



Senior Real Estate Connection



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SRES Certified

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SHOULD I STAY OR SHOULD I GO?

What we will cover today:

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

AM I MAKING THE RIGHT DECISION

**The number #1 reason people
don't make a decision?**

FEAR of making the wrong choice.

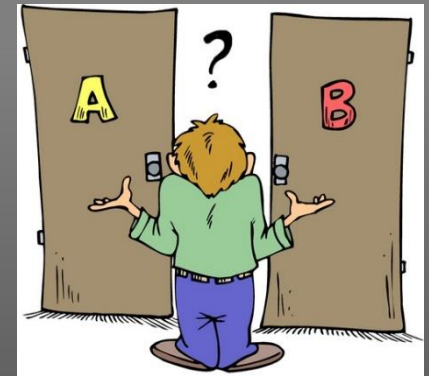


SHOULD I STAY?

ASK YOURSELF ...

➤ Evaluate Your Current Lifestyle

- How have my NEEDS changed?
- What about Entertaining & Grandchildren?
- Do I need a Lock & Leave?
- Near Family & Friends?
- Live in an Over 55 Adult Community?
- What is Important to ME?



SHOULD I GO?

- ✓ **Is it time to downsize?**
- ✓ **Am I able to Age in Place?**
 - ✓ **Maintenance**
 - ✓ **Health**
 - ✓ **Home safety**
 - ✓ **Stairs and driveway issues**



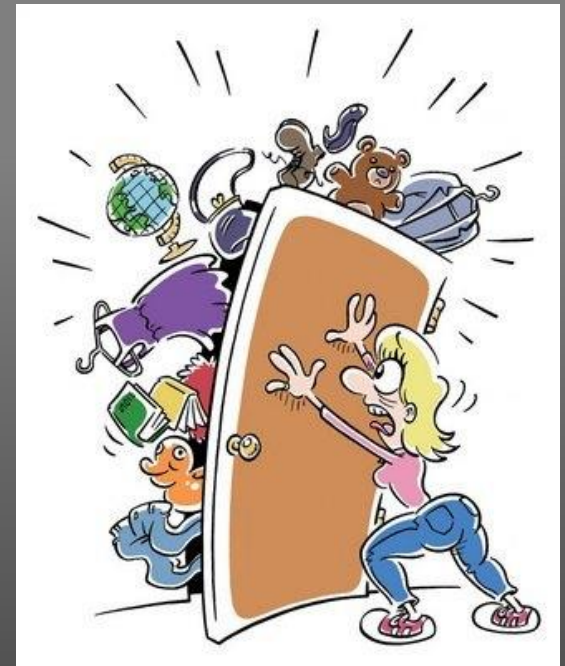
EMOTIONAL ASPECTS

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



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...

Do you know about....

- ✓ **Safety Issues - SCAMS**
- ✓ **Internet buyers**
- ✓ **Negotiating skills**
- ✓ **Qualifying Buyers**
- ✓ **Paperwork, Advertising, Signs,
Lockboxes**
- ✓ **Studies show Realtors put an average of
12% more money in your pocket?**





CHOOSING A REALTOR

- ❑ Choose a Realtor who will be with you from *listing to closing*
- ❑ Select a Realtor who uses *Electronic Showing Programs* to track showings & feedback
- ❑ Choose a Realtor who uses *Professional Photography*
- ❑ Select a Realtor with proven **Contract Negotiations Skills**
 - ❑ Offers Resources & Referrals

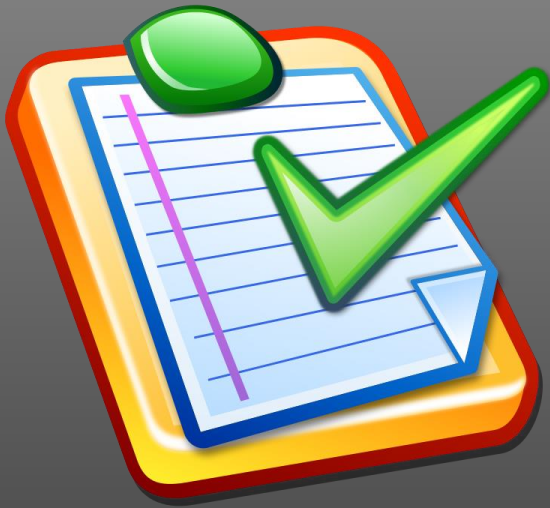


MOST IMPORTANT...

- ✓ **Make sure they have the experience that you need**
- ✓   **Work with a Seniors Real Estate Specialist**
- ✓ **Keeps up with Continuing Education**
- ✓ **Create an Interview Checklist & follow it during the interview process**
- ✓ **Forward Thinker/Anticipate**
- ✓ **Emotions are Involved**

WHAT RESOURCES DO I NEED?

- ✓ **Senior Connection**
 - ✓ **Assisted Living Consultant**
- ✓ **Packers & Movers**
- ✓ **Cleaning Services**
- ✓ **Handyman or Contractors**
- ✓ **Financial/Trust Advisor**
- ✓ **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 GET ONE 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: Too much ***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***

✓ ***Declutter Vanity***

✓ ***No waste baskets***

✓ ***No rugs or DRUGS***

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

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, removed
fireplace “clutter”, and
re-arranged furniture...



Home now seems
“Newer”



BEFORE AND AFTER:



Professional
Photography makes a
BIG difference.



BEFORE AND AFTER:



Another example of
Professional
Photography and minor
staging.



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.

THE HOME OFFICE:

Whew! This is a tough one...,



Make sure checkbooks, credit card statements, etc are put away.
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

MORE BEFORE AND AFTERS:



From PLAIN
to
Shabby sheik!



BEFORE:



After:



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

BEFORE:



More Packing, and
Decluttering!

After:



BEFORE:



Master Bedroom
needs to look
welcoming...

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



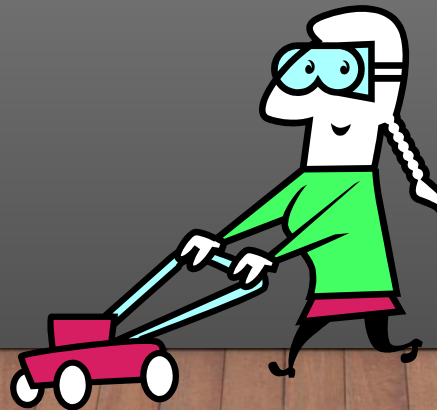
EVEN CLOSETS CAN LOOK BETTER:



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, Terri, or Carrie for help with your home





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