified because there will be a lot of competition that, of people that put the search on hold last quarter.

They will be on the market this quarter and, and inventory may not be as high as it otherwise would be because a lot of people that got those 2.75%. They're not moving. That's right. And, and not only that, but they, you know, people that

will be buying today are the ones that really have to mm-hmm. and I, I tell once again, to my customers, don't, don't worry so much about the right.

Worry about being in the right home. Yes. Right. You need to be in the right home. And as consultants, you have to have those conversations. The challenge that I see right now, that one we have, unfortunately, sometimes uneducated. And they are, they don't know what to say. That's why they're not having those conversations.

Mm-hmm. and, um, and then they don't have the confidence and the background because, you know, competence [00:35:00] leads to confidence. And once you have that and it goes around, so if, if you know what you're doing, if you don't know what you're doing, search for, for counselors, search for people that I can give you advice.

So you can advise your customers. Yeah. Have genuine conversations. Yes, absolutely. People always, yeah. It's like, , our real talk series for new home buyers. Yes, I, that's why we called this, this podcast series The True Talk. Yeah. I love it. That's what we want to do, is Yes, having this, we wanna have real conversations, long conversations.

Yeah. I believe that 2023 will expose and as 2022 have. The good agents will separate the good agents from the bad agents. And that's across the board in terms of real estate and also loan officers and mortgage. Yes. Uh, I think, I don't know who was the one who said that When the tie goes down, it shows who the people, uh, that were, uh, swimming in naked are, you know,

Yeah. That's where, where you really separate the real pros. Yes. From the ones that are playing, uh, to be professionals. [00:36:00] My last question, 20 years in the business. , what advice would you give yourself that you know today? If you could give yourself advice looking back 20 years ago, what would it be? Wow. I think it will be to, is your fresh brand legend?

Get a mentor so we will not take, for me, it took me a little longer. Mm-hmm. , because you try to do things on your own. Get a mentor. If you hire a mentor, whether yes, you get a mentor, it. and, and obviously define your goals, so you know what you want. You get a mentor to guide you and you will get there faster.

Are there opportunities for newer agents who are listening in to get in on Tuesdays? Magda, are there openings? Yes, there are. Yeah, there are openings. How can people find you? Um, LinkedIn is the easiest way. Magna Solar on

LinkedIn. It will be the easiest way to find me. They can private message me and I, I'm, [00:37:00] I'm very quick.

I can attest it and, and we'll put it in the show notes and we'll have all Magda's contact info. Yes, absolutely. Magda, thank you so much for joining us. Oh my God, it's being a pleasure. Thank you. Thank you much. Thank you. Thank you so much guys. Thank you.[00:38:00]