

Sell-Ease 5D Downsizing Guide



**I Help Alleviate The Stress Of
Downsizing Your Home**

NRG
Nakon Realty Group

Picture This

You have lived in your house for many years. Having the great fortune of raising your children in your 2400 sq. Ft. 4 bedroom home. Things were great, maintaining your home was never a problem.

Your children would even pitch in and help with the chores. You have made friends with people on the street the same age. Their children became friends with your children and life couldn't be better.



Then It Seemed Out Of Nowhere Things Changed

Your children grew up and moved to start their lives building their family memories. The friends you made have also moved away and new younger families started the cycle all over again. The only difference is that you grew older and they became younger with small children.

That once-perfect home became too big for you. The gardening, cutting the grass and shovelling the snow has become arduous. You have lost the energy to take care of all that maintenance yourself.

Now it's just you and perhaps a partner and there is no need for a four-bedroom house. Keeping those vacant rooms dust-free and both the cost of and maintaining doesn't make sense.

Stairs Are Becoming More Difficult To Navigate



You are tired of lugging the laundry up and down to get washed and cleaned. You have also noticed that you have outgrown your street.

There is no longer a connection like you once had with your neighbours and you find that you are keeping more to yourself. Since the children have left you are feeling separation anxiety and you don't like it, you wish that you lived closer to them.

After years of living in that house you realize that you have accumulated a lot of stuff. The semi-annual garbage exemption is approaching, however, you are paralyzed at the thought of decluttering. Nothing is achieved because it's easier to do nothing than to feel overwhelmed.

You try and make the house more manageable, you put in a stairlift and it saves your knees but it doesn't solve all of the other problems that you have no control over. You can't change the size of the home you live in. The ongoing maintenance and cost to do so will forever be out of your control. You visit your children and grandchildren now and then but the distance prevents you from visiting more often.

Here's The Answer

Downsizing is unlike any move that you have made before. Everything seems to be happening in reverse.

My proprietary *"Sell-Ease 5D Downsizing System"* will help you get unstuck and downsize with ease.



DISCOVER

STEP ONE: Discovery Stage

Understanding why you want to downsize is important, and I can help you figure that out. Asking you questions to learn what you need and desire in your new home. This will ensure that both you and your partner (if you have one) agree on what is essential. To do this, I ask you questions like, "What do you think your life will be like in 10 years?" This will help you choose a home that fits your lifestyle now and in the future.

It's important to figure out why your current house isn't working for you anymore. This will help us find a home that meets your requirements and preferences. It's important to think about what you'll need in the future too, not just what you need now.

My Buyer's guide will help you think about what you want and need in your new home. You'll be able to make an informed decision that's right for you.



STEP TWO: Dissection Stage

After discovering your needs and wants, I'll create a customized MLS search that caters to your specific requirements. This includes a list of homes that will be curated for you.

Each listing has your unique criteria from low-maintenance condos to being in a great neighbourhood.

We focus on homes that support your needs and wants.

Welcome your children or other family members to be a part of the downsizing process as it is a significant step in your life. Family members can help you go through the transition smoothly.



DELIBERATE

STEP THREE: Deliberation Stage

We solidify our relationship by signing documents. We'd go over both the Buyer's Representation Agreement and the Listing Agreement, which outlines our working relationship. This step sets clear expectations and roles for each person.

My downsizing home service company can assist you in decluttering your home, selling or disposing of unwanted furniture and staging your home for sale.

I'd also use marketing strategies, professional pictures and virtual tours to make your home shine! Some marketing strategies include FB ads and content marketing. I'd use open houses too.

These marketing initiatives will make it easy to sell your home quicker and for top dollar.



STEP FOUR: Doorman Stage

As this step implies, I'm here to help you through every stage of the process.

I have a master's degree in Negotiations. This gives me the skills and expertise to help you navigate the complex and often stressful process of buying or selling a home. Coordinating everything on your behalf, so you don't have to lift a finger.

I want to make this process easy and stress-free. This lets you focus on the next chapter of your life.



STEP FIVE: Drink To Stage

While most of the heavy lifting has already been done, my work doesn't stop at closing. My mantra has always been one of gratitude and appreciation for my clients and I strive to show that in everything I do.

For example, each client receives a little token of my appreciation at closing. I'll also send you quarterly reports of statistics surrounding your home and neighbourhood. For those that need help with house-related service providers my clients know that they can always rely upon and call me to put them in touch with any of my vetted service providers.

All of these efforts have led to repeat and referral business, which is something that I truly appreciate. My ultimate goal is to build lasting relationships with you and to be a resource and friend long after the sale has closed.

RESULTS OF USING MY METHOD

When you use the **Sell-Ease 5D Downsizing System**, here's what happens:

✓ Financial Freedom in Retirement

You will have the freedom to enjoy retirement without worrying about finances. You'll feel less stress by not paying high utility bills.

✓ More Accessible Living

Your physical health will improve by not needing to climb stairs. It also prevents slip and fall injuries.

✓ Smaller Home, Less Cost And Less To Maintain

Time cleaning and maintaining can be put to better use in retirement. Take that dream vacation that you always wanted.

✓ Choice Of Living Closer To Family Or People Closer in Age

Live closer to family or in an area with people the same age and interests as you.



LET'S TALK

If you want to take the next step with confidence, book a strategy call with me to see how I can help you downsize with ease. Click here to book your free 30-min. chat with me on Facebook Messenger. or scan the QR code to book your 30-min. free zoom call.



CLICK HERE TO
START CHAT IN FB
MESSENGER



Success stories

"Ray was selling my mom's home in Burlington when she was moving. He is an excellent real estate agent, with top-notch service. He listened to every detail she specified. He is well qualified and will cover all his bases. His service is unmatched and he is always available.

He is a savvy negotiator whether buying or selling and will get you what you want ! Highly recommend him as he goes above and beyond for his clients. He even helped my mom move furniture and prep the house for photos and the open house."

Laura.

"Ray took the time to assess my father's property & advised my brother's and I on what improvements could help increase the resale value. Throughout the selling process, Ray kept in close communication & on numerous occasions, he rolled up his sleeves to help with tasks around the property.

He was courteous, genuine & professional in his approach and that made for a very positive experience. Thank you, Ray!!!"

Denis

Meet Ray



I grew up a child of a Polish immigrant, my father's story is much too long to adapt to this bio, but let's just say he suffered many hardships in his time before immigrating to Canada. Along with his family, he made the long boat ride ending up in Canada at the age of 16.

His days in Poland, then Russia in prison camps and then finally Uganda carved him into the man that he became. There was no option but to work hard and not accept any handouts along the way. Through his tenacity, hard work and his devotion to his family my father became very successful. I didn't have to live the hardships that he did but through his renditions, I felt every moment of it.

He always taught me that you do the best at whatever you do and accept nothing else of yourself. With his guidance, I began playing tennis when I was very young. Thanks to his teachings, I became the third-best junior tennis player in Canada. I owe my success to the values he taught me.

Becoming a Realtor® was a dream that I held for more than a decade. My procrastination from fulfilling this dream was a result of the fear of failure. Many times people close to me would suggest the negative aspects of the career. It always made me reconsider being a realtor®.

Twenty years ago I sold my own home and purchased my current home without the help of a licensed Realtor®. At the time this seemed risky. I knew then that I had the skills to do this job yet fear was getting in the way of my dream of becoming a Realtor®

I remember attending a few open houses with my wife in the fall of 2014. We met a realtor, who didn't seem enthusiastic or even cared about his job! It was then that I realized that I had the personality, patience, fortitude and work ethic to do the job, and all my doubts were cast aside. The very next day, I enrolled in my first course to get my license.

That Sunday afternoon in November was my "Ah huh" moment, and since then, I have experienced significant personal growth.

I learned that no one should control your destiny and that if there is something that you would like to do or achieve, follow your heart. That Monday morning in the fall of 2014 was a turning point in my life, I took fear head on and became a better person as a result.

Real Estate has been and will always be something that I am passionate about. I realized from an early age and learned from my father that if you work hard you can achieve the goals that you set.

My strong work ethic is a natural fit, to help my clients alleviate the stress of successfully downsizing their homes.

I would be delighted to work for you and assist with all your downsizing requirements.