

TIMING

CHECKLISTS

TIPS & TRICKS

HOW TO KNOW WHEN IT'S TIME TO DOWNSIZE

STEP BY STEP GUIDES TO HELP THE PROCESS

TO HELP YOU MAKE THE BEST DECISIONS



ARE YOU READY TO

DOWNSIZE?

We all know that at some point in our lives, we will need to downsize. This could be because we want to simplify our lives, cut down expenses, be closer to loved ones, or because of medical needs.

While downsizing is known to be stressful and overwhelming, it doesn't have to be. We are here to deliver you the highest level of service and support throughout your entire downsizing process.



IS IT TIME TO DOWNSIZE?

Making the decision to downsize can feel daunting. What once may have been the perfect home for you and your family, may now seem too large or may be becoming a burden. Review these key points to determine if it's time for you to downsize!

#1 MAINTENANCE IS BECOMING OVERWHELMING

If the cost and physical toll it takes to maintain your property has become overwhelming, or impossible, it could be time to downsize. If you're regularly struggling to perform the chores required to maintain your property, or if your home projects have become a source of frustration, it's time to find a solution!



#2 EMPTY OR UNUSED ROOMS

Do you have multiple rooms collecting dust? A three-car garage holding just one car or being used as a storage room and collecting junk? Don't waste your time and money to keep unused areas cleaned and heated when they're far more likely to collect junk than bring joy.

#4 AGING

Beyond maintenance and upkeep, thinking about how your home will hold up to the demands of your body can be a tough realization. From showers needing grab bars, climbing flights of stairs, doorways being wide enough for a walker, etc.

#3 UNSUSTAINABLE MONTHLY EXPENSES

Large homes can carry steep costs, simply for owning the property. Some homeowners will see their tax valuation increase. Generally speaking, downsizing to a smaller home equals smaller monthly expenses, from mortgage payments, maintenance costs, and utility expenses.

#5 MAJOR LIFE CHANGE

Dealing with major life changes often requires a change in setting or environment.

Sometimes, a major life change is a sign that it's time to simplify and downsize. This can be retirement, empty nesting, change of employment, etc.

Whatever the reason, if your life is undergoing big changes it's time to consider whether your current home is the best match for your new situation.

DOWNSIZING DOES NOT NEED TO BE OVERWHELMING

WHAT NOW?

Once you've decided to downsize, your next step is to call the downsizing experts, Jeff & Cary Sims. They will sit down with you to review your FREE Market Analysis, which will help you determine how much your home is worth!

They will work with you to create a step-by-step action plan, from discussing where your next home will be, to determining what home repairs are needed, and helping with decluttering, organizing, and staging to get your home sold fast and for top dollar.

WHEN YOU DOWNSIZE WITH JEFF & CARY SIMS, YOU WILL RECEIVE:

- \$500 of Home Repairs for FREE!
- FREE Staging & Decluttering
- FREE Professional Photography
- FREE 3d Virtual Tours
- FREE Market Analysis



JEFF & CARY SIMS

DECLUTTERING CHECKLIST

One of the most important things you can do to prepare your home is to start sorting all of your belongings and create 4 sections: Giveaway, Keep, Sell & Trash.

KITCHEN

- One use kitchen gadgets
- Mismatched containers
- To-Go Containers
- Dishes
- Cups and Mugs
- Hand Towels
- Speciality dishes
- Condiments
- Spices
- Food
- Refrigerated Magnets
- Cookbooks
- Cooking Utensils
- Cleaning Products
- Jars and Vases
- Pantry
- Baking Dishes
- Pots & Pans
- Utensils

BEDROOMS

- Socks
- Clothing
- Shoes
- Hangers
- Accessories
- Sheets and Linens
- Jewelry
- Stuffed Animals or Toys
- Photographs
- Decorations

OFFICE

- Hobbies
- Wrapping Paper and Ribbons
- Pens
- Promotional Products
- Cords
- Electronics
- Cards
- Bills and Receipts
- Coupons
- Books
- Calculators
- Paperwork

JEFF & CARY SIMS

DECLUTTERING CHECKLIST

CLOSETS

- Blankets and Linens
- Product Boxes
- Storage Tubs
- Manuals
- Seasonal Decorations
- Batteries
- Books
- Picture Frames
- Photographs

GARAGE

- Power Tools
- Sports Equipment
- Yard Tools
- Paint Cans
- Cleaning materials

BATHROOM

- Makeup
- Bottles
- Testers and Samples
- Soaps
- Towels
- Cosmetics
- Lotions
- Medications

LIVING ROOM

- Movies or DVDs
- Knick Knacks
- Books
- Junk Mail
- Newspapers
- Old Magazines
- Wall Art
- Games
- Overgrown collections

GREAT JOB! NOW GIVE JEFF & CARY SIMS A CALL TO GET YOUR HOME SOLD!

434-258-4751

HOME REPAIRS

Even the best kept homes have some wear and tear over the years. When you start thinking about listing your home, chances are there may need to be a few home repairs to ensure you're home is in the very best shape!

Potential buyers will wonder what else in the home has been neglected if they spot problems or malfunctioning systems as they tour your home.

Jeff & Cary will help you determine which home repairs are necessary. Because we want your home to sell quickly, we offer a \$500 Home Repairs Credit with our Handyman, to help your home get in it's very best shape, at no cost to you!

EXAMPLES OF HOME IMPROVEMENTS:

- Paint your interior neutral, light colors
- Update your exterior and curb appeal
- Ensure your grass stays mowed
- Patching holes or cracks in the walls
- Focus on your kitchen
- Repair anything broken
- Replace worn or stained carpeting



EVEN THE BEST KEPT HOMES NEED SOME T.L.C. BEFORE GOING ON THE MARKET

HOME STAGING

"Staging is preparing a home for sale so the buyer can mentally move in" -Barb Schwarz

Staging your home can make the world of difference with your home sitting or selling! You can make your home stand out online easily, with staging your property!

Over 90% of potential home buyers start their search on the internet, staging your home not only increases the visibility of your property, but according to a survey by CBREC, staged homes usually sell 6% above the asking price.

WHY JEFF & CARY OFFER FREE STAGING:

- Staging increases the likelihood of a sale and puts your house above the competition.
- Staging gives the impression of a wellmaintained & clean home.
- Staging helps buyers emotionally attach and them see themselves living in the house.
- Staging and decluttering make the house seem larger and more spacious.
- You only have one chance to make a great first impression.
- Once staged, homes typically spend 73% less time on the market.







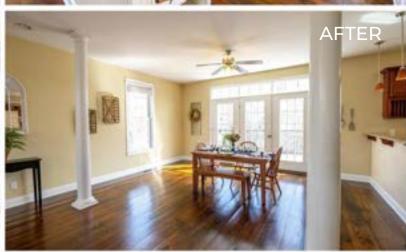












BUYERS BEGIN THEIR HOME BUYING PROCESS ONLINE







PROFESSIONAL PHOTOGRAPHY

In this day and age, buyers begin their home buying process online. Listings without well-lit, wide angle photos, or listings with only an exterior shot are often passed by.

If a homebuyer isn't sold with the images they see online, there's a big chance they will move on.

Jeff & Cary offer FREE professional photography to each listing!

3D MODELING & VIRTUAL TOURS

Jeff & Cary Sims offer a 3D Showcase online experience for homebuyers to move through a property and see it from any angle.

Bring your listing to life for potentials buyers online- this 3D modeling is more than a virtual tour! The dollhouse view gives homebuyers a look at the floor plan and space, while offering a completely unique sense of the property, as if they were there.

Receive a FREE 3D Modeling Virtual Tour when you list with Jeff & Cary Sims!



Pricing your home correctly is one of the most important things your realtor can do for you. Using training, experience, neighborhood comps, and knowledge of the local market, Jeff & Cary will price your home to sell!

As a seller, you need to be aware that pricing your home too high will cause buyers to avoid seeing it in person, and eventually will lead to you being forced to drop the price, and your potential buyer may have moved on.

When working with Jeff & Cary Sims, you will receive a FREE Comparative Market Analysis, which is a compilation of recent sales from your area, and takes into consideration home details.

SPECIALIZED MARKETING PLAN

When you list with Jeff & Cary Sims, our goal is to maximize your profit in the timeline that is right for you. Marketing your home online is essential in reaching the broadest audience of buyers. You need a realty team that is techsavy, reputable, personable, and profession! Together, we create high quality, professional marketing to get your home SOLD quickly!

- Market Analysis to determine the fair market value to help you price your home correctly
- Ensure your home is ready to list with \$500 of handy-man services- for FREE
- FREE Staging Consultation and Services
- Professionally photograph your home
- Complete a 3D Model and Virtual Tour so clients can visually see the floor plan
- Write and submit listing to the Lynchburg Multiple Listing Services Site (MLS)
- Promote your home on our website & mobile site, www.central-vahomes.com
- Syndicate listing to real estate sites (Zillow, Trulia, Google Homes, Yahoo Homes, Home Seeker, Oodle, Realtor,com, etc.)
- Promote home through our social media avenues
- Send mass email to all Lynchburg area agents
- Promote listing within our personal real estate circle
- Place Sign in the Yard
- Install a high-security lock box for safe & easy showings
- · Create beautiful, color flyers for outside and inside your home



ENGAGE YOUR BUYER EMOTIONALLY

PREPARING FOR SHOWINGS

When you have a house showing, you want to engage the buyer emotionally. Give the buyer space to envision themselves in your home by stading and accentuating your home's positive attributes.

- Leave the house for the hour your showing is scheduled. You may be tempted to want to be there to show off key features of your home, but the buyer needs the space. If there are important notes, make sure you communicate those to your agent to relay to buyers!
- Remember the Importance of Curb Appeal! Keep your yard freshly mowed, and walkways clear of weeds. The outside is the first impression, and buyers need to love the outside to get them into the inside!
- Set your heat or AC accordingly for showings. Showing your home is not the time to worry about the utility bill. Make sure potential buyers feel comfortable in your home- turn on the heat if it's cold outside, and the AC unit if it's warm!
- Take the trash out from the bathrooms, kitchen, and nurseries. Using a fresh smelling plug-in can also help eliminate unpleasant odors.
- Open all the window coverings and blinds! We also recommend turning on every light in the house- including closet lights! Do turn off TV and computer screens though!



24 EASY WAYS TO SELL YOUR HOME FASTER

- Let in the light! Open blinds & curtains. Clean & replace lightbulbs and light fixtures.
- Remove clutter and personalized items and photos.
- Paint your home a light & neutral color to brighten and make it look larger.
- Highlight selling points with your decor- such a large windows and/or fireplaces.
- Keep your home dusted and vacuumed at all times.
- Replace the carpet if it does not clean up well.
- Remove all smoke and pet odors.
- Make sure your home smells fresh and clean.
- Improve traffic flow by removing unnecessary or oversized furniture.
- Repair or replace any holes or damages to the walls and wallpaper.
- Wash all windows, inside and out.
- Remove and/or hide excess extension cords and exposed wires.

- Highlight an eat-in area in your kitchen with a table set for dinner.
- Always have your kitchen and bathrooms spotlessly clean.
- Expand counter space by removing clutter and small appliances.
- Make sure your beds are made and all linens are clean.
- Organize your closets, remove unnecessary items and put them in storage.
- Re-calk the bathtubs in caulk is not sparkling white.
- Put out fresh towels and decorative soaps.
- Keep the yard mowed at all times.
- Trees and shrubs should be kept trimmed.
- Keep all outdoor spaces uncluttered, swept and in good condition.
- Use flowering plants to dress up the yard, walkways, and patio.
- Make sure all doors and garage door are in good working function & freshly painted.
- Buy new doormats for all exterior entrances.
- Clean and shine all hardware such as doorknobs, light switches, mail box, etc.

MEET LYNCHBURG'S DOWNSIZING EXPERTS

Jeff & Cary Sims are Central Virginia's #1 husband and wife realtor team, and are in the top 1% of all realtors in the greater Lynchburg market. Over the course of their marriage, Jeff & Cary have learned each other's strengths very well! Together, they work hand-in-hand, each thriving in using their specialized gifts, to help you thorugh your real estate process!

Cary is creative at heart and knows exactly what prospective buyers are looking for. She helps each seller with complimentary staging and decluttering, to ensure your home sells quickly, for top dollar!

Jeff leans more on the logistics and behind the scenes of the real estate transaction. With his background in construction and sales, he helps with the negotiation process, home inspections, and the contract to close details.



Cary Sims

REALTOR® & HOME STAGER

A FEW OF CARY'S FAVORITE THINGS:

- Helping shelter pets find forever homes
- Baking sweet treats for her boys
- Bringing new life to an unwanted piece of furniture



Jeff Sims

REALTOR® & HOME PREP EXPERT

A FEW OF JEFF'S FAVORITE THINGS:

- Watching the Dallas Cowboys win
- A Saturday boat ride at Smith Mountain Lake
- Leaf blowing the yard



Janine

PHOTOGRAPHER
SOCIAL MEDIA
& MARKETING



Rich

HEAR FROM OUR CLIENTS



"Working with Jeff & Cary Sims was a great pleasure. They helped us sell our home in less than 30 days, find a new one, and made it all happen smoothly and painlessly. They work very well as a team, and communicated with us effectively every step of the way. They made the entire process fun, yet highly professional. We highly recommend them as realtors to anyone in the Lynchburg area!"

-Wayne & Marion in Lynchburg, Virginia



"Jeff & Cary helped us every step of the way as we down-sized our home life. Not only did they save us thousands of dollars by knowing exactly how to sell our house for a nice profit, but they made the entire process of selling, buying, and moving painless and fun. If you are considering buying or selling your home, working with Cary & Jeff is exactly the right choice!" -Philip & Vicky in Forest, Virginia



"Jeff & Cary made working remotely with realtors and easy process. Being from out of state, we had to coordinate showings and all of the other details that go around purchasing a home in Lynchburg for our son in college. Cary & Jeff make a great team, and were both very responsive to our needs and very helpful when it came to guiding us through the process. We found a great house at a good price and we are very happy with the outcome. I would highly recommend Jeff & Cary to anyone looking to buy or sell in Central Virginia!"

-Tim & Mary in Charleston, West Virginia

CENTRAL VIRGINIAS #1 HUSBAND & WIFE REALTY TEAM

NEXT STEPS



Are you ready to discuss your next steps? From seeing what your house is worth, to nailing down a detailed action plan, **Jeff & Cary Sims are ready to help!**

Contact us today for information about how you can receive:

- FREE Comparative Market Analysis
- FREE Home Staging
- FREE Home Repairs
- FREE Professional Photography
- FREE 3D Virtual Tours
- and more!

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JEFF & CARY SIMS

Lynchburg's Downsizing Experts

