



MARTHA'S 6 STEP PLAN

To Move You from Overwhelmed to Overjoyed





Most people only buy & sell residential real estate a handful of times. The process can be complicated and is considered one of life's most stressful events. I designed the following 6-step plan to guide my clients through this monumental milestone. Although the steps are not perfectly linear, they provide an excellent framework for moving through the process with relative ease.

1

Create a Vision for Your Next Act

The first step is to define your vision for your 'Next Act' which could be an exciting phase of your life with a new focus on how and where you want to spend your time. This may be the first move that is not dictated by a career or the needs of dependent children. The choices can be overwhelming but also energizing! It is essential to create your vision to harness the energy it provides for making a move.

Some things we will consider when crafting your 'Why?' and vision for your 'Next Act':

- Why are you considering a move?
- What do you want the next stage of your life to look like?
- What do you want to do more of in your next phase?
- What do you want to do less of in your next phase?



2

Understand your Finances

The next step is to understand your finances. Practical matters like finances are critical to realizing any vision. This is not a moment for despair—it is actually an exciting opportunity to figure out how to make your vision a reality.

Things we will identify during this phase include:

- What is the value of your current home?
- Cost of Living Comparison, Current v. Future
- Do you have the funds you need to buy your new home before you sell your current home?
- Your financial plan regarding assets, capital gains, etc



3

Develop a Timeline

We will create your timeline based on your specific needs and goals.

Some things that may influence your timeline include:

- Do you know where you want to go?
- Will you rent or buy your next home?
- When would you like to be in your new home?
- Do you need to sell or move by a specific date?

All good plans have some flexibility, and your move plan will be no different. We will adjust and update your plan as necessary as we progress. Even if the original plan changes (and it most likely will!), having a plan is an excellent tool for managing activities and expectations.



4

Prepare Your Home for Sale

The next stage can feel especially overwhelming. What do you do with all of the things you've accumulated? How do you preserve the beautiful memories from your current home and decide what you will keep, donate, or discard? And the big question: How much work do you need to do before putting your home on the market? I break this stage down into three steps and provide a list of suggestions under each category:

1. Sort & Declutter
2. Home Improvements
(with a strong focus on where you'll get the highest return on your efforts/\$)
3. Staging
(i.e., styling and furnishing a property for sale in such a way as to enhance its attractiveness to potential buyers)



5

Find Your New Home

If you follow real estate, you have already started this process! Knowing what is available in different areas and at various price points is a significant first step. If you're not currently following any markets, I recommend you start. Pick a few towns (or areas of the country) and sign up to get daily alerts. Following along online gives you a great sense of how quickly things sell and what you can expect to spend. If you're considering staying local, visit some open houses, even if the home doesn't interest you. It's a great way to jump-start your understanding of home values and the importance of property preparation.

As we move through the process, we will work together so that you can:

- Decide on a budget based on what you learned in Step 2 and the housing available in each target market
- Understand the different types of housing options
- Further, refine your needs and wish list from Step 1
- Explore neighborhoods, towns, and different states. This can be done online or in person and with me or one of my trusted partners around the country.
- Attend open houses, visit homes via private appointments, and look online
- Make a strategic offer when you find a home that meets your specific criteria



6

Execute the Plan

In this final step, all your preparation and hard work from steps 1-5 pay off! I will help you negotiate sale and purchase prices and any home inspection concerns to maximize your investment in each transaction. I will keep you on track with weekly updates and reminders of critical deadlines.

Before you know it, you will be settled in your new home, enjoying the life you envisioned for your 'Next Act'!

As you go through the process, I encourage you to use the following page to jot down your questions, thoughts and start to articulate your vision for your 'Next Act'.



Your Next Act Ideas

Let’s bring your ‘Next Act’ to life. Connect with me to personalize your plan and take that first confident step into your future home. Your vision is unique—your home buying experience should be too. [Schedule a consultation] and let’s make your next move as joyful and seamless as possible.



617.388.7655
martha@marthabrownre.com
marthabrownre.com