

# Notes from Sandestin State Conference 2024!

*As always these are my unabridged notes and may have inaccuracies and typos 😊 As a bonus I'll include some of Donna's lovely handwritten notes. – Mike Stott, 2024 CAOR President*

## Seth Wiseman's Notes from Leg Update

All forms changing 1/1/25 – will have fewer options – Settlement may not get approval – so listen to your broker as to how to fill them out currently for now.

Shawn Achor The Happiness Advantage -

Keynote Wednesday

Science of Happiness.

Check out his tedtalk

Twin revolution tech and human. Levels of meaning and happiness. Neural research

Allows new understanding. We are incapable of process a few snowflakes in the midst of a blizzard what you attend to becomes your reality. What we don't process we miss. More negative than true.

Extreme poverty lowest levels. There's always something broken.

We can do things to focus on positive and gratitude and happiness.

Flint Michigan worked with teachers. Once a level was reached with the teachers the whole community transformed. Test scores up. Parents happier.

Resilient approach to the world. Studied what was above average. Positive outliers studied.

How do reverse negative trends?

Changing your lens changes you and the people around you. Experiment smile 1 & 2

85% smile. Mirroring dopamine released when we see people smiling. Biological underpinnings of sympathy. Smiles and yawns stress uncertainty fear negativity spread because of compassion.

Recognize the negative inputs. Need positive from our social inputs. We have mental and physical immune systems.

Need to create mental and physical habits and voices that realize we are better together.

Harvard looked like hog warts without the owls. Everyone must be happy. He was a graduate assistant for another eight years. Study shows 80% of the students were depressed during their four years. But it had nothing to do with Harvard. Simply formula that doesn't work. Work harder be more successful and you'll be happy. As soon as .... Turns into as soon as they do this I'll be happy.

Success is a moving goalpost. Happiness doesn't need to be. Happiness is hard because we are designed to make sure success doesn't equate to happiness.

As soon as .... I'll be happier.

Prime the doctors to be positive. 19% quicker and correct.

Optimistic insurance sales force 10% who were most optimistic outside, the other 90% by 89%.

Optimism = sales success. In the midst of negativity and pessimism we short ourselves. Positive lens engaged brain. If we are happy then we are successful. Rather than successful then happy.

Happiness is the means. Leads to a better outcome. Joy leading to positive outcome. In the midst of challenges being positive the brain changes.

Do it more and do it more consistently. Not all Genes and environment. Rotting teeth are consequences of sugar and time. But we brush our teeth. That changes our outcome.

Happiness excuses. These are my genes. This is my environment. Break the pattern

1) write down three new things you are grateful for. What matters is the scanning for gratitude. Brain grows this capability. Can't repeat. 21 days. Pessimists test as low level optimism. Change is possible. Gratitude consistently works. Parents do this and broadcast happiness.

2) not talked about.

3) two minute text or email thanking them. Explaining why I am grateful. Will need to scan for new people often that you have weak ties. Fireflies lighting up together 83% rate versus 3%. Virtual cycles the light gets bigger. Same thing happens with optimism and positivity. Social connection is so important.

I'll be there with you a hill transforms into 20 to 30% less hard.

Property Management Session

Avail is free. Or 7\$ a property or [realtor.com](https://www.realtor.com)

Sharing informal panel

Jeff Ledford. Legislature. 24 bills. Fighting rent control and tenant issues. Squatting. Killed all of them. Our messaging supply problem. HB404 habitability required. Notice required affixed to the door and anything agreed to. (3 days to vacate or pay) Notices can be delivered via email. Add to our lease that email is ok. Two months security deposit new cap. Battling normalizing pm as slumlords. Grandfathered in as a rental even if it changes hands. RMSAssist may be license law violation

Did security deposit basics. Move ins prior to the lease. Or **security deposit collected** Tenant get opportunity to amend.

Can identify in lease who gets the money

Tender of keys and discontinuing utilities. 30 days total. 3 business days to move out inspection. Note the damage. And estimate the charges. Estimate up. Don't get crazy during this inspection. Not all will be charged making rent ready. The estimates are in the high side I can lower once I get bids. And can reduce upon actual expenses Tenants have a right to reinspect. Info needs to be delivered to tenants estimates ok within 5 business days. Maintain chain of possession. Write and deliver check within the 30 calendar days.

Normal wear and tear. 5 years for carpet. Save owners for themselves. When we live in a home we might put two to three months of wear and tear. Tenants do 12 to 18 months of wear and tear because they don't do normal repairs or care for the property as an owner would.

Add two phrases on back of sheet to owner handbook

Add clean and lawn removal or trash maintained. Define in tenant handbook.

Add to owners handbook. Not a post occupancy collection service. National Credit Systems. Don't need a judgement. Unpaid balance. Any amounts due not paid within 30 days will be sent to collections.

Judges using depreciating carpet 6 years paint (1 coats is wear and tear) generally used. Or steam cleaned or regular yard care. We must educate owners.

Having tenants doing self inspection.

ESA care giver says in writing tenant needs support. Then it's not a pet. Can use a third party screener. [Petscreening.com](https://petscreening.com)

24 page [Hud.gov](https://www.hud.gov) guidance of fair housing act to the screening of tenants. Get report. Heading to no credit scores being used.

Also check into lead based paint disclosures. Rrp contractors. Some managers don't manage pre 1980.

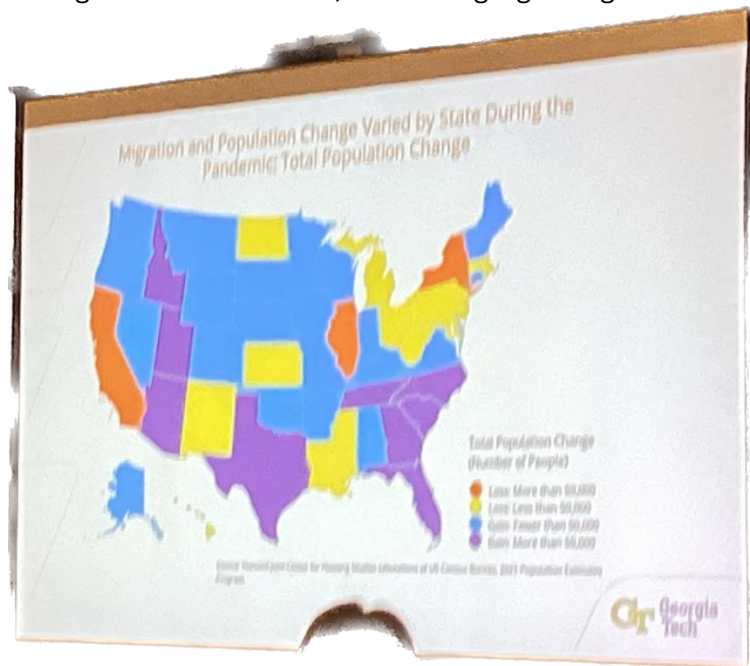
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[Cedr.gatech.edu](https://cedr.gatech.edu)

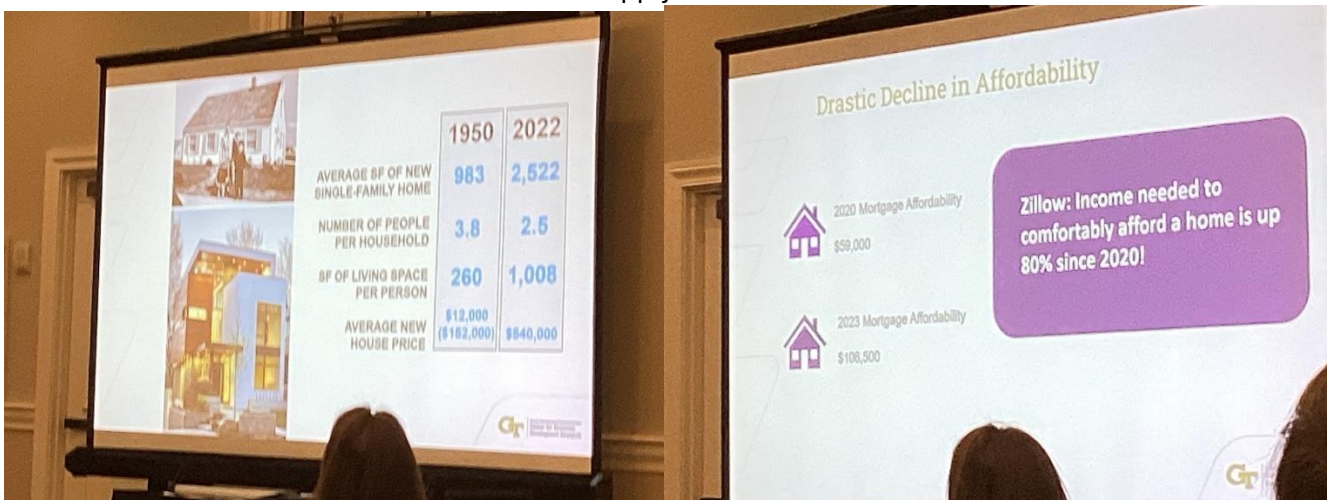
Coming to other areas

Menti.com 91048689

364,000 housing units short and growth more than 50,000 - Georgia growing fast



affordability #1 concern  
Supply short because

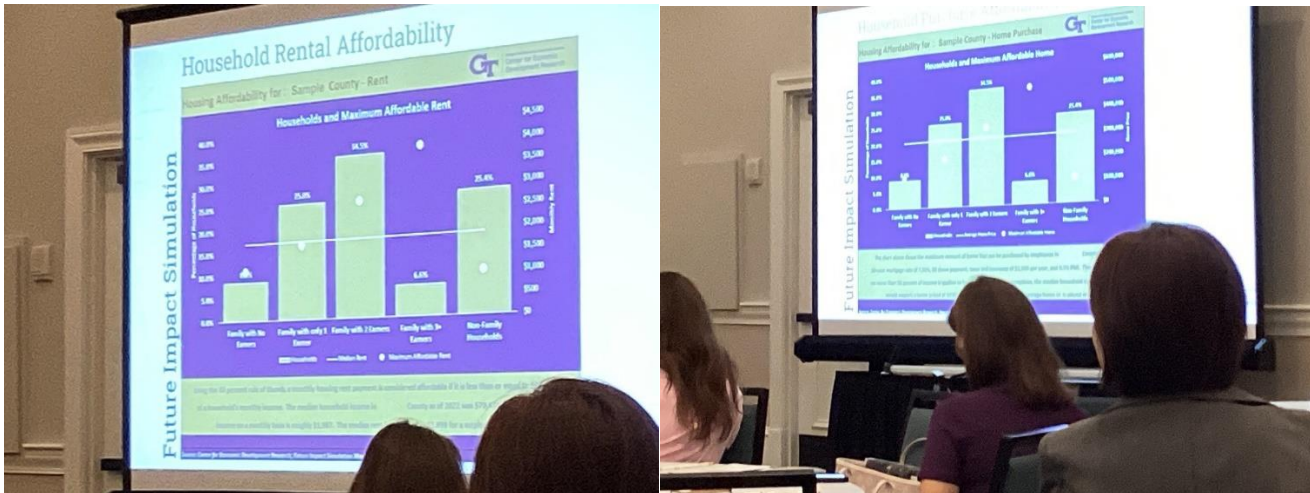


Hyundai and 10,000 jobs coming to coastal GA. Not enough people in area to fill them

Balanced digest business versus residences

Workforce answer 80% to 100% adjusted medium income

NOPE is not the answer. Growth if inevitable



TAD better than impact cost

Mobile homes part of the solution. Local conversation

### What we should and should not do

**Do's:**

Implement the **Housing Abundance Success Sequence**. As numerous case studies from around the country have shown, the formula for successful housing reforms is simple:

- Enable by-right zoning.
- Allow greater density in lots of areas particularly around walkable and amenity-rich areas, and
- Implement short and simple land use rules, fast permitting, and less expensive building standards.

These actions will unleash the ingenuity of the American people by allowing builders of all sizes to build abundant market-rate housing over time.

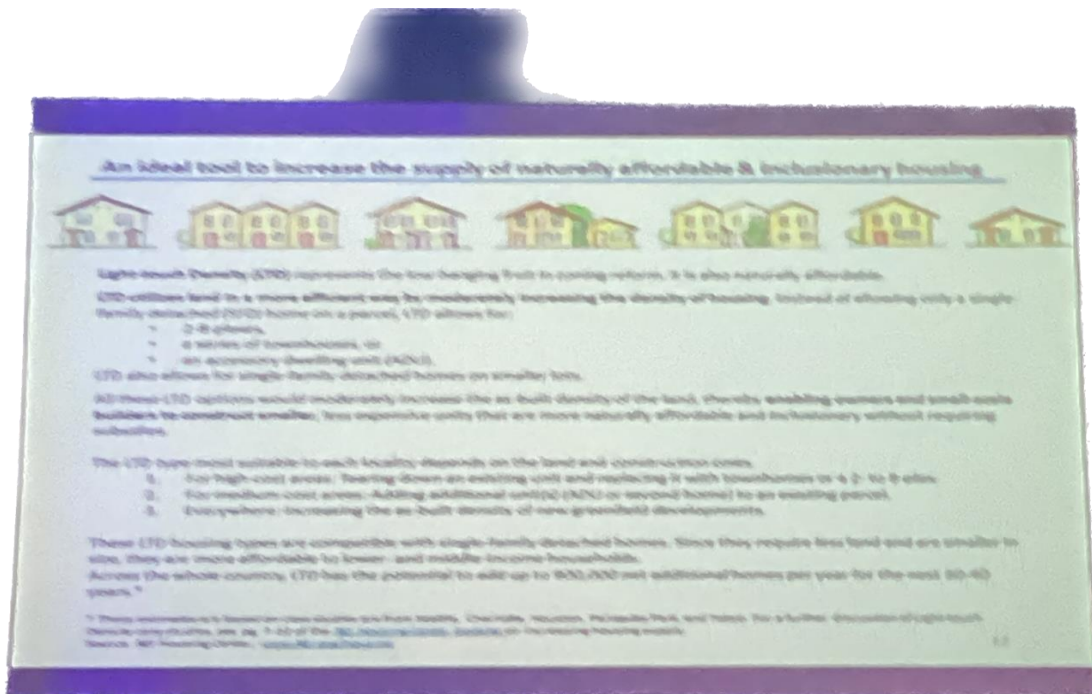
It will increase the housing stock by about 2% per year. (And don't be fooled by studies claiming otherwise.)

Fortunately, this is already happening – and entirely without federal involvement all over the country.

Legalize and they will build!

**Don'ts:**

- Avoid micro-managing the housing market. Planners need to step back to let the market build more housing.
- Beware of federal recommendations, which tend to be complex, one-size-fits-all solutions that do not adhere to the Housing Abundance Success Sequence.



**CE Tuesday 10:45**

Greg Antipoff

Super stack

Earned income commissions

Mailbox money is passive income

Income tax. SEP taxes capital gains taxes

Property taxes

Graduated ladders in taxes

Self Employment taxes and Medicare 15.3%

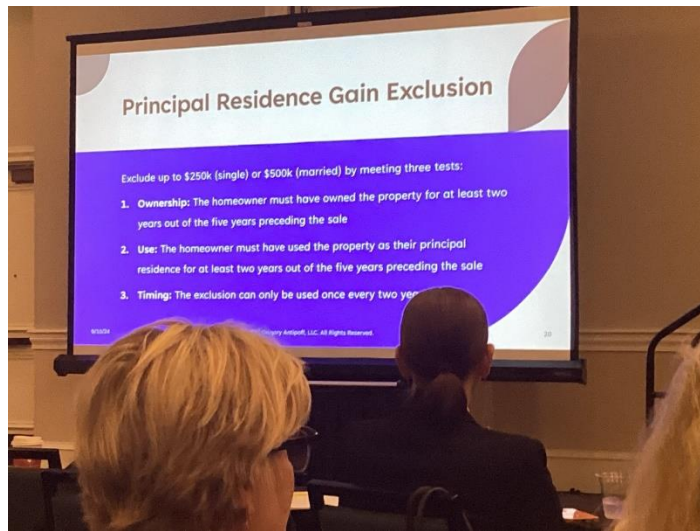
Capital gains

Short term is less than a year. Taxed as ordinary income. Long term more than a year. Taxed at Inherited is long term

Deductions

All Real estate taxes mortgage interest (up to \$750000) home equity interest casualty losses

Investments add advertising auto and travel cleaning and maintenance prop mgt fees commissions insurance repairs state and local taxes utilities supplies. Interest over \$750000. Depreciation. Residential real estate 27.5 years. Home office Commercial real estate 39 years.



Can be a problem for frequent movers

Short term rentals



Create an s Corp if short term rental get rid of self employment taxes

1031 Exchanges

Second home =

Scorp 12 times a year in our house - rent it to ourselves for non taxable income. Augusta Loophole

Fix and flips

Amplifying depreciation

Cost segregation Study

Can result in tax savings.

Can do on your own on-line for about \$500



Better tax deduction now.

Bonus depreciations -

Put them together

Passive activity loss income -No deductions for losses in excess of income from passive incomes  
 Losses can be carried forward Special \$25000 in losses so long as income is phased out from \$100,000 to \$150,000

Real Estate Professional Status - we can declare losses greater than income if you spend 750 hours in real property activities.

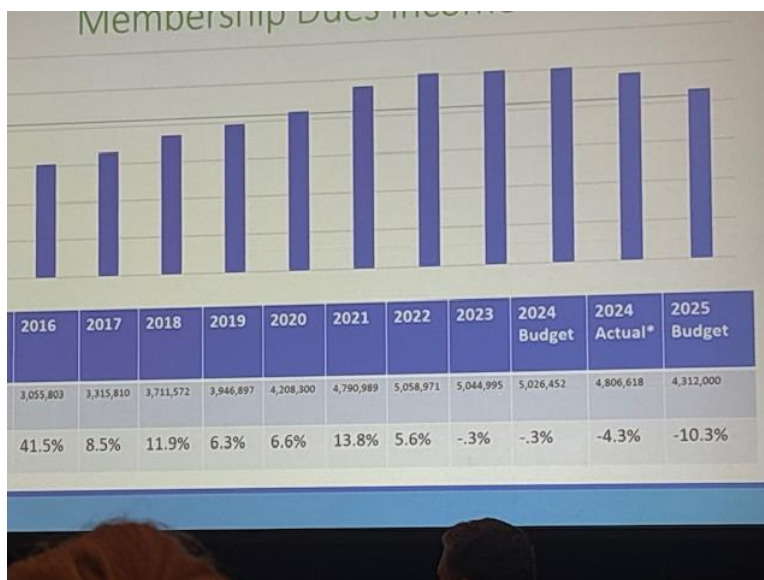
Super Stack for Real Estate Professional

Buy investments

DOA cost segregation study - take bonus depreciation

Deduct your losses against your commission income

10.1 % decline ultra conservative projection 2025. \$500000 less but \$1.6 million deficit. Pencils sharpened shortfall is \$800000 short. Five million budget



Forms \$264 a year. Now \$349.

5000 forms sold. \$1745000

### Donna's Conference Notes

Leverage  
Time  
Wasteful  
again

If we don't  
sell your house  
we'll buy it!

MUST WATCH FULL  
Presentation

MUST sign 3 sample  
CIST/NET sheet

I LIVE TO  
PROTECT  
BUYERS & SELLERS  
While I make a  
Living for my  
Wife, Family &  
Ourselves

Sleep in  
Humble Place  
in Bed

FEB 2025 ATL  
GA REALTORS

Shawn Achor - Positive Genius - the key to  
Raising Success, Spreading Happiness & Sustaining  
Positive Change. Harvard  
WORKED up there 1/3 of FEBRUARY 2001!

Science of Happiness

Bank Bed's GE Joe

Technological Revolution  
Human Revolution \* Neuroimaging  
Your Brain can only process a few flakes of a snowflake  
What do you look at FIRST? negative?  
No time to scan beyond what we look at first...

Extremes Poverty is at its lowest point in human history  
Flint MI teachers - just teachers & that transformed  
Positive Psychology - change is possible students & parents!  
Resilient approach to the world.  
Most people are NOT average. Don't delete the outliers  
How is it possible to take Negative & turn it  
Change the lens. Positive.

Sleep in  
Humble  
Build Bed

Smiling 7 seconds  
Biological sympathy/empathy  
Negativity, Stress, Nervousness, Anxiety, Fear ← Optimism

Genetic Optimist - can become by being around

Physical Immune System  
Mental Immune System

Contemplate Past

WORK HARDER - BE MORE SUCCESSFUL = MORE  
HAPPILY EVER AFTER THEN HAPPY I'll  
AS SOON AS... I'll be happy... BE

every success comes with more the bus ↑  
Success is a moving target  
- and happiness is on the other side of success  
we never get it...

Unhappy? Prime yourself for happiness  
top 10% optimists sell top 87%

HAPPINESS IS NOT THE END IT'S THE MEANS

LENS OF OPTIMIST PREDICTS SUCCESS

What we think of the world  
tell others about the world  
predicts our success.  
greatest competitive advantage is a  
positive brain

Sleep in  
Humble  
Build Bed



**How? Do it more & do it consistently**

gene + environment - tyranus = Potted TEETH  
 45 seconds a day brushing teeth. Habit  
 Break the tyranny

BATHING & BRUSHING TEETH are habits that we believe in that work

- 1) Write down 3 things grateful for (didn't work) <sup>week 3</sup>  
 • Scan for it • 3 new things <sup>same thing</sup>  
 21 days ↑ 45 seconds 2x day

Write Brush teeth 2x day  
 I believe I can break the tyranny of gene & environment here are 3 things I am grateful for

2) 5 HABITS OPRAH SUPER SUNDAY SUNDAY

need to climb a hill? seeing it alone it looks like have someone to climb with you it is 2x-3x easier in your mind

- 3) Write 2 min text / email to someone praising them Scan for a person - & write it

(Social connection) builds weak ties to strong ties

Get out climbing together  
 30 to 45 vs together  
 vs together

Sleep in Heavenly Place build Bed

Powered Productivity  
 @nerdybtt BETA 2

2 seconds to put hands on a device. 30 seconds or less day or night

APPS \*Clubhouse - Rooms - Real Estate All Day Club

STRUCTURE BOARDS Better than Dropbox HPZC AUDIENCE

CANVA NOTABILITY

LANDGLIDE 'ONX' NOTES

READAT? video call

PRODUCTIVE AT

Sleep in Heavenly Place build Bed

Have I been Pwned

Have I been Pwned.com

"RUNTEE" APP

(Best time to take a break in a movie)

Canva - Magic Studio

USPS Informed Delivery mail tracker

Paper Karma Junkmail

Opt out Prescreen.com credit cards

Sleep in Heavenly Place build Bed

Jim Stewart  
 The Secrets of Sales Psychology

Buyer Psychology

HAPPY GRASSHOPPER

I am a Salesperson!  
 Fully understand what people want & help them get it

connect with Dan Stewart.com

Neuro pathways consume data with no neural processing systems.

Professional Sales is helping people get what they really want, quickly.

Master did lifestyle & Values Study for us Govt

Demographics of Psychology = STANFORD PSYCHOGRAPHICS SPUN OFF SRI

Emotional Impacts are affective

eat a chocolate covered grasshopper - get a T-Shirt

Language for High End Buyers:

• you work hard - you deserve it • what would it mean if

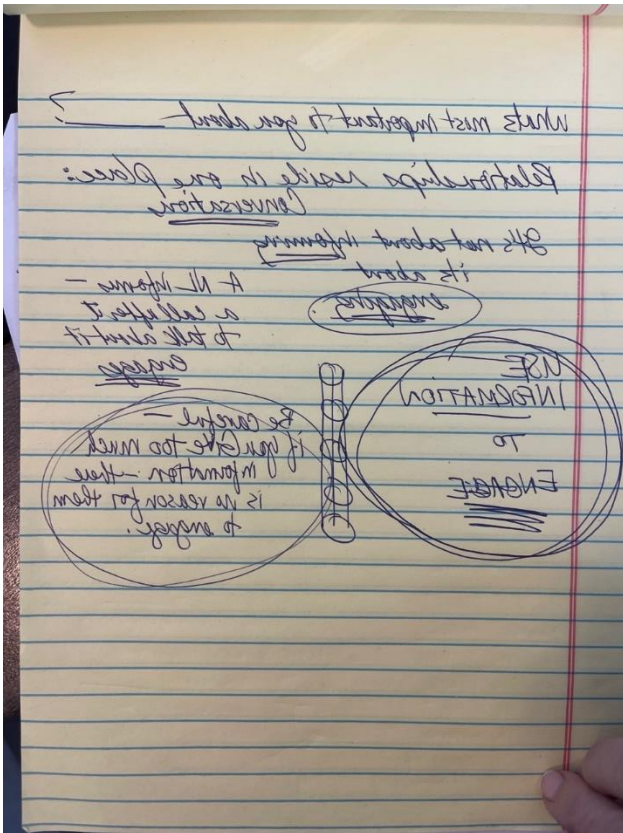
• what does this home mean for you? • things stop the same familiarity

BF: Bigot  
 M: Motivate

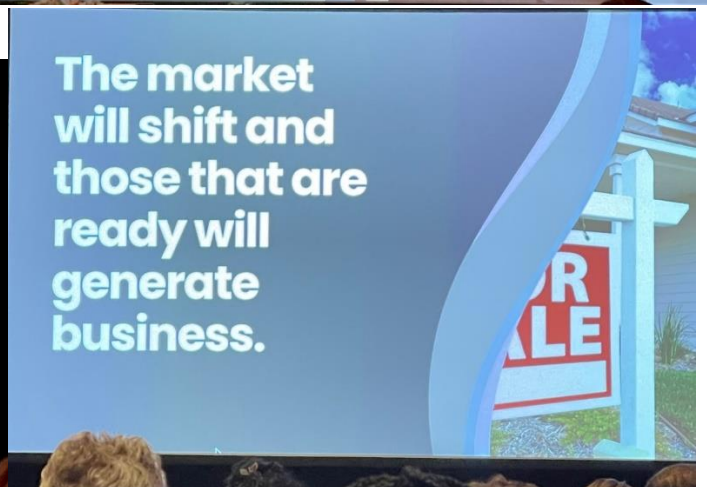
- Buyer Profiles
1. The Joiner 40% of us
  2. The Faker 30%
  3. The Royals 10% of us
  4. The Greys 10% of us
  5. The Bomb Packer ↑ multiples of other
  6. The Poor (they don't buy)

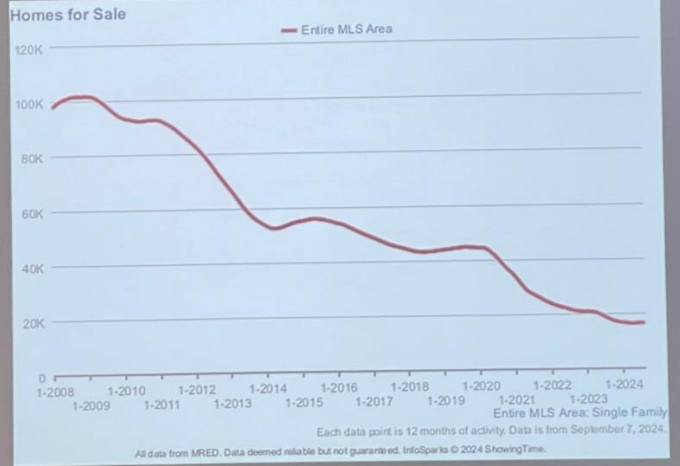
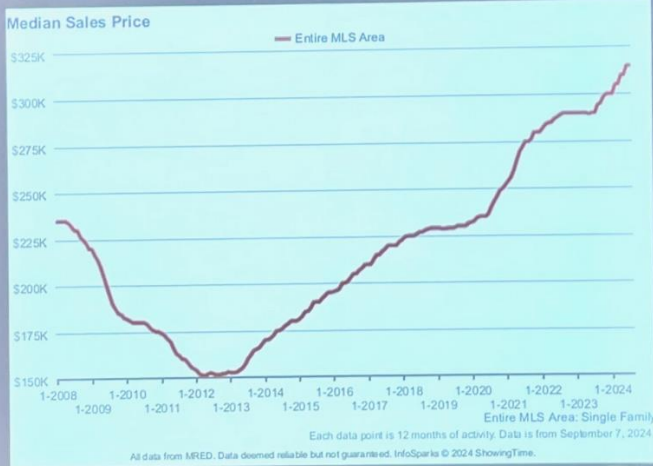
See pics

Sleep in Heavenly Place build Bed



### More Presentation Photos





## Your Success is Determined by You!



How much money you make!



How your business is structured.



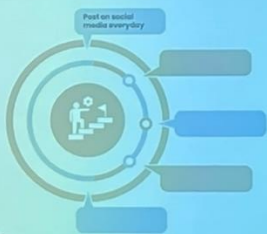
How many clients you work with.



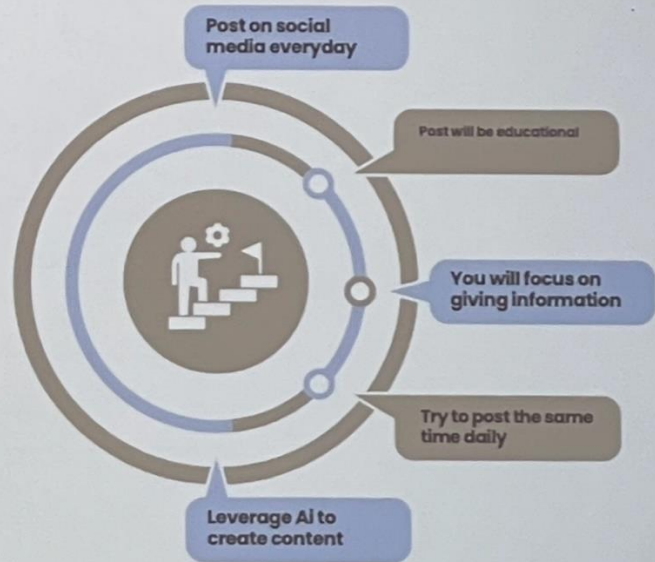
How many leads you generate.

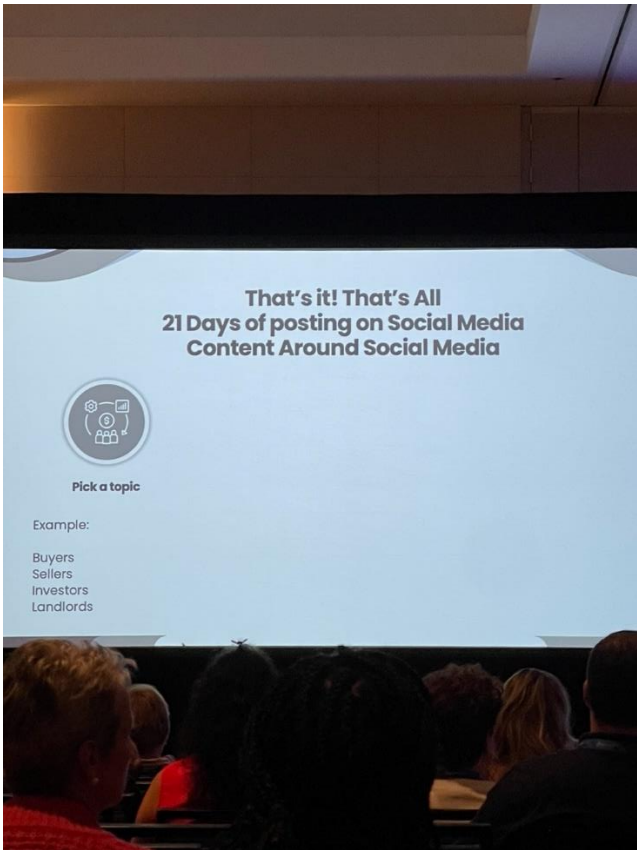
## Your 21 Days Starts Monday.

For 21 days you will hyper focus on your business leveraging social media.



## Starts Monday.





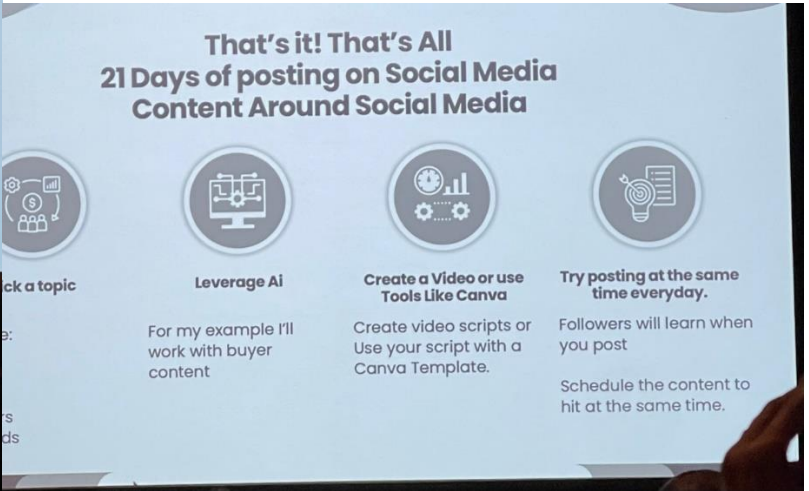
## That's it! That's All 21 Days of posting on Social Media Content Around Social Media



Pick a topic

Example:

Buyers  
Sellers  
Investors  
Landlords



## That's it! That's All 21 Days of posting on Social Media Content Around Social Media



Pick a topic



Leverage Ai

For my example I'll  
work with buyer  
content



Create a Video or use  
Tools Like Canva

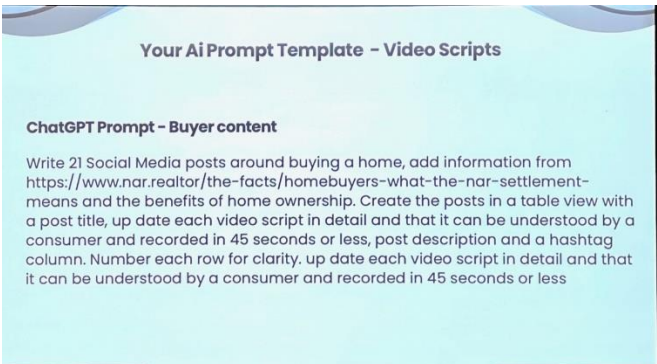
Create video scripts or  
Use your script with a  
Canva Template.



Try posting at the same  
time everyday.

Followers will learn when  
you post

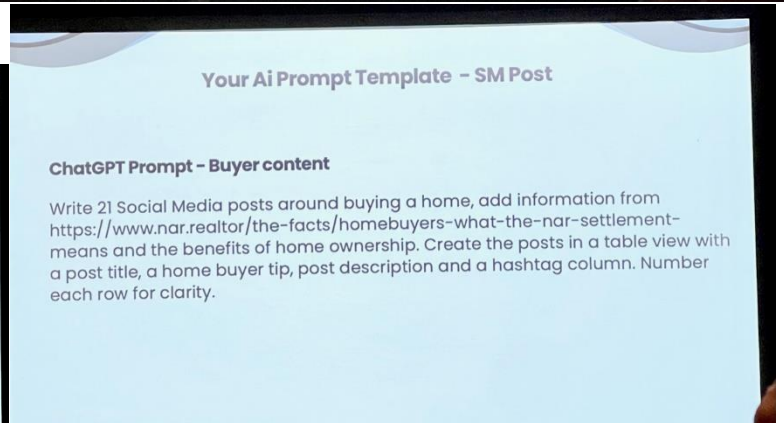
Schedule the content to  
hit at the same time.



## Your Ai Prompt Template - Video Scripts

### ChatGPT Prompt - Buyer content

Write 21 Social Media posts around buying a home, add information from <https://www.nar.realtor/the-facts/homebuyers-what-the-nar-settlement-means-and-the-benefits-of-home-ownership>. Create the posts in a table view with a post title, up date each video script in detail and that it can be understood by a consumer and recorded in 45 seconds or less, post description and a hashtag column. Number each row for clarity, up date each video script in detail and that it can be understood by a consumer and recorded in 45 seconds or less



## Your Ai Prompt Template - SM Post

### ChatGPT Prompt - Buyer content

Write 21 Social Media posts around buying a home, add information from <https://www.nar.realtor/the-facts/homebuyers-what-the-nar-settlement-means-and-the-benefits-of-home-ownership>. Create the posts in a table view with a post title, a home buyer tip, post description and a hashtag column. Number each row for clarity.



prompt



## Conference Photos



