

A Guide for Empty Nesters to Downsize with Ease

USING MY FIVE STEP PROVEN RESULTS METHOD



WHAT CAN I HELP WITH?



I help empty nesters downsize with ease using My Five Step Proven Results Method

You moved to your forever home some time ago. Where has the time gone?

Your kids have left home to start their own lives. Is it time for the next step as retirement approaches? Is it time to down-size?

Maybe you've lost your partner due to illness and now are looking after your home and property by yourself.

You possibly went through a divorce and kept the family home as you loved tending to the upkeep of the property and gardens.

You've lived a busy life and everything was great... until it wasn't. You now find your health is not what it was not so long ago. Your health challenges are starting to overwhelm you. You're finding stairs a real challenge now. It seems like yesterday your gardens were thriving and beautiful. Your grass was always pristine and now it isn't. What was once an easy task to keep your home spotless and clutter free has changed drastically.

Your energy levels have changed too. You're finding it easier to sleep on the couch than to climb stairs. You seldom get a good night's sleep anymore.

You now want some financial freedom instead of just continuously paying bills... feeling you're not getting any further ahead. Your home is in need of some updating and some maintenance. You're finding your pension is just not enough. Your funds cover your monthly bills. You're having a tough time saving for bigger projects. You're getting tired of living month to month.

You're starting to fear that not getting the ball rolling could leave your children with an incredible challenge. It feels like your life is starting to pass you by.

WHAT CAN I HELP WITH?



You're not sure where to begin. This is just escalating the anxiety you already feel.

You worry that all your possessions will never fit into a condo, townhome or seniors residence. What do you take with you? How do you decide? You have accumulated so many pieces... some very sentimental. Moving forward is a struggle with all of these worries on your mind.

Maintenance fees seem so high in condos. What will you really gain? You want to put money in the bank from your move. You want to be mortgage free. You want it to make financial sense. You worry about when the right time to move forward is.

When you sit down and really think about it, you realize health is your biggest hurdle now. You have been adding clutter instead of starting to declutter. You fear it may be too late now. Downsizing sooner would have made your life easier. You would be enjoying your golden years.

Taking in a tenant for extra income is not working out. You've tried refinancing. You did some improvements to your home thinking that would make you happy. You realize none of these

things are addressing your problems. The fact is temporary fixes will never solve the need to down-size.

The truth is you don't move forward from fear of missing out on a higher sale price. You're worried you won't sell at the best time. Your fear extends to not being ready to move forward at the right time...showing your home at it's very best.

By not moving forward you could be missing out on great buying opportunities. Procrastination is costing you financially and emotionally. Not acting is stressing you out more. Missing out on an ideal Seniors residence could put your timeline back substantially. You have had to decline moving into a reputable facility and go back to the bottom of their waiting list.

When will the next unit be available?



Your biggest fear is not making a move while still physically able. You don't want to be a burden on anyone. You want happiness in your golden years...being able to travel if you wish to!

**It's time to
put a plan in
place to
set you up
for success!**

1. PLANNING

The first step in getting proven results is planning. We start with an in-person meeting at your home. During this meeting, I get to know your motivation for moving and your timeline. If you're buying another home in the area, we also add this in. Knowing this allows me to put a strategic plan in place for you.

At this meeting, we'll tour your home together. I'll ask you to point out what you've loved about your home. If you're buying after selling, we'll also go into the parts that aren't working for you. I'll ask that you point out any upgrades you've made to the home. This is also the time to let me know about any payment plans on items like furnaces and the AC. I'll use this information to determine your home's value. I'll also provide you with a pre-listing package. It'll tell you how to get your home ready for the market.

STEP 1

Why does this step happen at this point in the process?

Failing to plan is planning to fail! We need to have a solid plan in place before we can proceed. Knowing timelines, whether you need to buy, etc. determines how fast we need to move. I customize my strategy based on your specific goals.

MY PROVEN RESULTS METHOD



2. COMPETITIVE MARKET ANALYSIS & SERVICES

Now I have the information I need to prepare your Comparative Market Analysis. This shows you what your home is worth. I take into account the upgrades you've made. If your home is in a prime location, I factor that in. If there's ways we can increase your home's value, I'll go over those with you. I present you with all that information in another meeting.

At that point, **I'll also discuss my added value package with you.** I want you to be clear about how working together puts more money in your pocket. At this point, we'll sign the listing agreement.

We'll also discuss whether to buy or sell first. Your financial situation will be the main factor here. Either way, we'll get you where you want to go. It's just the order of when we do things that will change depending on which we're doing first. I'll also connect you with a trusted lender if you need one.

STEP 2

Why does this step happen at this part of the process?

Knowing how much your home is worth is crucial. It determines your moving budget. If we can make small upgrades that will up the value, it's my job to tell you. I want to make sure we're maximizing your home's value.

MY PROVEN RESULTS METHOD



3. LAUNCH MARKETING PLAN

It's time to make the upgrades we've decided on in the previous step. Don't worry, though! **I can call all the tradespeople. All you need to do is open the door. I'll also organize my stager to visit your home. They'll make your home look photo-ready.** If you're buying first, this is when we'd go looking for homes. We'll create a needs and wants list and I'll create a custom list of properties for you. We'll search until we find the one!

Once your home is ready for photos, I bring in a top-notch photographer. They take HD photos and videos of your home. Depending on market conditions, if we're having an offer night, this is when we'd discuss the date. To get your home exposure, I have **"just listed" postcards** printed and delivered in the neighborhood. I prepare **beautiful feature sheets** of your home. We list your home on the **MLS** and I use **social media** to drive traffic to your property.



STEP 3

Why does this step happen now?

Properly staged and prepped homes sell faster. They also sell for 6% more on average. As an agent, my job is to help you get more for your property. This step makes all the difference. A few simple tweaks can add thousands in your pocket.

MY PROVEN RESULTS METHOD



4. GUIDED OFFER PRESENTATIONS

As people visit your home, I provide you with regular feedback. **When offers come in, I clearly go over the advantages and disadvantages of that offer with you. If we receive several offers, we compare them all to find the right one for you.** We'll then accept, counter, or reject. When we have an accepted offer, the buyer will work on removing conditions. I make sure everything's on track. When that piece is done, the sold sign goes up! This is a major moment!

If you're buying after selling, this is when we search. I'll make sure that you have enough time to buy, in the offer we accept. We take your needs and wants list and go hunting. When we find a property we love, we'll write an offer and go through the same process of clearing conditions.



STEP 4

Why does this step happen now?

Getting an offer on your home is the most exciting part! It means all the work we've done leading up to this has paid off. Your home is now sold, and you're almost ready to move on to the next chapter of your life.



5. CARING AFTER CLOSING

Now that the sales are firm, it's time for you to pack! While you do that, I'm doing a lot of paperwork. I also coordinate with banks and lawyers. I'll also schedule walkthroughs on both your current home and your new home. This ensures that the property is in the same condition it was purchased or sold in. **I schedule your current home to be cleaned by a professional cleaning company at my expense to alleviate that stress for you on moving day.**

On closing day, you'll get your keys and I'll have pizza delivered. You'll be unpacking and nobody wants to cook while their stuff is in boxes! **Just because our time together has come to a close, it doesn't mean that's the last time we'll speak. If you need anything, I'm just a call or text away.**



STEP 5

Why does this step happen now?

This is the most exciting part. Our work has finally come to an end. You're settled in your new home. Your home sold quickly & easily because you took the steps to maximize its value. Now you get to reap the rewards in a new home that you love!

YOUR NEW BEGINNING



You have now made the move and can't believe why you waited so long. No more stairs to climb. You are finally getting quality sleep...no more falling asleep on the couch. You're finding you have ample living space...but not too much to clean. With having a locker everything has it's own place...your anxiety is gone. You're enjoying the beautiful gardens surrounding you, without having to maintain them yourself!

You're mortgage has been paid off and you have a nest egg in the bank too! No more costly maintenance projects needing to be done...no need to save for upgrades either. Your maintenance fee covers your utility costs. It's less than you anticipated with your property taxes lower than your house was. You wonder why you waited so long...but very happy you've made the move!

Your home Sold for top dollar! Putting a signature plan in place made all the difference getting you where you will be so happy enjoying your retirement. Now it's time to plan that trip you have had to put off for so long!!

ABOUT ME

I never planned on becoming a realtor. It's hard to imagine the internet did not exist when I entered the Real Estate Industry in 1991. I did start down a path in the CGA accounting program at Ryerson after graduating from high school. It was definitely not for me. I have always found it boring doing the same thing over and over again.

I have always loved meeting new people. I will strike up a conversation anywhere. From a grocery store...to being on vacation. According to my parents...this has been from a very young age. It was no surprise when I wound up in sales back in the mid-'80s. The surprise was that I was selling products I knew nothing about... industrial gloves and safety supplies. I learned everything I could about the products I was selling. I built a strong loyal customer base.

Excitement filled the air when buying my 1st home in 1990. It was far from a good experience. I made a decision to become a Realtor based on my own experience. From the very first property I sold in May 1991, I knew I found my calling. My focus was on first-time buyers in the beginning. It's very rewarding when my clients tell me how happy they are after the sale is complete. Communication, knowledge, and truly caring is key for me, in building strong business relationships. Many turning into friendships has been very rewarding for me.

I still have clients in the same home I sold them over 25 years ago and now starting to think about their next move... down-sizing. Having down-sized myself not long ago... I have first-hand knowledge on the best way to start the process. I sell each home as if it was my own.

I have found over the years a tendency to gravitate toward animal lovers and sports minded people. Being a dog owner most of my life I have many clients with pets. I have a love of horses, mainly thoroughbred and standardbred racehorses. I've had the pleasure of helping many families over the years in the horse racing industry as well. Being a huge sports fan... whether it be golf, baseball, football, or hockey I find many common interests with my clients.

I am here to help you with a plan that meets your needs. My 5 step Proven Results Method will put your mind at ease. I'm sure that your next move will be smooth, pleasant, and stress-free.



Cheryl Jackson

TESTIMONIALS

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Cheryl helped my elderly parents sell their home in Peel Village. She was so lovely to work with from start to finish. We really appreciated her patience and understanding. My parents had lived in their home for 57 years. The whole process was new to us. She always took the time to answer all our questions and explain everything in simple terms. Selling a house can be emotional and challenging at the best of times but adding a global pandemic into the mix makes it a whole new experience. She was so calm and reassuring during the entire process. She provided well researched information about the housing market in the area and provided us with detailed research. She made herself available at any time to answer emails and text messages (7 days a week). Clearly explained any questions we had along the way. The house sold in just over a week! She went above and beyond by helping us find a really great reputable moving company. Thank you so much Cheryl

- Sarah Hill

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What we thought was going to be an easy sale ended up becoming a much more complicated ordeal due to the ongoing government changes and the fluctuating market. Cheryl always stayed 3 steps ahead of the game, anticipating what would come next and having a plan B, C, & D. She was compassionate, professional, always made herself available and performed under pressure. Working with Cheryl made me understand the value of hiring a realtor. Cheryl really pulled out all the stops to get me top dollar and my closing date within a short timeline.

Amazing work!
Highly recommend!

- Julia Teoli

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We used Cheryl 18 years ago to sell and purchase a home. There was never any consideration who to use when we decided to sell our current family home. 18 years after our first transactions, Cheryl's customer service is extraordinary. She listened to our needs, and presented a thorough marketing strategy which included pricing our home correctly and providing the services of a stager and had a pre-home inspection done...which was a bonus. We sold in less than a week. Thanks Cheryl for your expertise and ethical standards - it alleviated a lot of stress throughout the process.

- Glenna and Bernie

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-- THE NEXT STEP --

Book a call with me!

We'll spend 15 minutes going over the steps to determine if "My Five Step Proven Results Method" is the right fit for you, and answer any further questions you may have about it.

We'll determine what stage you are at in the home buying process, and if you would like to proceed then we'll schedule a time to meet for your consultation.

+1-416-258-6571

cheryljackson489@gmail.com

www.cheryljackson.ca

