

BloomTree Realty

BloomTree Seniors Group

SRES Certified

(Senior Real Estate Specialist)

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Should I stay or should I go?

What we will cover today:

1. Items to consider when making the *DECISION*
2. Where do I start?
3. Picking a *REALTOR* when the time comes
4. Other help along the way - *RESOURCES*
5. What is *STAGING* and do I need it?

Am I making the right decision

- The number #1 reason for not moving when you should, is FEAR of making an irreversible error in judgement.



Emotional Aspects

- Emotional Journey starts with a bevy of feelings
- Purpose is to end with **CONTENTMENT**

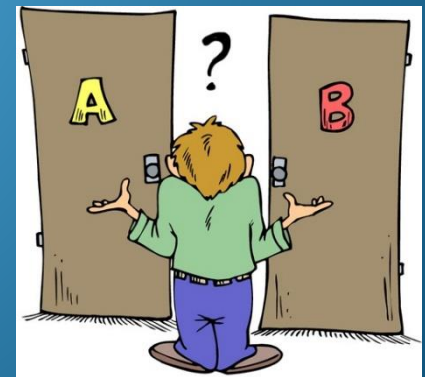


Should I stay?

You have to Ask Yourself

➤ Evaluate Your Current Lifestyle

- Our NEEDS change
- Entertaining and Grandchildren
- Lock and Leave
- Near Family and Friends
- Over 55 Community
- What is Important for ME?



Should I go?

What is important for me?

- Is it time to downsize?
- Am I able to Age in Place?
 - Maintenance
 - Health
 - Is my home safe
 - Stairs and driveway issues



Where do I start???

- ❑ It doesn't have to be **OVERWELMING**
- ❑ Don't go it alone
- ❑ Trash or Treasure
- ❑ Pay it Forward
- ❑ Purge and Pack



But, You've always sold your homes on your own...

☐ Did you know?

- ☐ Safety Issues - SCAMS
- ☐ Internet buyers
- ☐ Negotiating skills
- ☐ Qualified Buyers
- ☐ Advertising, Signs, Lockboxes
- ☐ Studies show Realtors get you 12% more \$



Choosing a Realtor

- ❑ Choose a Realtor that will help you start to finish
- ❑ Realtors control Safety of showing your home
- ❑ Uses Professional Photos
- ❑ Negotiation Skills
- ❑ Knowledge
- ❑ Resources



Most Important...

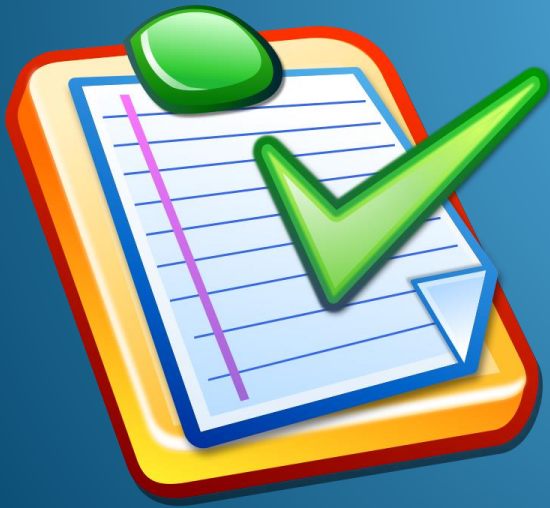
- ❑ Make sure they have the experience that you need
- ❑ SRES- Senior Real Estate Specialist



- ❑ Continuing Education
- ❑ Create a Checklist & follow it during the interview process
- ❑ Forward Thinker
- ❑ Emotions are Involved

What Resources do I need?

- ✓ Senior Connection
 - ✓ Assisted Living Consultant
- ✓ Packers & Movers
- ✓ Cleaning Services
- ✓ Handyman or Contractors
- ✓ Stager



What is Staging and do I need it?



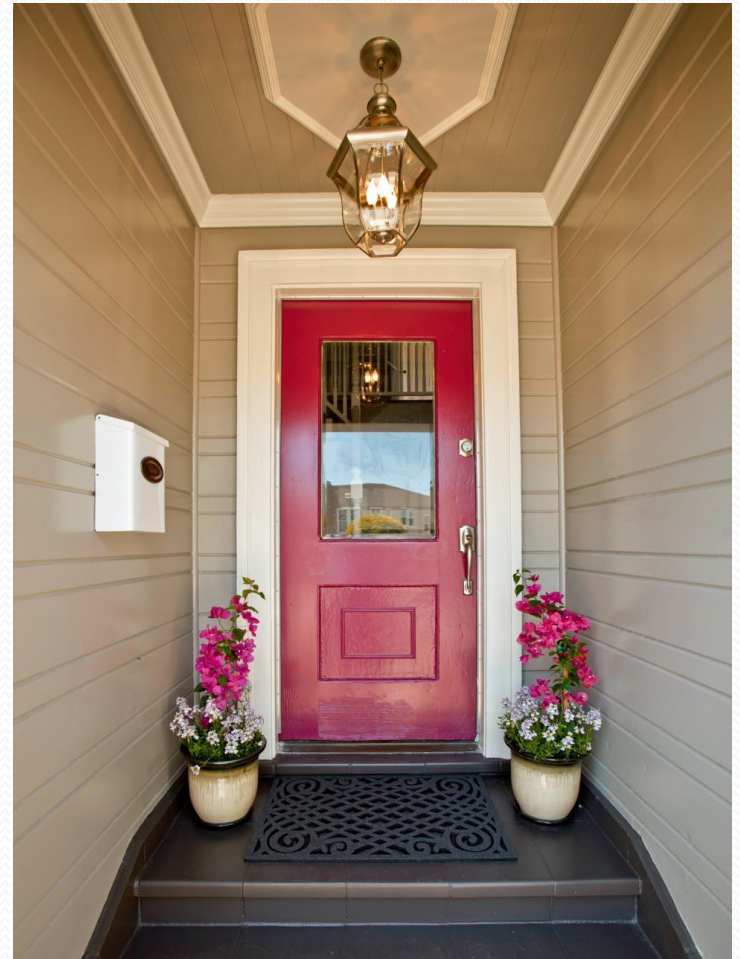
- ❑ What is more important?
 - ❑ Getting the most possible price for your home
 - ❑ Getting it SOLD so I can move on
- ❑ What does it COST?
 - ❑ Approximately \$1 per square foot of area
 - ❑ FREE 4 hours
- ❑ How does it work?



Curb Appeal- You don't get a second chance to make a good first impression.



Fresh Paint and live flowers are an inexpensive upgrade to welcome Buyers to your home.

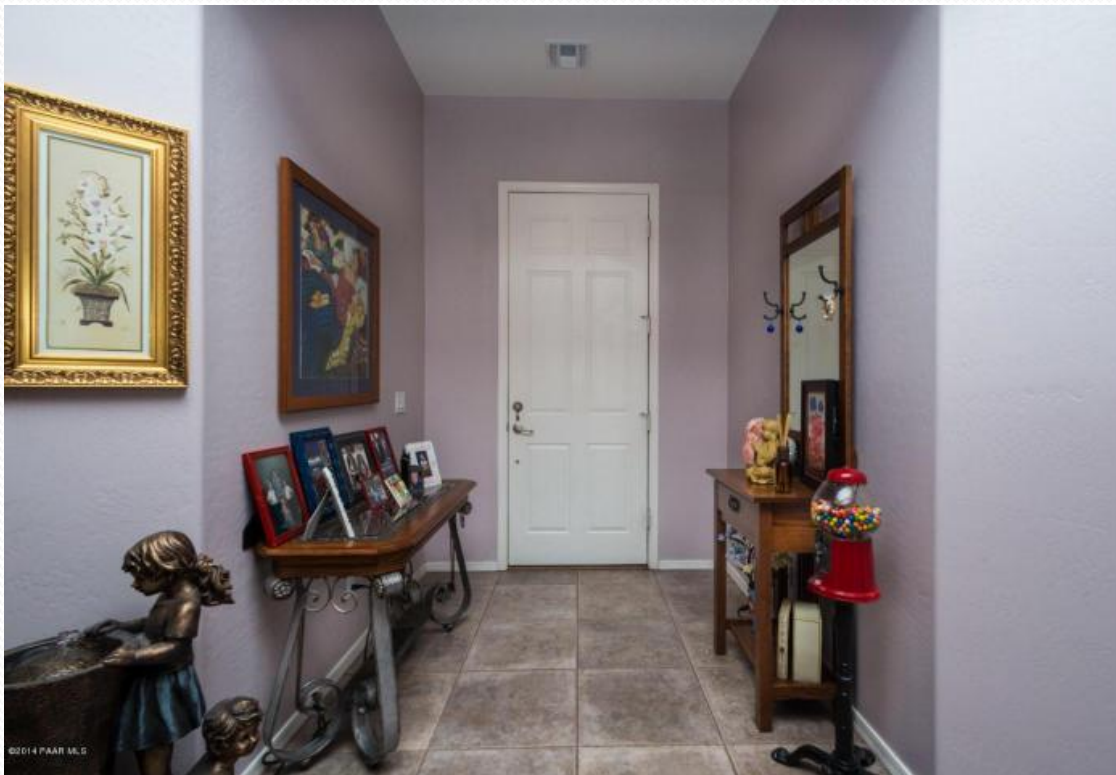


What NOT to do:

The Entry:

Don't close it off- OPEN it up
Remove Personal Items

**Don't make it
difficult for
people to walk
into a
home. Make it
Inviting!**



What NOT to do:



Kitchens:

- *To many Buyers, it is **THE KEY** selling point*

What NOT to do:



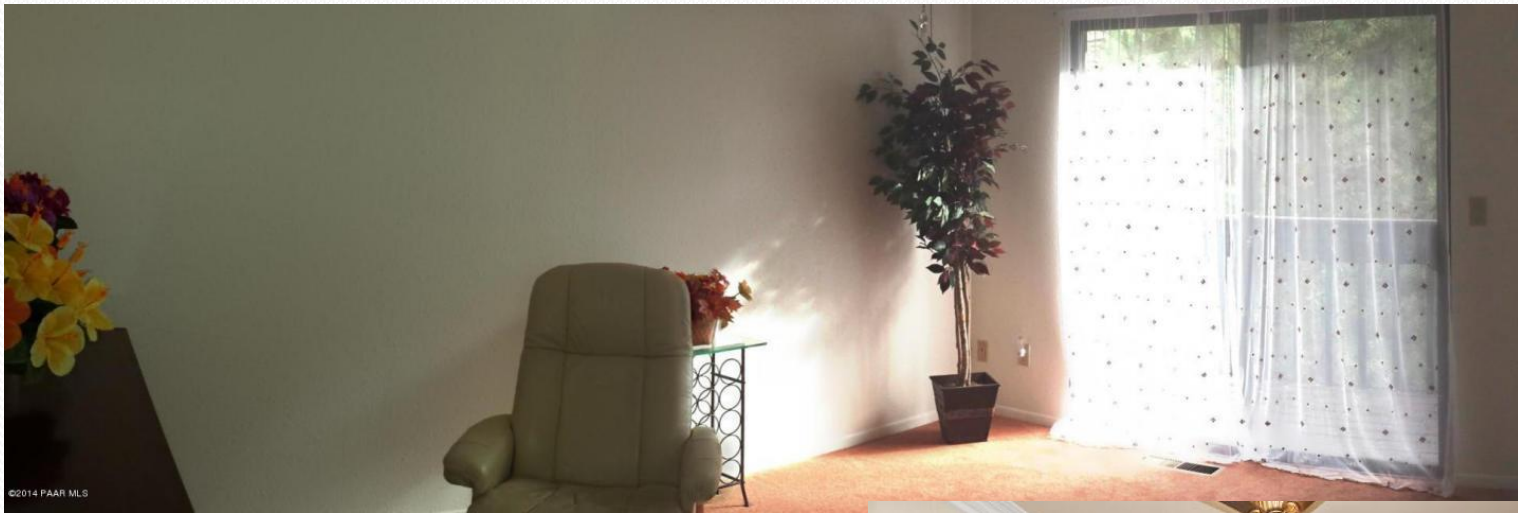
- #1 Issue: ***CLUTTER!***

Remove ***all*** items on counters, refrigerators, and surfaces not used every day.

Is this a Flower Shop?



Can you guess what room this is?



Each room should
have a clear
purpose



Bathrooms:



- ***Make sure it is CLEAN***
- ***No waste baskets***
- ***Declutter Vanity***
- ***No rugs or DRUGS***

If you wouldn't see it in a model home, HIDE or PACK!

Before and After:



Before and After:



Before and After:



Yes, it is the same room!
What Changed?



Before and After:

Valences removed,
changed lighting fixture



Before and After:



Home now seems
“Newer”



Before and After:



Dated Valence removed and sunscreens taken off for a clear view outside.

Professional Photography makes a BIG difference.



Before and After:



Professional Photography
makes a BIG difference.



Before and After:



Another example of
Professional Photography
and minor staging.



Before and After:



Same Room-
Two different perspectives



Pets?:



- Remove Pet Furniture

Put beds, dishes, condos, toys, etc. away for pictures and showings. *(And pick up dog poo!)*

CREEPY...



Along with the clutter factor, is the CREEPY factor

Put away skull collections, dolls, knives, guns or whatever could possibly spook a potential buyer.

More Creepy Pics from the MLS



Can you
believe it?

The Home Office:

Whew! This is a tough one...



Pack older files you won't need and just keep this year's paperwork.
Pack items you won't need until after your move.
Get rid, or store as much furniture, file cabinets & Artwork as possible.
One desk and one bookcase is ideal.

An office do over:

Before:



After

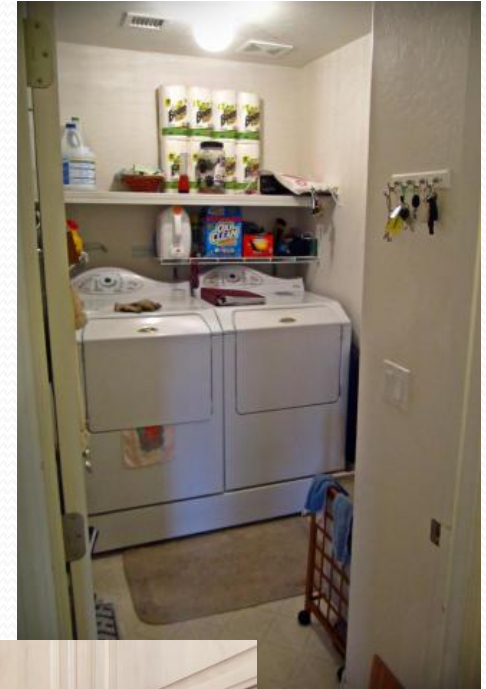
Showcase the Focal Point



Concentrate on the focal point of a room

- *One picture above the fireplace*
- *Eliminate clutter to show off the architecture*

Laundry Rooms



***Makes me want to
RUN away!***



Before:



After:

- Packing, Decluttering and cleaning is all this took.



What's wrong with this picture?



What's its purpose? Sewing, playroom, music?

Remove mismatched furniture and give it ONE purpose

Staging Do:



Same room

Big change



More Before and Afters:



More Before and Afters:



From PLAIN to
Shabby shiek!



Before:



After:



- Valance, second bed, artwork and misc. removed, and shelves arranged with a “game” theme.

Before:



- More Packing, and Decluttering!

After:



Before:



- This one needed new paint on one wall, new fan, and furniture changed around a bit.!

After:



Before:



- Master Bedroom needs to look welcoming...

After: New blind, loaner bedding, tables and lamps.



Before:

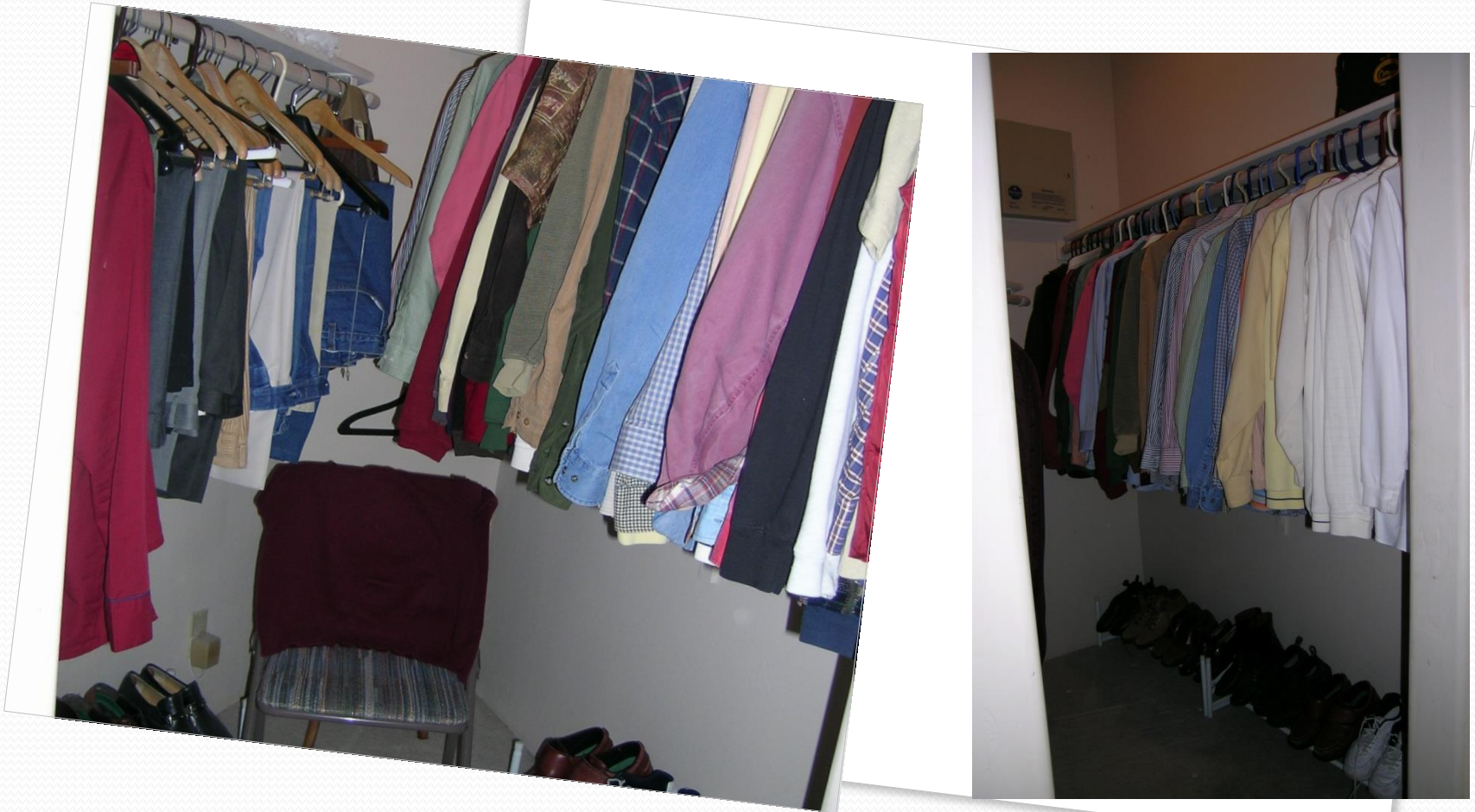


- Guest Bedroom Makeover

After:



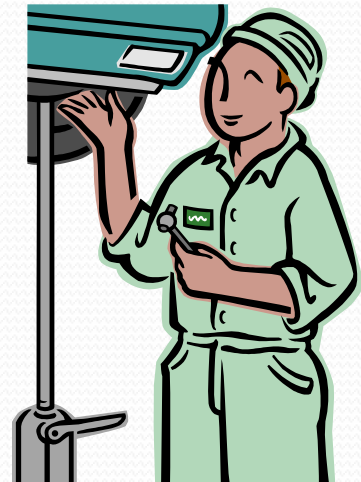
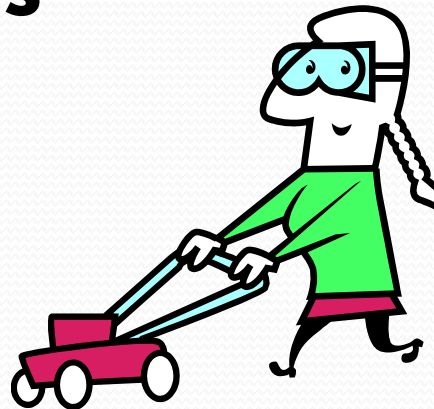
Even Closets Can look better:



Arrange clothing from dark to light and get as much as you can off the floor...

Staging- Is NOT just removing personal photos!

- **Landscape maintenance**
- **Cleanliness**
- **Function- Fix minor issues**
- **Paint**
- **Eliminate odors**



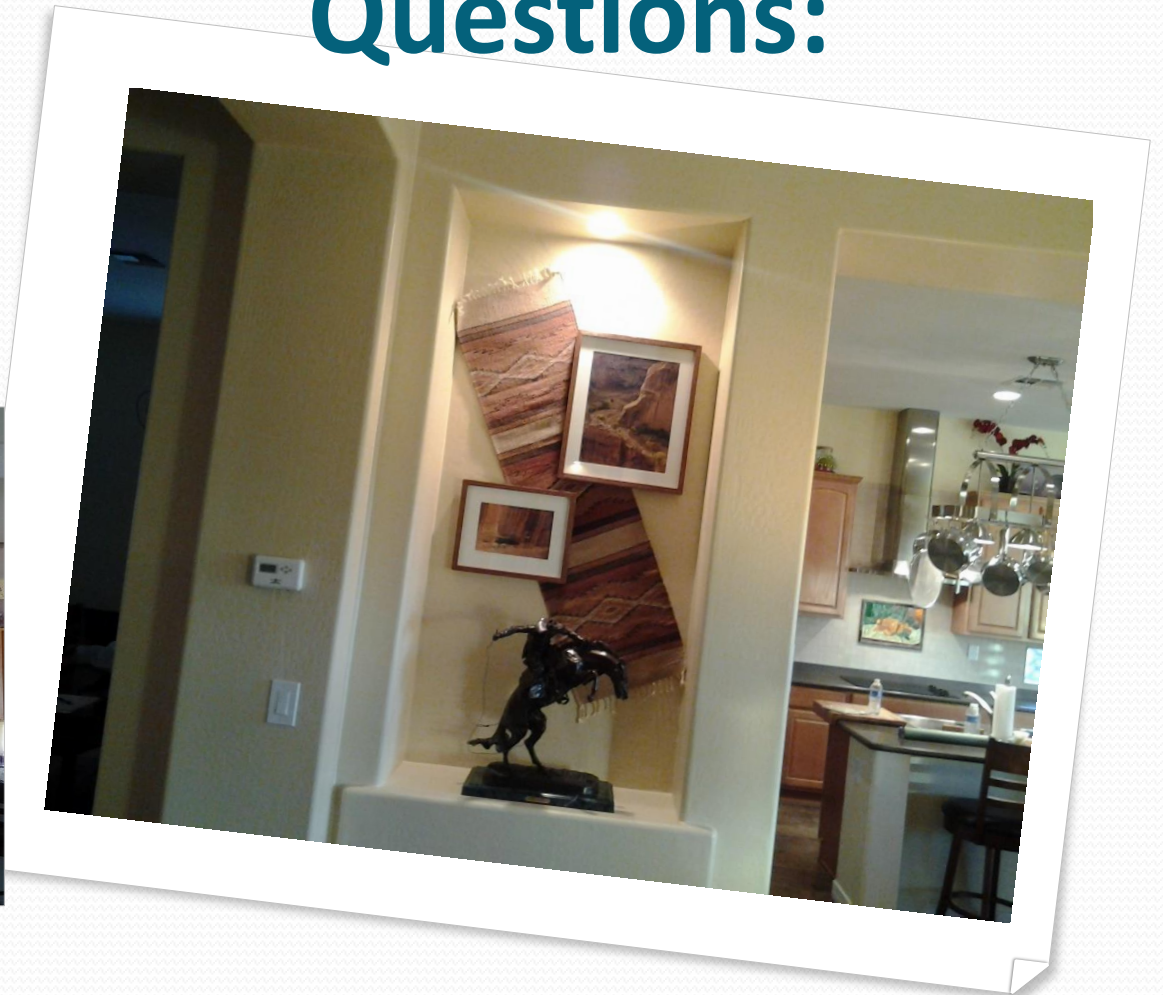
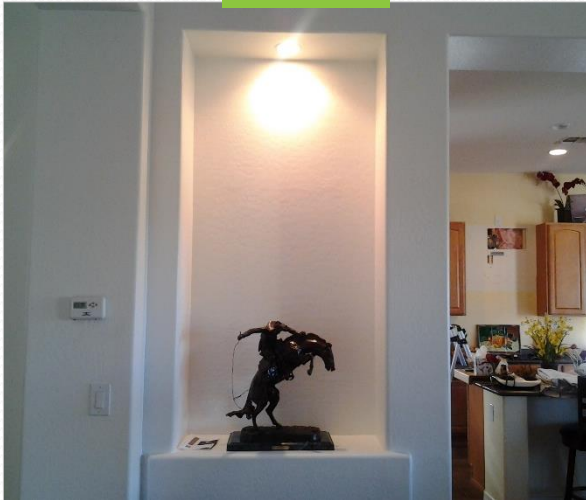
In Conclusion



- Summary:
 - Curb Appeal- Start from the outside, in
 - De-clutter and De-personalize
 - Eliminate traces of pets and pet paraphernalia
 - Smells and cleanliness count
 - Furniture arrangement should show off architecture, not STUFF
 - Sell quicker and for more \$\$\$\$!



Questions:



Contact Rhonda and Terri for help with your home