YOUR ATL AGENTS

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THE GOLD STANDARD METHOD

A GUIDE TO HELP DOWNSIZERS TO SELL AND BUY WITH EASE.

Luxury

KELLERWILLIAMS. ATLANTA PERIMETER

IT WAS THE BEST OF TIMES...

Your very first home may have been the best fit at the time. It had enough space, several rooms for your family, and even a yard for your family pet to play in. It could have been ideal for raising a family and enjoying life.

It was especially perfect when the kids lived there, with lots of friends coming in and out . Kids and toys and activities outside in the yard were the norm.



BUT THE YEARS WENT BY AND THINGS HAVE CHANGED....

The kids are gone and now, you live in a quiet house with no chaos or clutter. You keep it tidy, but you only want to stay on the main level where your living areas are. You try to avoid going upstairs to your primary suite because the stairs scare you and are very difficult to climb.

DON'T EVEN BRING UP CLEANING!

Cleaning is hard because of the many levels of the house. Each room is big and full of a lot of furniture, antiques, rugs, decorations and fragile objects. This requires careful handling. To make matters worse, going up and down the stairs is hard work and can even be scary. One back injury can set you back mentally, physically and even financially!

EVEN YOUR PEER GROUP IS MOVING ON!



Your peer group is moving on and buying or renovating new modern homes. You know, the ones with state of the art kitchens, appliances, HVAC systems and more. Homes that come with these amenities that aren't a waste of space nor break your budget.

When you see friends' homes that are renovated, you admire them but you have no idea where to start on your own home. You're completely torn between renovating your house and not renovating it because you think it is too big and expensive.

This causes you so much stress and anxiety because you're conflicted. To renovate or not to renovate - such a big decision that you don't do anything about it.

THIS ISN'T A RECENT PROCESS EITHER...

You've tried to take care of everybody and the result is that you haven't taken care of yourself and now things are completely overwhelming. You don't want to show signs of weakness, even though you have health issues yourself.

You want to present yourself to the world as being capable of taking care of things - your house, your yard, your spouse, your kids, and yourself. You're simply overwhelmed.

It can be tempting to demand that everything run as smoothly as before. But, the reality is that you and your husband are aging and can't handle all the tasks that you once did.

SELLING YOUR HOME AND DOWNSIZING CAN SEEM LIKE CLIMBING MT. EVEREST!

You feel like you need to move to a home that is more manageable, more simple, but you have no idea where to start or how to start. You just stand and stare at things and then do nothing.

There is no clear place to start and because everywhere you look, there is so much to do, you can't figure it out. You do nothing and that causes even more stress and worry.

How can you start when you don't know where things will go?

OR WHERE TO GO?

You may dream of a simpler lifestyle at this point but you do not know how to achieve this. Where can you live that is simpler, where someone takes care of the yard, the exterior maintenance, the amenities, etc.?

You're so tired of all the responsibilities that you want a simpler life. You don't need medical assistance but you do need a smaller, simpler home that you can manage by yourself and not rely on busy family and friends.



BUT THERE IS A WAY TO LIVE A SIMPLER LIFE...

A life that includes a smaller, beautiful home that you can enjoy one-level living. You will not worry about the steps! You feel less stress and worry about safety.

You'll be able to enjoy the golden years of your life with less stress and worry. You actually talk to each other again instead of nag each other about all the work that needs doing. You're calmer, more relaxed and thinking more about the pleasures of life.

Best of all, you won't need to worry about the outside of your huge home. Now the association will paint and maintain the roof and gardens.

This is heaven for you - you no longer have to ask your husband to do tasks that he isn't capable of doing. You're so relieved. Now you feel like you can enjoy each other and not argue over things that need doing.

You can make this your new reality with my Gold Standard Method!

YOU CAN MAKE THIS YOUR NEW REALITY WITH MY GOLD STANDARD METHOD!

Here's exactly how it works:

STEP ONE:

INTRODUCTION

First we meet and get to know each other better. We want to know why you're considering a move and understand your current and desired lifestyle. We have questions that help us fully see why your current home is no longer working for you. We want to know all the feelings and consequences that might arise if you can't move where you want.

We talk about your new home and figure out what you require from it. Maybe it's a change of neighborhood. Maybe it's a different floor plan or bigger garage. Whatever it is, we want to make sure we're on the same page.





STEP TWO:

ALL HANDS ON DECK!

Knowing your end goal, we can now help you facilitate the preparation of your home - whether it be for a fast sale, or a longer timeline to accommodate repairs or renovations before selling.

Based on your goals, we bring in professionals to help with the decluttering process and the staging process. We also have input for suggested repairs and cosmetic updates. We'll stay in touch with you during the work and check on your progress. If you run into any obstacles, we're just a phone call away. Every problem as a solution, and that's what we're here to do. Find solutions!

STEP THREE:

LISTING LIVE

Now we arrange for professional photography. Once that's complete, your listing is input into the MLS system and we begin marketing your home. We have access to closed network marketing groups and use our connections to promote your new listing through these groups as well as other public venues such as Facebook, Instagram, etc.

When offers come in, we advise and document details of each offer so you as a seller can select the best one that comes closest to the terms that are agreeable to you. Then, after careful consideration of all the offers, you will accept one and we will be under contract.





STEP FOUR:

NEW HOME

We'll work hand in hand with you to help you find and purchase your new home. Using my extensive network of agents and private network groups, we'll find off-market properties for you to consider. When we find an acceptable home, we'll be reviewing a market analysis with you so you understand the value and the price you want to pay for the home.

During negotiations, I'll be putting your interests forward to the listing agent and I'll establish a positive, friendly relationship with the agent to let them know we are easy to work with.. We'll discuss all the available strategies and options for you when there is a multiple offer situation, so you have the best chance of winning the home.

This can be a stressful time but I'll guide you with my experience and suggestions. Ultimately we will find the home that you will want to spend the next phase of your life in and will be the culmination of all your hard work to make the move.

STEP FIVE:

GRAND FINALE

We organize and monitor all timelines for a successful closing on your home and the purchase of your new home. This is critical so we do not miss any contract deadlines. We send reminders, updates and reminders and assists with final review of numbers for the sale of your current home and purchase of your new home.

We go to the closings of the sale of your current home and the purchase of your new home, often back-to-back on the same day. Don't worry. I assist with organizing the transition of moving out of your existing home and into your new home. Find your favorite type of bubbly and get ready to celebrate!





BOTTOM LINE,

- My Gold Standard Method can make the process of downsizing and finding your new home a breeze. Feel confident knowing that you won't have to deal with these issues anymore. Since you'll be under WAY less pressure, you can actually look forward to seeing your friends and family more often.

- It'll be even easier to enjoy a day off from home responsibilities and spend quality time with your family. This is huge in your world because you see your spouse's time as more limited and you want to make the best of it!

CHECK OUT SOME SUCCESS STORIES OF MY TRADEMARK GOLD STANDARD METHOD.

★★★★★

"Cynthia's sharp negotiating skills not only got the price down to our range, but got us several pricey add-ons. While I hope we never move again, if we do we'll call Cynthia in a heartbeat."

★★★★★

"Cynthia was a best friend and a killer professional throughout the whole process. This combination got us the home we really wanted while making it fun. We relied on her so much during our relocation. There's not enough praise for her."



MY STORY:

I determined early on that I wanted to work and earn my own money. I had my first job at 16 and worked all through college. I was happily working in a corporate position with a professional, fund-raising company before I had my children. I had the good fortune to know an icon in the City of Atlanta at that time - she was my boss and she was in her late 60's or early 70's. She had such a strong work ethic and presence- she was a force to be reckoned with. She was a great role model for women who want to achieve important positions.

When I had my first baby, I quit. I would be a stay at home mom and I knew that I wouldn't go back to that position unless I was the owner!

Fast forward to becoming a single mom with 2 children. I was told to look at real estate to re-enter the workforce because I was a good "PR" person. I didn't know anything about real estate but it sounded perfect because there was no "glass ceiling". I had experienced a glass ceiling for advancement in the corporate world at that time. In real estate, I could work as hard or as little as I wanted and the results would follow according to my own efforts. I could help people with an important goal in their lives, which was a joy to me because I am a people-person!



MY TRANSITION...

After about a year of efforts, in real estate, I began looking in the newspaper (No internet those days), for a real J-O-B ! I didn't mind working hard, but GOOD GRIEF, I really wanted and needed to earn money! I was then encouraged to continue my efforts and reach out to more people. If I didn't, I would just be wasting all the work for the last year.

I DECIDED TO STAY WITH IT.

At my office, we used the phone book to make calls to find anyone interested in buying or selling real estate. We were also told to go door-to-door, so another new agent and I hit the streets walking door to door. Shockingly, we found an actual person that wanted to sell his home and we were able to list and sell it! We were so happy, and the client was too! We achieved his goal and stayed in touch for many more years.

WHAT I REALIZED...

Is that every person was valuable to me and how their experience with me as their agent matters a lot.. My follow-up and communication had to be the best I could do. I needed them to think of me and refer their friends to me so I could help enough people to make my career worthwhile.

To stay in touch with my clients, I implemented a follow-up plan for each person I helped. My goal was to stay top of mind and continue to help them with any real estate issue they might have. . I helped with things, like, tax appeals, contractors, home values, etc., whatever they needed.

It took me 3 years to make the coveted "Million Dollar Club" in the Atlanta Board of Realtors.

Since then, I've helped hundreds of families. With my streamlined, simplified systems I strive to bring value and care to each client.

Currently, I am in my 37th year of helping people with their real estate needs. My passion is guiding people and being the resource for selling their big family home and purchasing a smaller, more manageable home.

I continue to learn and embrace the latest and greatest technology. Technology will help me and my clients to a faster, more simplified experience . When they have a good experience with me, it's because I help them remove the stress of moving. Each client becomes like family to me and I am committed to being a lifelong resource for them.



SCHEDULE YOUR FREE STRATEGY CONSULTATION TODAY!

If you need help with selling your home so that you can live out your golden years with less stress, schedule a free, no pressure 15 minute strategy consultation using the links below!

YOU CAN ALSO CHAT WITH ME IN FACEBOOK MESSENGER.

START CHAT IN FB MESSENGER

770.757.0001 personal business

YOUR ATL AGENTS Luxury kw KELLERWILLIAMS. ATLANTA PERIMETER