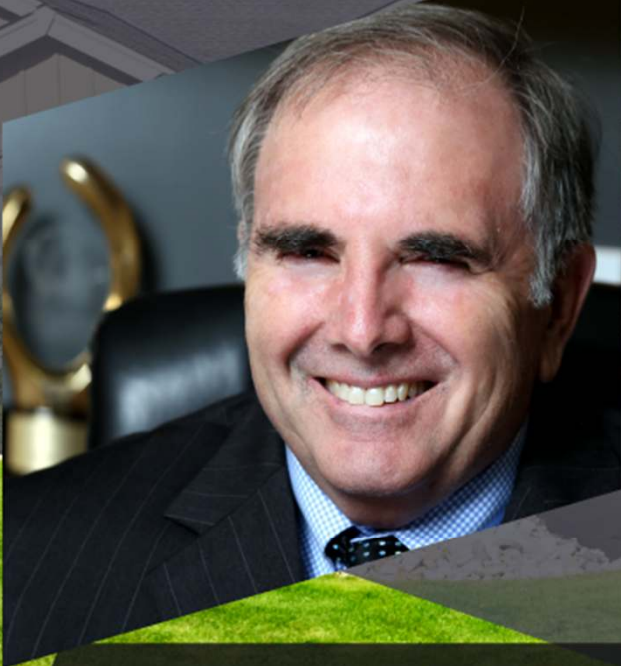


# WHAT'S NEXT

REAL ESTATE 2021



**Hard Money ■ Notes ■ Investor Education**

[www.thenorrisgroup.com](http://www.thenorrisgroup.com)

# LOOKING AT 2021

[www.thenorrisgroup.com](http://www.thenorrisgroup.com)



**WHAT'S  
NEXT**   
REAL ESTATE 2021

# Urgency hit two groups simultaneously:

**WHAT'S  
NEXT**   
REAL ESTATE 2021

- **Group one:**
  - » Had their house listed and pulled it when the Corona virus hit
  - » They hunkered down
  - » They had a chance to refi with a mortgage that started with a 2%
  - » This pulled inventory off the shelf, at least for a while
  
- **Group two:**
  - » Lived in an expensive crowded area that now felt unsafe
  - » Their employer gave them permission to work from home
  - » They changed their home location to a safer place
  - » The goal was not “find a deal”
  - » The goal was to get to a safer place
  - » That urgency along with the shortage of inventory created a perfect storm for prices to explode

[www.thenorrisgroup.com](http://www.thenorrisgroup.com)

# CALIFORNIA CHARTS

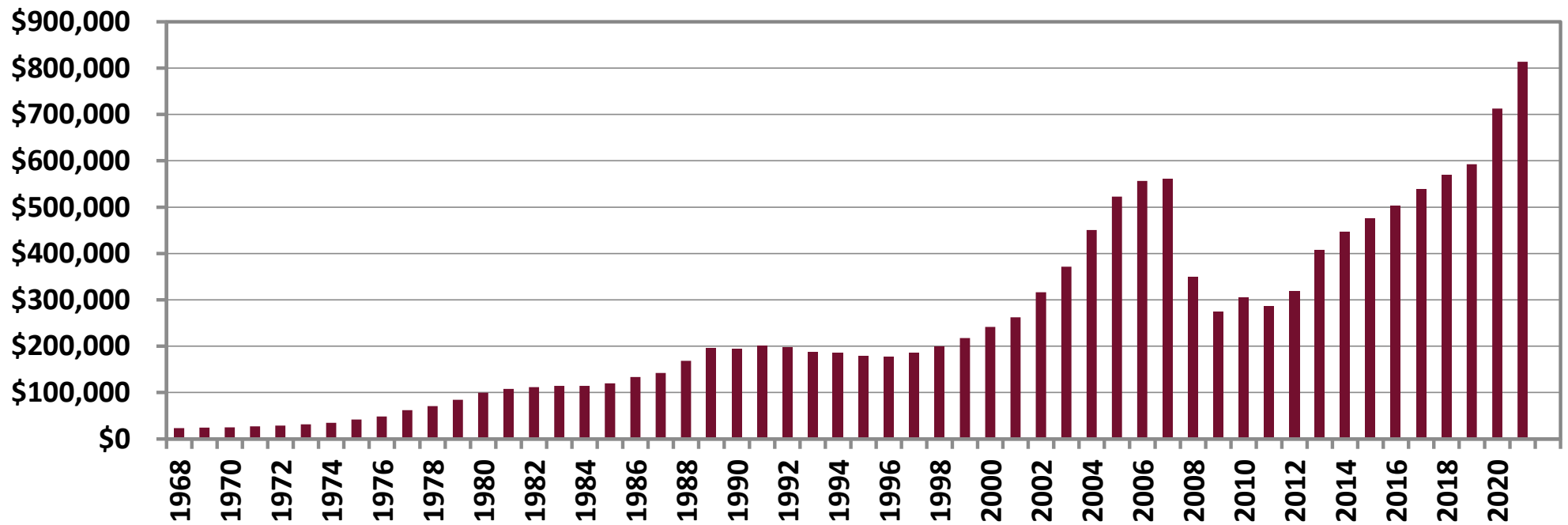
[www.thenorrisgroup.com](http://www.thenorrisgroup.com)



**WHAT'S  
NEXT**   
REAL ESTATE 2021

# California Median Price

**WHAT'S  
NEXT**   
REAL ESTATE 2021

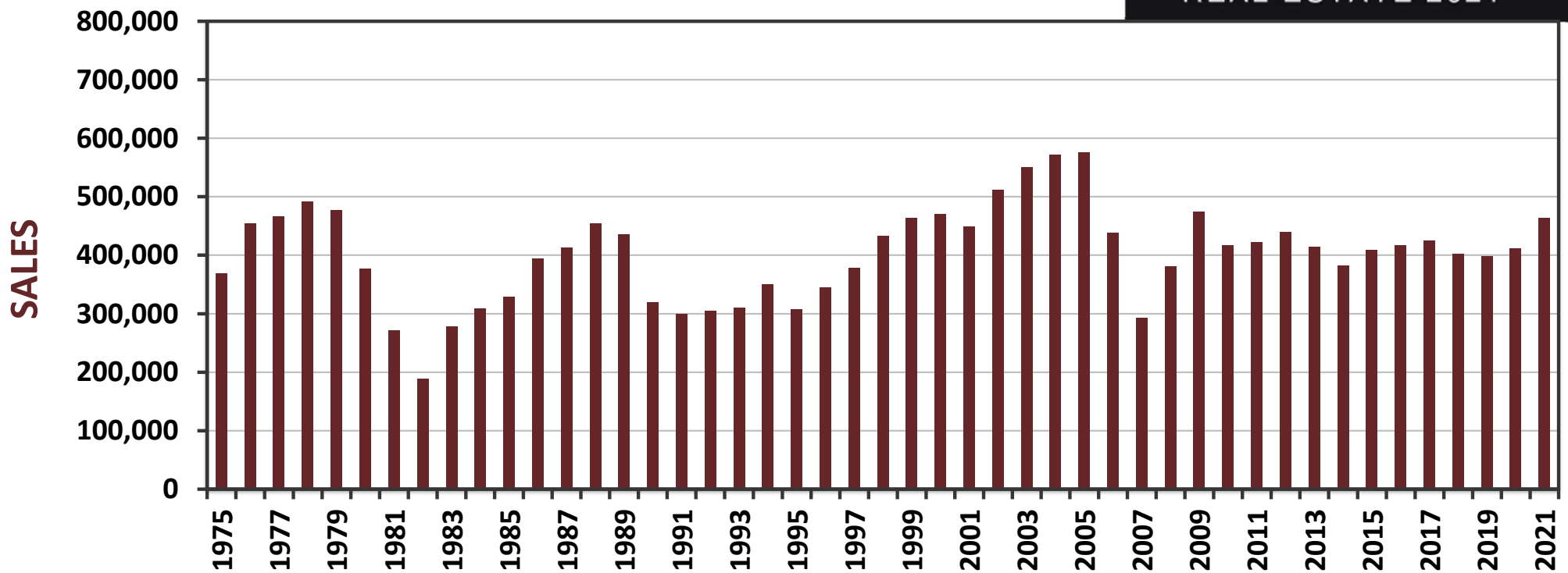


Source: California Association of Realtors.

[www.thenorrisgroup.com](http://www.thenorrisgroup.com)

# California Sales

**WHAT'S  
NEXT**   
REAL ESTATE 2021

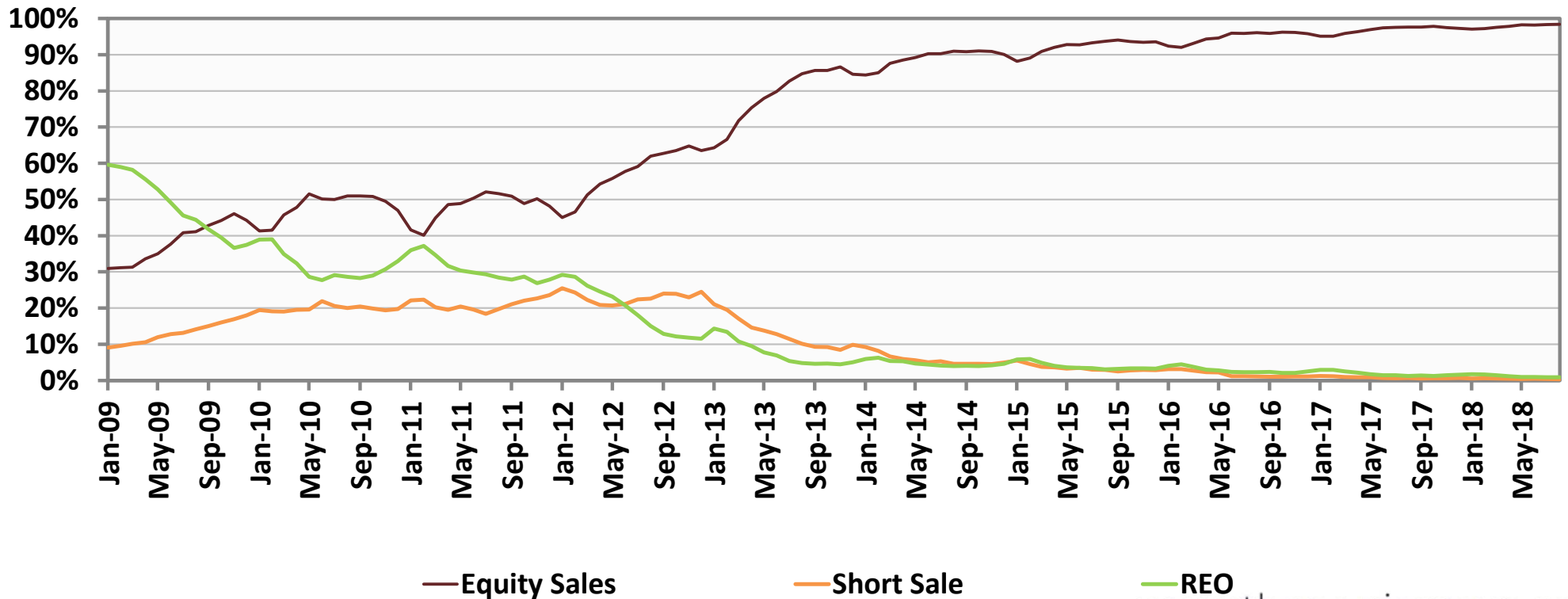


Source: California Association of Realtors.

[www.thenorrisgroup.com](http://www.thenorrisgroup.com)

# 5. California Inventory Mix

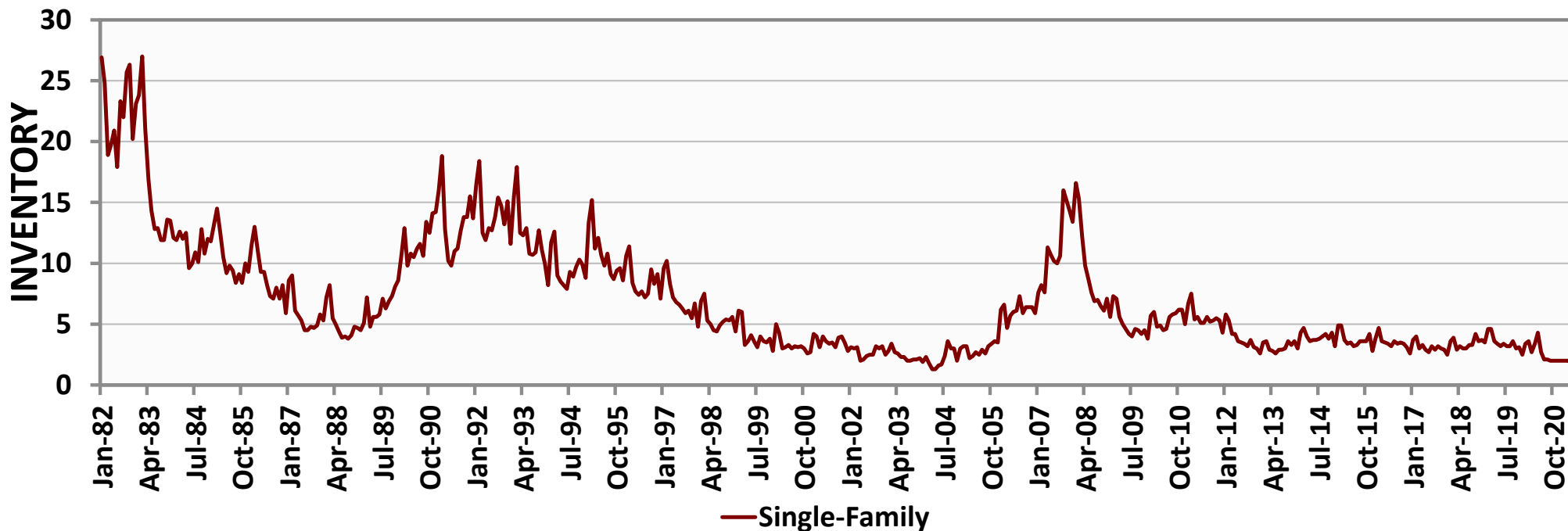
**WHAT'S  
NEXT**   
REAL ESTATE 2021



# California Unsold Inventory *(inventory in months)*

**WHAT'S  
NEXT**   
REAL ESTATE 2021

■ Inventory April 2021 1.4 Mo



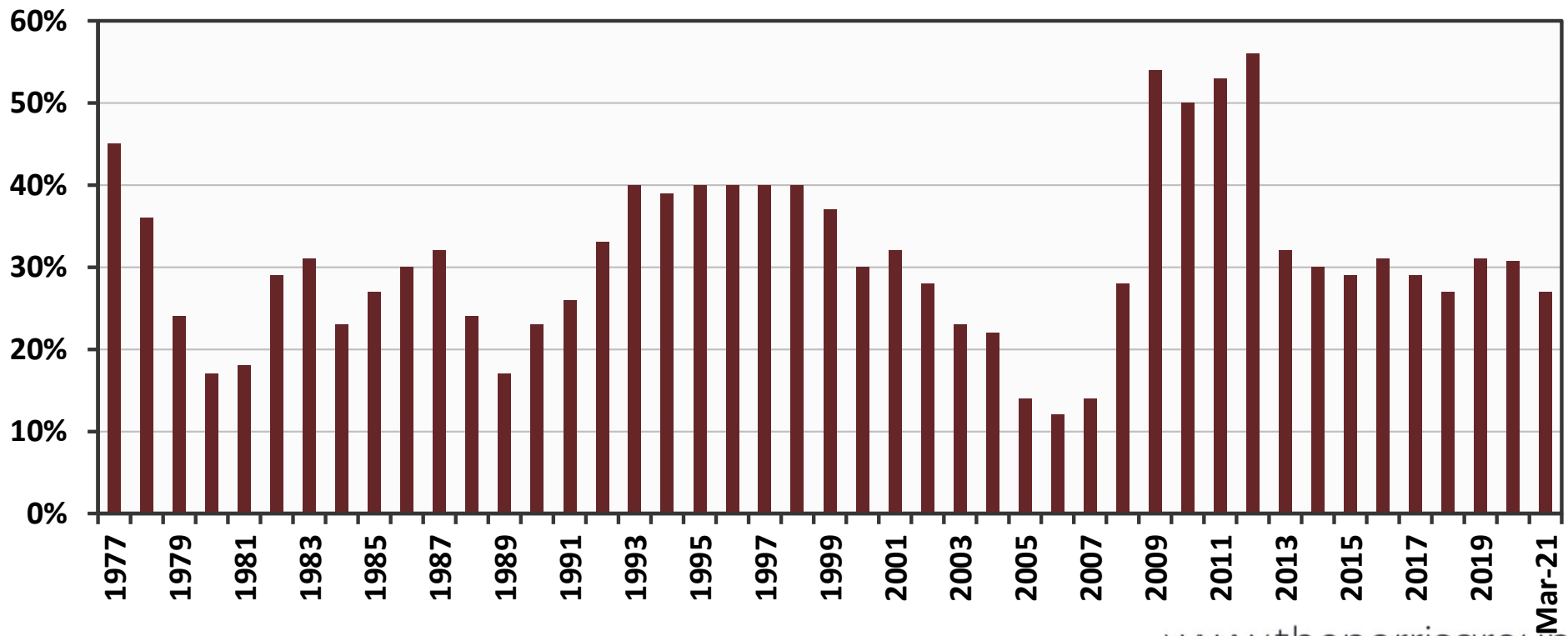
Source: California Association of Realtors.

[www.thenorrisgroup.com](http://www.thenorrisgroup.com)



# California Affordability

**WHAT'S  
NEXT**   
REAL ESTATE 2021

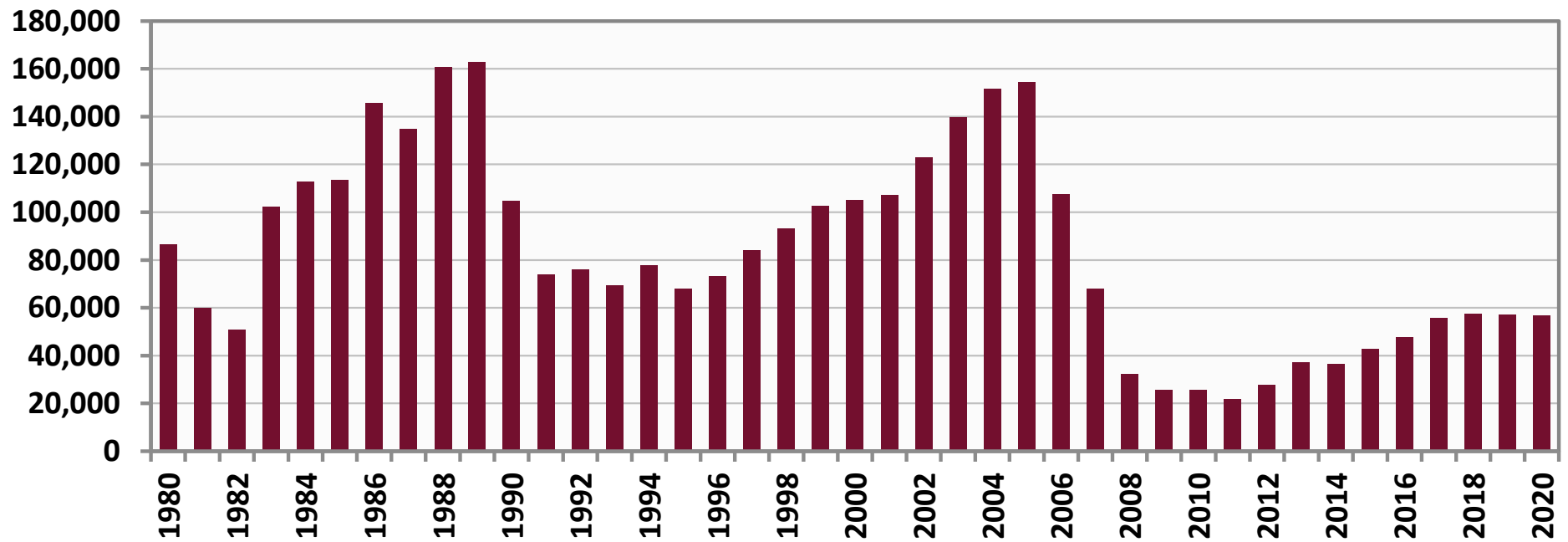


Source: California Association of Realtors.

[www.thenorrisgroup.com](http://www.thenorrisgroup.com)

# New Construction

**WHAT'S  
NEXT**   
REAL ESTATE 2021

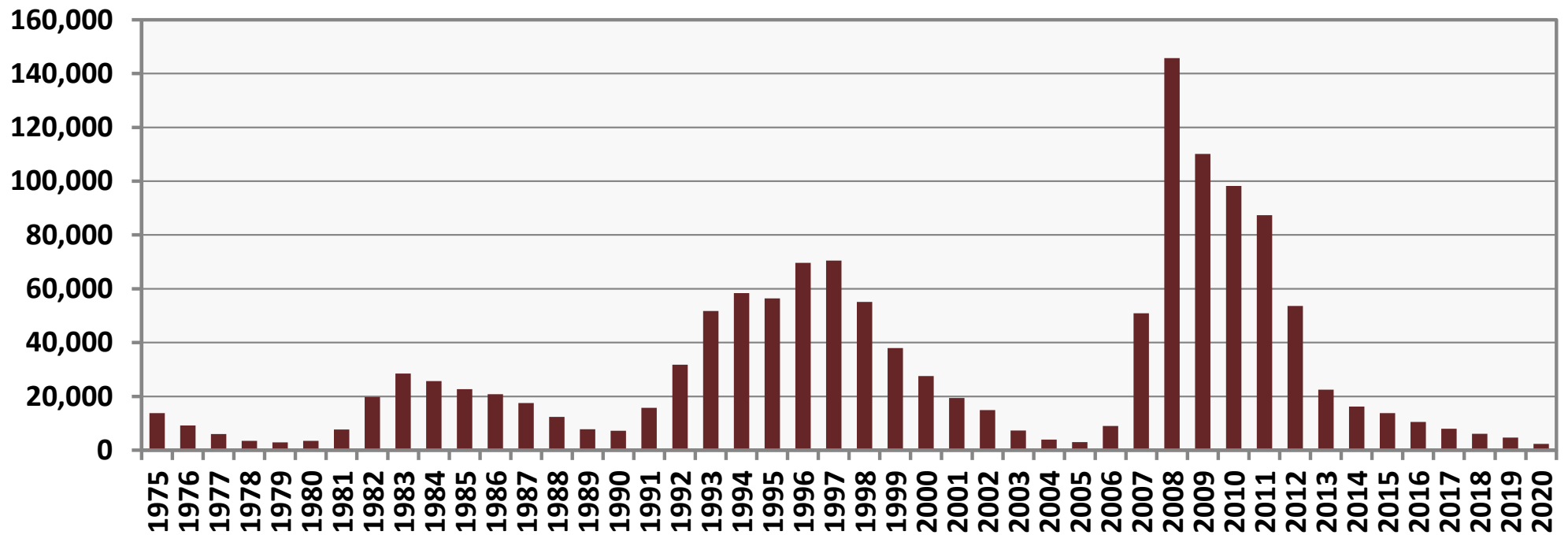


Source: Real Estate Research Council of Southern California.

[www.thenorrisgroup.com](http://www.thenorrisgroup.com)

# Southern California Trustee Sales

**WHAT'S  
NEXT**   
REAL ESTATE 2021



Source: Real Estate Research Council of Southern California.

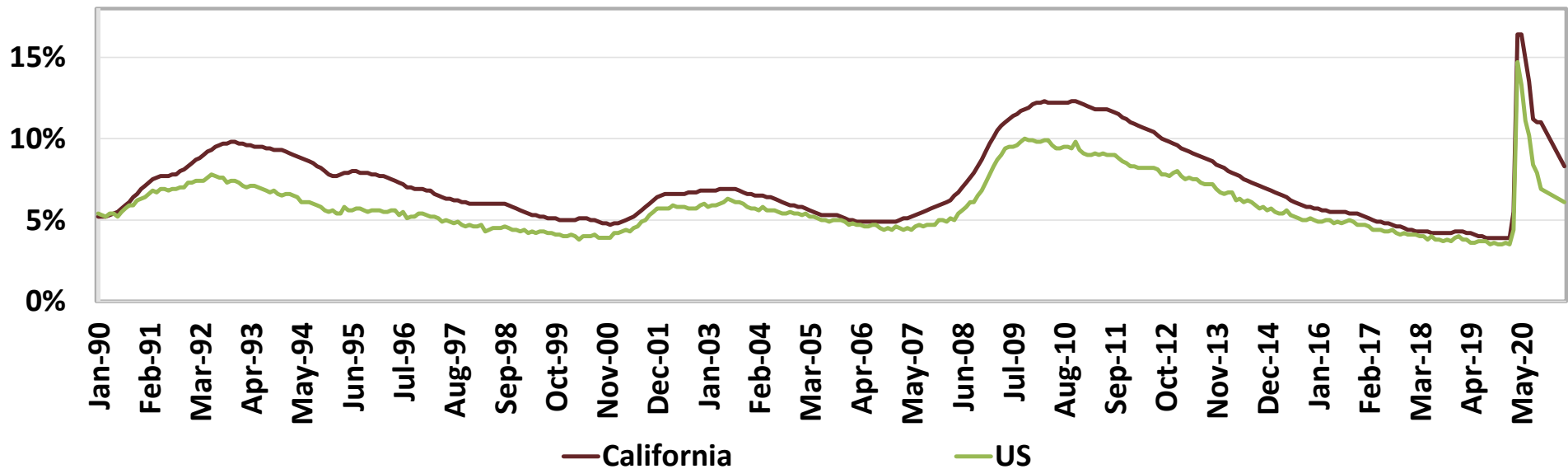
[www.thenorrisgroup.com](http://www.thenorrisgroup.com)

# Unemployment Rate History

**WHAT'S  
NEXT**   
REAL ESTATE 2021

## ■ Unemployment filings

- » California- 8.3%
- » US- 6.1%



[www.thenorrisgroup.com](http://www.thenorrisgroup.com)

Source: Federal Reserve Bank of St. Louis.

# WHAT'S NEXT FOR 2021

[www.thenorrisgroup.com](http://www.thenorrisgroup.com)



WHAT'S  
NEXT   
REAL ESTATE 2021

# TNG Training Portal

- Available when and where you want
- One-on-one help to customize your learning plan
- 60+ hours of California education including quarterly Economic Newsletter & Live Webinar
- Exclusive invites to events and discounts

## VIP Subscription Includes

- ✔ Free One-on-One Investor Road Map
- ✔ 100% digital access via PC, tablet or mobile phone
- ✔ California-specific forms and downloads
- ✔ Early-and-First exclusive invites and discounts

<p><b>1</b></p> <p>California "Only"</p> <p><b>INVESTOR ESSENTIALS</b></p> <p><small>Essentials every smart California real estate investor must know</small></p>	<p><b>3</b></p> <p>California "Only"</p> <p><b>NEGOTIATING</b></p> <p><small>Closing secrets of the masters</small></p>	<p><b>5</b></p> <p>California "Only"</p> <p><b>SELLING SYSTEMS</b></p> <p><small>Secrets to selling houses in any California Market</small></p>
<p><b>2</b></p> <p>California "Only"</p> <p><b>BUYING SYSTEMS</b></p> <p><small>Secrets to finding deals in any California market</small></p>	<p><b>4</b></p> <p>California "Only"</p> <p><b>FORECLOSURES</b></p> <p><small>Every profit center and option for the California investor</small></p>	<p><b>TNG</b></p> <p><b>BONUS SESSIONS</b></p> <p><small>Taxes, Estate Planning, IRAs, 1031, and More</small></p>

# TNG

## CALIFORNIA ECONOMIC UPDATE

ISSUE 57
JULY 2019
VIP SUBSCRIBERS ONLY

### High Cost of Low Trust and the Market



One of my favorite speakers was Stephen Covey. One of the most valuable concepts I learned from him was "the high cost of low trust."

For 20 plus years, I have watched the progression of trust as private investors invest in trust deeds. There's a pattern repeated over and over again, and it illuminates the concept of "the high cost of low trust" to a "T."

When the hard money loan business began, I was the primary borrower, and Craig Hill had a few money sources. That was it!

Since that humble beginning, the Norris Group became trusted with millions of dollars. We've completed almost a billion dollars in loans since 1997.

The process for an individual investor who has money to invest in trust deeds is a process and goes something like this:

I find a property to buy at a discount. Craig calls his money source and explains the deal. The loan will be at 60% LTV, interest rate is 10%, the buyer puts down 20%, and the borrower is Bruce. Because Craig has done business with me for years already, the lender feels relatively comfortable (even though The Norris Group is a new company) and probably says "yes." However, they want to go see the property. Once they view the property and get the appraisal, we're good to go.

About two months later, I find another deal and Craig calls up the same money source. Craig goes over the deal on the phone. This time the approval process is instantaneous and the investor mails in the check without looking at the property or the appraisal.

If Craig introduces the same money source to a new borrower, the initial process

**FEATURES**

- High Cost of Low Trust... 1
- iBuyers ..... 3
- Orange ..... 7
- Riverside ..... 9
- Sacramento ..... 11
- San Bernardino ..... 13
- San Diego ..... 15
- Los Angeles ..... 17
- Santa Clara ..... 19
- San Francisco ..... 20
- Kern ..... 21
- Fresno ..... 22

**NEWSLETTER TEAM**

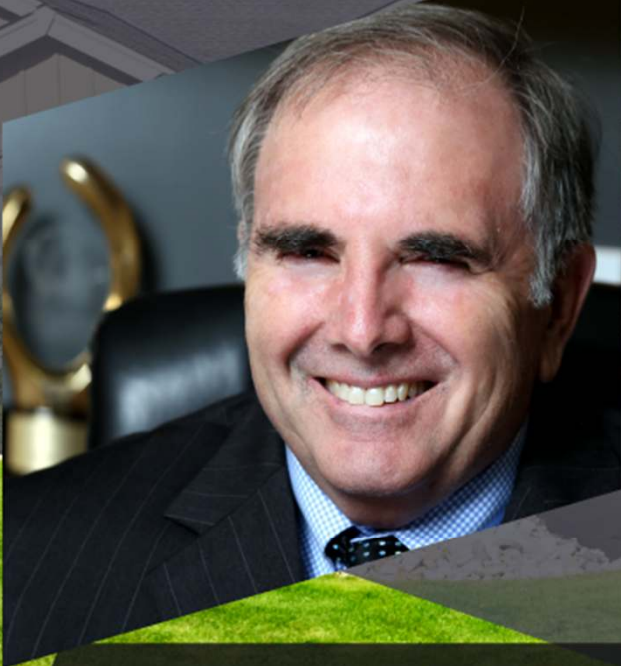
Bruce Norris  
 Aaron Norris  
 Joey Romero  
 Rich Durant, *Graphic Design*

*Please forward all questions or comments to aaron@thenorrisgroup.com.*



# WHAT'S NEXT

REAL ESTATE 2021



**Hard Money ■ Notes ■ Investor Education**

[www.thenorrisgroup.com](http://www.thenorrisgroup.com)