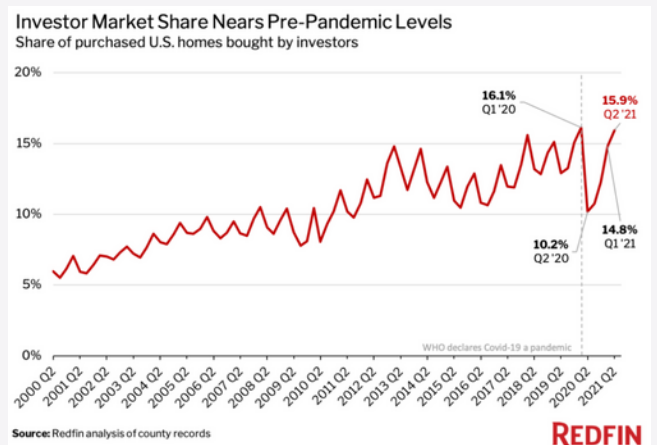
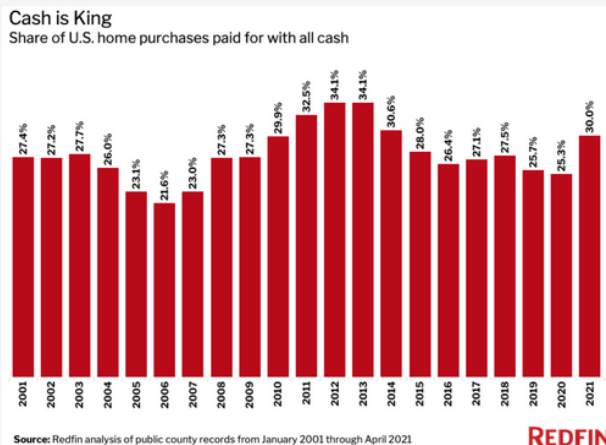


Real Estate Investing Forecast

What's on the Horizon for 2022?

2021 - A Year in Review

It's no secret that many wholesalers had a rough time in a very competitive Seller's Market. But this was also when they were the most needed to find lucrative deals for cash buyer investors.



Let's review some of the most significant changes in 2021 and their impact.

Real Estate Goes Virtual

Many sellers were conscious of social distancing practices, which led to an increase in digital lead generation and virtual meetings. Also, investors started expanding into multiple markets instead of just focusing on what's in their backyard.

Real Estate Investing increasing trends:

- Expanding markets
- Virtual wholesaling
- Virtual walkthroughs
- Virtual closings



New Digital Tools

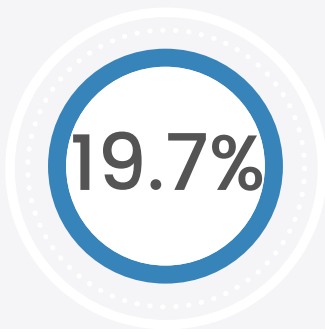


100% Virtual Deals
from seller to cash buyer



Data-driven Market Selection

Housing Market



Housing Price Increase (national avg.)

In July, Phoenix, San Diego, and Seattle had the highest increase



Days On Market (DOM) (national avg.)

In June of 2020, DOM was about 71 days



Interest Rates

encouraged buyer demand

Rise of Tired Mom-and-Pop Landlords

The eviction moratorium (aka "freeze") in many states had a severe impact on mom-and-pop landlords. Many saw themselves with a second mortgage to pay or without their only source of retirement income for over a year.

Of the 14.9M single-family rentals in the U.S., 88% are owned by small landlords (who own 1 to 5 properties). In June 2021, approximately 11% had sold one property and 12% had sold their entire portfolio. A study by the Rental Home Council indicates that by September 2021, 33% of small landlords will plan to sell at least one rental property by the end of the year.

Meanwhile, large investors bought the bulk, which could reshape the rental market in the U.S.



Of all endorsed leads were absentee / landlords*



Of ALL closed Deals were absentee / landlords*

*GoForClose data from Jan 1, 2021 to October 10, 2021

Quality Data for a Competitive Edge

Good data is the foundation of success. In a highly competitive Seller's Market, data quality is imperative. More than just a list of homeowners, it's about:

- Lead scoring to know Who to reach out to first;
- What is their likely motivation;
- How to reach them, depending on available contact information (mobile, email, landline, etc.); and
- Accuracy of the contact information



GoForClose Launches NextData

NextData is the next-gen motivated seller list software for real estate investing and wholesaling. It gathers and analyzes data, and through AI lead scoring, creates a high motivation homeowner list based on points. The higher the points, the more motivated the seller.

Our multi-tiered skip tracing tool then searches for accurate names, addresses, and numbers.

Digital Ads Became a MUST

Let leads come to you: that is the power of inbound marketing through digital ads. Many opportunities were detected using Google Ads and Facebook Ads. 2021 was also a year of changes in advertising.

iOS 14 changes

Apple released changes that made ALL ad pixels unable to accurately track form submissions and calls past a 7-day period, thus disabling most retargeting.



Facebook

New partner and affiliate platforms were added, so Facebook ads can display in more places, including WhatsApp. Also, Facebook ads to Instagram ads got optimized.

Google Ads

Significant changes in Match Type make keywords and search terms act more "broad," which increases impressions and clicks but not necessarily the number of leads. Also, Gmail ads were replaced by Discovery campaigns.

The End of Mass Texting

Early 2021, the Campaign Registry was created to force companies to register A2P 10DLC messaging campaigns with more strict regulations, including:

- New carrier requirements and vetted text messages
- Stricter and more quickly enforced repercussions
- Permanent ban and flag of spam numbers
- Companies account being blocked by their texting providers

The Result

Increase in mobile numbers blocked or flagged as spam and several do-it-themselves got blocked accounts. Decrease in SMS response rates for those not compliant with CTIA principles.



The Bottom Line for 2021

The Real Estate Investing landscape has changed, perhaps forever. Being in this industry means you need to be able to adapt quickly: shift markets, improve methods, try new approaches, reformulate your maximum allowable offer (MAO), and find what gives you the competitive advantage.

Sometimes that means outsourcing - GoForClose does the lead generation, so you can focus on closing deals.

What to expect from 2022

The big question is, what's next? What will the market be like? And how hard is it going to be to find motivated seller leads?

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- National Apartment Association
- National Association of Home Builders
- S&P CoreLogic Case-Shiller - U.S. National Home Price NSA

2022 REI Forecast

Top 10 Predictions For The Future

What's In Store for 2022 in Real Estate Investing?

The pandemic of 2020 instigated a seller's market that's one for the record books, with low-interest rates, high buyer demand, and an increase in house appreciation. Sellers expected higher offers and virtual interactions.

Life seems to be regaining a sense of normalcy, while regulations seem to be getting stricter. Here is what to expect, from known changes to predictions from our experts, for the future of real estate investing in 2022.

Seller's Market Slowdown

A September review of over 350 metropolitan areas nationwide revealed only half of the properties for sale sold over the asking price, and these did not move quickly. Also, August saw bidding wars become less common, with only 59% of properties facing competition.

The market may be starting to cool slightly. It's not as much a "frenzied" real estate activity as it was before, but even at a slower pace, it will remain a Seller's Market.

The expiration of mortgage forbearance adds some uncertainty to the outlook of the for-sale inventory, as well as the weight of predicted higher mortgage rates on housing demand.

*SAAR - Seasonally Adjusted Annual Rate
*ZHVI - Zillow Home Value Index



Spike in Single-Family and Condo Foreclosures

The foreclosure moratorium ended in September 2021, and many forbearance plans are due to reach the end of a max extension period of 18-months. The outcome:

- In Q3 2021, there was a 32% increase in foreclosure initiations, compared to the previous quarter, and it's 67% higher than the previous year.
- ATTOM expects at least 200,000 defaults in 2021 and a 70% increase in foreclosures over the subsequent two years.
- An estimated 900,000 borrowers could exit forbearance by the end of 2021.

Mortgage forbearance is NOT a direct one-to-one with upcoming foreclosures, but at the end of Q3 2021, of those exiting, 16% had no loss mitigation plan and 7% had already sold their property.

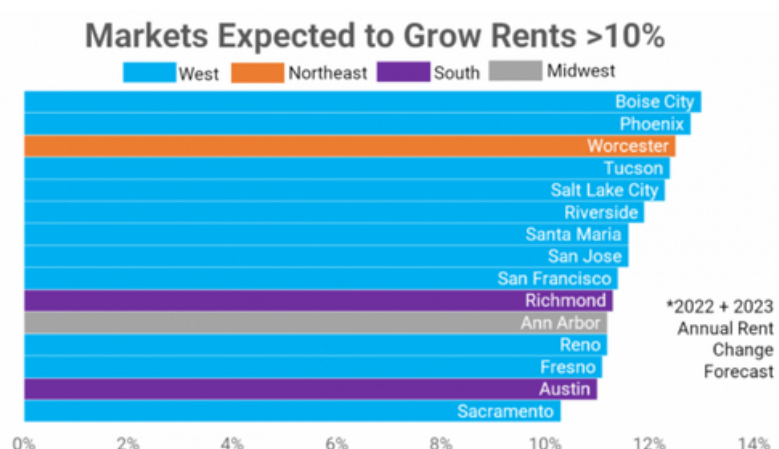
Meanwhile, the Consumer Financial Protection Bureau (CFPB) and the Federal Housing Finance Administration (FHFA) imposed a pre-foreclosure review period until December 31, 2021. Unless new rules are put in place, many homeowners will lose their houses by February 2022.

The potentially historically high volume of pre-foreclosures within a short period of time will be an opportunity for real estate investors / wholesalers.

Multifamily Housing Expected to Rebound

Since the supply of single-family houses is constrained, and prices are up, more investors are shifting their capital to the multifamily sector.

This trend is expected to continue throughout 2022, and some industry experts predict that multifamily property values will remain on the upswing for at least the next year or two.



Potentially Irreversible Housing Market Changes

COVID-19 sparked a lot of questions. Will companies let workers work remotely? Will the metro areas ever not be saturated? The answers to these questions will impact demand, market desirability, and loss in the long-term, beyond 2022.

End of Q2 2021, homes in urban areas were selling 16 days faster (38 DOM), while suburbs were selling 24 days faster (31 DOM). The demand for suburb housing vs. urban will continue to increase, with a preference for small to mid-size markets with strong economies and better quality of life.



Crash or Boom?

The housing market is going in the opposite direction of a recession. The economic factors that resulted in the 2008 housing crash are different from what we see today. Yes, there will be foreclosures but in waves, and homeowners have significant equity. Also, prices will continue to rise and the economy is expected to grow.

2022 Marketing and Lead Generation

There are significant changes in the marketing horizon for 2022, which can severely impact your real estate business. Here is what we see in the near future.

Good Data for The Win

Data is a huge competitive advantage and source of growth in real estate investing. The ability to find off-market sellers first at the right time with the right messages can be the difference between a deal and a lost opportunity.

There are plenty of data options, lists, and skip tracers, but data is only as good as its quality and accuracy.

NextData from GoForClose builds a motivated homeowner list that is unmatched in the industry and market exclusive. It is **ONLY** available to one investor per market to provide a real competitive edge, unlike other providers whose lists are available to thousands of investors.



Multi-Channel Marketing Automation Will Rule 2022



How do we reach hundreds of leads a day and follow up with thousands more in diverse ways? Marketing automation.

Technology is now more essential than ever, enabling us to reach large volumes of leads and reply almost immediately, to free up time to focus on warm and hot leads.

Data-driven, integrated, targeted campaigns, triggered by seller behavior, allow immediate follow-up, based on predicted responses, with several thousand leads.

Multiple channels of communication can be automated:

- Text Message (SMS)
- Ringless Voicemail (RVM)
- Email Marketing
- Messenger & Chat responses

At GoForClose, we are continuously testing, optimizing, and improving, bringing competitive leverage to investors and wholesalers in the U.S. market.

Cold Calling Isn't Dead Yet

GoForClose provides cold calling, and we know it works. However, to be successful, you need to master and continuously ensure the quality of the following:

1. List of motivated sellers with accurate contact information
2. A great cold caller who can build rapport in seconds
3. Voicemail drops to respond to the mobile "send all calls to voicemail" option



If you are going to do it, you have to do it right, or you will be wasting time and dollars.

SEO & PPC Changes You Cannot Ignore

There will be many changes that we focus on, the most impactful being:

1. Make Way to MUM

The Multitask Unified Model (MUM) with a language processing model 1,000 times more powerful than the algorithm BERT. As of August 2021, MUM is still in testing and learning, but it's expected to debut in 2022.

2. On-Page SEO for Excerpt Ranking

You pay for PPC ads and work on SEO to appear on the first page. The more competitive, the harder and more expensive it is. Google's "passage indexing" allows an excerpt to rank instead of the entire page.

2022 is the year to take the lead, as the algorithm is learning. Invest in on-page SEO and content strategy to become the leader.

3. User-Experience (UX) To Be the King

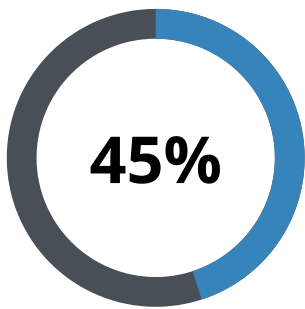
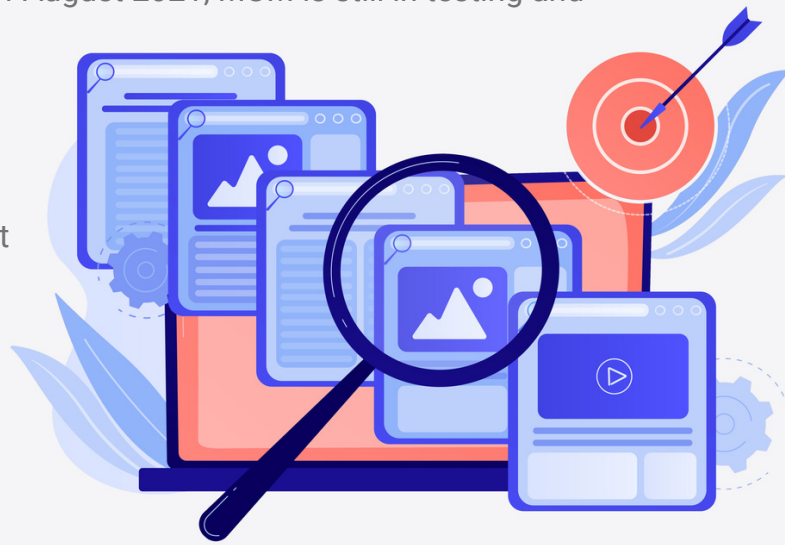
The days of optimizing for keywords and building links are long gone. Both SEO and Google Ads are looking at UX, which will severely impact the SEO rankings and quality scores on PPC ads. The changes began in 2021 and the relevancy keeps increasing for:

- Core Web Vitals
- Mobile-friendly websites, and this includes web design and page elements
- Landing page organization and how well the content relates to the person's search

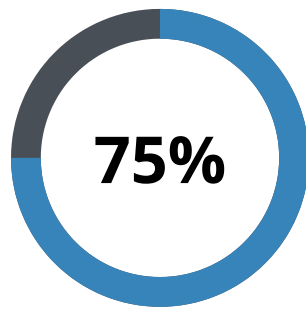
4. Changes in Google Ads

TrueView for action ads will transition into Video action campaigns early in the year. And starting June 30, 2022, expanded text ads will no longer be supported; there will only be one Search ad type - Responsive Search.

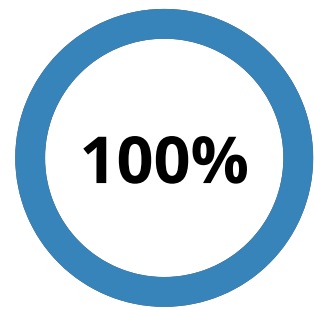
We expect stronger emphasis on authority signals and natural search matches in 2022.



People Can't Distinguish
a paid ad from an organic result



Searchers NEVER Go Past
the first page of Google search results



Organic Traffic Can Grow
after updating and republishing old blog posts ALONE

Reviews Matter

Nearly 9 out of 10 people read reviews or testimonials before making a decision.

The good: reviews are the number one form of social proof and source of credibility. In 2022, we expect its relevancy to increase with higher impact for website authority (SEO).

The bad: in wholesaling, many sellers don't want to identify themselves. Ask at or right after closing and if it's a sure deal.

The ugly: it can take 40 good reviews to repair the damage of 1 bad review. Be mindful of your interactions with sellers.



Too Technical to Do-It-Yourself Lead Generation

Marketing is becoming increasingly complex and doing just one tactic really isn't enough. Successful wholesalers and investors outsource as soon as they can.

The future is Done-For-You:

- Mix of lead generation through data, outbound and inbound methods;
- Multichannel approach from digital ads to integrated campaigns with SMS, RVM, and emails;
- Nurture through time until ready to sell; and
- Trained VAs capable of building rapport in seconds and prequalifying seller leads.



GoForClose

A Team of Experts Behind Your Success

Our 2022 Strategy: Done-For-You Game Changer

GoForClose empowers real estate investors and wholesalers to focus on sales and closing deals by providing a specialized team, marketing expertise, and a marketing platform. We find motivated seller leads through the use of data, outbound and inbound tactics, track performance and usage, analyze data, and launch, manage, and optimize marketing campaigns.

We have the tools and technology, and the people and data necessary to find more qualified leads, nurture them till they are "Ready to Sell," and then provide a warm transfer to you or your team.

Unmatched Data and Skip Tracing

Quality Data is critical! More than a list, it's about finding the "Right" distress factors and knowing the combination that makes them most likely to sell to an investor.

There are at least 92 distress factors, which we assign a point system, and then point list stack to determine the hottest seller leads.

NOTE: our motivated seller list is market exclusive - only one investor per market.

Our multi-tiered skip tracing tools verify names, addresses, and phone numbers to ensure deliverability of our messaging.



Internal Database

with 150+ million properties



Multi-tiered Skip Tracing

to verify names, numbers, and addresses



92+ Distress Factors

in our proprietary lead stacking and lead scoring system

Marketing, Data, and People

Imagine having a dedicated team of marketers, developers, coders, data specialists, and trained real estate investing VAs working towards your success.



We have made it affordable and accessible, so you can leverage a Done-For-You lead generation solution:

- Data Analysts
- Developers
- Marketing Automation Manager
- PPC Specialists
- Facebook Ads Specialist
- Content Developer
- And many more - [discover the team](#)

The Future Starts Today

Put your goals into action to prepare for a successful 2022.

There are a lot of opportunities on the horizon, and the most successful wholesalers and real estate investors are planning for it now to have the competitive advantage.



[Schedule Your Lead Generation Strategy 2022](#)

No commitments. No strings attached. Let's talk about your particular struggles and how to solve them. Let's make 2022 your best year yet.

Sources & References:

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