

REAL ESTATE BY MICHAEL SKAY





I help Chester County families downsize their home with my Concierge Real Estate Approach

This was going to be your forever home...

But then your kids grew up and it's becoming too much house...

When your kids were still home you had the perfect amount of space. Each kid had their own room. The finished basement was the perfect play area. You even had a dedicated home office space.

Now that your children are grown, you have far too much space than you need. Your cleaning rooms that haven't been used in months. Your heating and cooling unused areas. The big, empty house makes you feel lonely. The big yard that your kids played in is now a time drain to cut. You could be out enjoying your weekend, but you have too many things to do around the house.



Home isn't set up for aging.

Your knees ache a lot more than they used to. You know the time is coming when it'll be easier and safer to have your bedroom on the 1st floor. The tub and shower aren't as accessible as you need them to be if you decided to live your senior years there.

You see a time coming when you won't be able to live in your home as easily or safely as you do now. The maintenance of such a big home is harder and harder on your body. It would be nice to have everything on one floor.

Everyone and everything is too far away now.

You moved away to get more house for your dollar. Part of that cost was less time with your friends and family, and a longer drive to work. Now that your kids are grown, you have more time to see friends and family. But they aren't all that close. A quick cup of coffee. Stopping over at your brother or sister's home for a little bit. Attending a family party. Grabbing a beer with old friends. Having a couples night at a new restaurant. These are all things you wish you could do more of if you only lived closer.

You try to fit the lawn care and home projects into your busy schedule. You try finding things to use all the extra space for. You told yourself you'd make more of an effort to meet up with people. But no luck.

All the yard work and cleaning of too much space is getting old. You could be spending that time doing the fun things you told yourself you would do.

You love your home. You raised your family there. But emotionally, you are ready to downsize so you can do the things you have been dreaming of doing. Sometimes, what was a good fit back then isn't a good fit now. That's okay. Life changes. Your needs change.

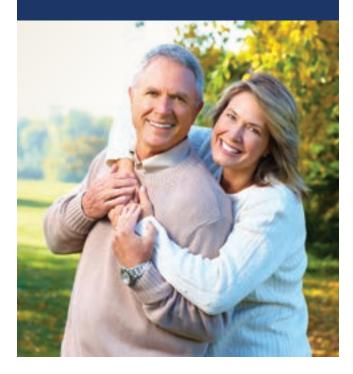
You keep putting off moving. You avoid updating the home. You start to slip on keeping up with the maintenance. And when your life situation forces your hand, the work to get the home ready is overwhelming. You meant to look into downsizing more seriously, but life got in the way. Now you want out but the to-do list is daunting. And you aren't as young as you used to be so the work is harder.

Your knees ache a lot more than they used to. Those steps aren't as easy as they used to be. If the house was set up better you would be happier and able to do more. But it isn't. You'll keep missing out on all the family parties, meals with friends, and hobbies. Your home has taken up the free time you thought you had gotten back. You hear your friends and family at events talking about the fun things they've been doing. You hear them mention the other places they stopped that day. You wish you didn't live so far away so you could do the same.

> So how do you solve this problem? Here's the Solution...

The Success Roadmap!

My success roadmap has helped countless past clients downsize into a cozier homes. This proven process is easily repeatable and can help you in this journey. It can make this journey much easier and stress-free!



STEP 1

Life & Financial Destination

Understanding the life and financial impact of selling and buying a home is critical. How will this impact your lifestyle, family, and happiness? Does this improve your personal finances? Will this move you closer to your goals? Your unique answers to these questions provide your roadmap's guiding light.

That's why we begin with our Destination exercise. We'll identify the things that you want most from a new home and a new community. We'll find the communities and homes that best match your envisioned lifestyle. Discovering your destination helps us map out your journey.

How will the sale of your home and a move to a new home impact your finances? Can downsizing improve your financial picture? Could it make retirement happen sooner? We'll take a snapshot of your current finances. Then we'll compare it to potential scenarios based on the Destination exercise.

We'll also get you pre-approved for a mortgage (if needed) and review the terms that fit your goals best. Understanding the financial benefit of each scenario can help forge the path forward. It can also identify which scenario gives you the most freedom to fulfill your vision.

Working through what'll make you happy and meet your goals is key to deciding if a move is right for you. Then we leverage my 25+ years in personal finance and real estate to make sure it makes financial sense.



STEP 2

Create a Roadmap

Selling your home and downsizing to buy your next home can be overwhelming without a roadmap. Now that we've identified the destination, we can chart the path forward.

My team and I walk you through the process and build an easy-to-navigate plan. First, we'll assess the current condition of your home. We'll identify its strengths and plan to highlight them. We'll also identify opportunities to improve your home for sale. Meeting with staging, organizing, and remodeling professionals if necessary. Then we lay out our options and weigh the cost-benefit of each. From there we build a roadmap that best achieves your goals.

Finally, we execute that roadmap to deliver exceptional results. Guiding you step-by-step along the way. Keeping projects and tasks on track. Taking care of as many of the tasks as possible for you. The roadmap gives us a clear direction.

STEP 3

Perfect Plan-perfect Home

We set clear goals. We developed strategies to prepare your home to sell. It's ready! Now it's time to put a coordinated marketing plan unique to your home in a place that maximizes results. At the same time, we use our home-buying roadmap to find your next home and community.

First, we use our proven best practices and strategies to make your home stand out. Having an agent with experience in sales and marketing gives your home an edge. We'll build a coordinated campaign to create the highest level of interest. The campaign includes social media ads and content.

A video highlighting your home, a dedicated website, featured listing emails, and more. As well as a marketing strategy developed to highlight your home's unique selling points. All are targeted to an audience likely to be interested in your home.

Next, we'll map out our negotiation strategy. Having a negotiation strategy in place makes sure you aren't leaving money on the table. We'll have a plan in place to negotiate with offers, during inspections, and all the way until closing.

Finally, we follow our home-buying roadmap to hone in on the communities that fit best. Finding the homes that meet your needs and checking off your wants. Once we find the right home for you we'll build an attractive offer that lands you your next home.



STEP 4

Expert Advice and Exceptional Results

My 25+ years in personal finance, sales, marketing, and real estate means you get expert advice. Not only on real estate but on all aspects of this journey. You'll feel secure knowing you can make informed decisions with the right information. At the right time.

This component of the success roadmap is ongoing and begins the very first time we meet. My experience as a personal finance expert, banker, and Realtor is now to your advantage.

My personal finance expertise helps provide you with insights to make sound financial decisions. My banking and lending experience will help us analyze offers. And build attractive offers of our own.

Experience in sales and marketing results in home sale campaigns that work. Negotiations that don't leave your money on the table. And someone advocating for your best interests along the way.

All this experience equals one thing: the expert advice and insights you need that lead to exceptional results.



STEP 5

Concierge Experience

The goal is also a concierge-level service experience. From the first meeting to beyond closing, and every step along the way. Becoming your real estate expert for life is the goal. Concierge-level service supports each step of the success roadmap. Making the process feel less stressful and more enjoyable.

We're taking the burden off your shoulders. Letting you continue on with your busy life, while we take care of the details. Such as helping you identify vendors and coordinating their efforts.

Tracking projects or improvements to keep your plan on track. Helping you plan your moving day. Finding the best services and resources in your new community that you need to be happy and live your life. Assisting in ending utilities at your old home and setting them up at your new one. And the list goes on and on...

You're busy enough. Selling and buying a home has a lot of moving parts. Let us do the heavy lifting. The guidance you need and the attention to detail you deserve. The building blocks of an amazing service experience. Here is what happens when you use The Success Roadmap...

You'd have the perfect amount of space.

Your house now has the perfect amount of space. No more stairs. No more empty rooms. You have all the space you need. You can walk out of your bedroom, brew a cup of coffee in the kitchen, and sit out on your patio.

It takes you less than an hour to clean. Your house doesn't stress you out anymore. It's the perfect amount of space. It's not too big, not too small. It's the right size to live in, maintain, and even entertain in.

Your home works for you now and when you get older.

Your new house has all the updated amenities. You don't feel like you sacrificed by downsizing. You know that if your health fails, or you're not as mobile as you are now, your house will still work for you. Your bedroom is on the first floor. Your home has transition design elements. All this gives you peace of mind.

Everyone and everything is close by.

You used to wait for the weekend to jam everything into two days. But now life is different. It's Friday and you've already been to the local grocery store and popped into your favorite bakery. Earlier in the week, you met up with a few couples you've been friends with for decades.

You enjoyed dinner and drinks at the local restaurant that offers outdoor dining. Another day you saw a music performance in the local park. This weekend is all about relaxing. Also planning what amazing food you'll have for your weekly Sunday family brunch.

The Success Roadmap helps you take the next step in your journey. It gives you peace of mind that you made well informed decisions. It makes the journey smooth and enjoyable. You are able to maximize the return on your current home.

The roadmap helps you find the perfect place to call your net home. It gives you back the time you have always wanted back. Time to relax. Time to spend with family and friends. Time to enjoy hobbies. Time to travel.

Testimonials



"Michael is a terrific agent! He made recommendations as to what I should do to make my home marketable. He was always available to answer my questions and walked me through everything. The house sold in 1 day! I couldn't be more grateful for his insight and professionalism. Thank you Mike Skay!"

- Barbara



"Mike was the best realtor I have ever worked with. He made the entire process run smoothly. He heavily promoted my listing on social media. He knows what he is doing and thinks strategically. He helped me get my house prepared for listing and was quick to answer the phone when I had questions or concerns. I would even call him for advice on the home I was buying in another state.

He even called my seller's realtor to clarify questions about selling my home. He didn't need to, that was the responsibility of the realtor I was using to buy my new home. But he knew I was concerned so he offered to help. He is a one-stop shop. It is like having an amazing realtor, project manager, and customer service person wrapped up in one person."

- Dan C



Book a Free Strategy Call!

If you want to take the next step, book a strategy call with me to see if I can help you get into your next home. Click here to book your 15 min intro call or chat with me in Facebook Messenger.





About Mike

Growing up in the '80s and 90's, I watched my parents (like many families) worry about money. It was stressful to witness as a kid. I worried a lot. I didn't understand at the time that personal finance and real estate had become complicated. Making it harder to navigate for middle-class families. No one was available to guide people. Some expert guidance could have made all the difference.

I became convinced that hard-working people (like my parents) needed someone in their corner. Someone giving good advice, helping them build strategies, and leveling the playing field.

I decided I would become that person in the absence of anyone like that.

While attending college, I began my career in personal finance with a credit union. After that, I became a mortgage lender. I taught people how to improve their credit and finances so they could buy a home one day.

I became a financial advisor to help people with their complete financial picture. I began my career as a financial advisor with an investment firm and then with a big bank. I realized that the feeling I had as a kid was true. The odds are against the everyday person. I decided to go back to school and finish my degree in Finance Management. I went back into the credit union world. First working for a local credit union helping people improve their finances. Then, with a national credit union traveling the country teaching financial wellness. I was invited to speak at national conferences. As well as at companies such as Google, United Airlines, and Kaiser Permanente.

I focused on making a positive impact on people and their ability to be successful with money. Deep down I knew what my next step would be. I knew I had a passion to build a business of my own.

One where I could help people one-on-one again. A business that was on my terms so I could guarantee that my clients' best interests were the focus. And a business that allowed me to pursue both my passions: personal finance and real estate.

I decided to help people make well-informed real estate decisions with trusted advice. To help them with one of their largest financial goals. This includes helping clients navigate a complicated process by making the journey easier. Leveling the playing field by being the expert in their corner. Delivering a concierge service experience. All while providing exceptional results. A real estate business focused on helping people achieve their goals.





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