

Finely Crafted Realty's

"The Elevate Method"

Our 5 essential steps to design
your best life in your next home.



You know what your ideal life looks like. Sure, things are good now, but you want more. You're thankful for what you have and how far you've come. You have a roof over your head. You've climbed the ladder at work. Your kids are happy.

But still, something's missing...

Organization has gone out the window.

If we're being real, you have a lack of space, so everything is disorganized all the time. Stuff has taken over your life. You can never find anything. You're always frustrated. You used to be organized and you feel hopeless about getting back to that. Your bedroom doubles as your office. Your kitchen island doubles as a homework station. You're always interrupting each other's daily routines. You wonder: would your family get along if they could spread out?

We've
seen it all ...

You work hard and want something to show for it.

You've been so busy building your family and career that your house has suffered from a little neglect. You always watch HGTV and see pretty houses, and it bums you out. You're jealous of some of your friends who have moved into new homes. If you can't come home after a long day of work and enjoy your life at home, then what's the point?



You live in your car.

You're spending so much time in your car, you might as well be an Uber driver. You have to commute to everything. Whether it's work, kids school, or god forbid, something fun. It all takes way too much time in the car to execute. Every time you go to the store it's like you're planning for Armageddon. You're so afraid of forgetting that one item that will mean yet another 20 minute trip back to the store.

Friends, what friends?

Your current setup does not work for entertaining in the slightest. You dream of being that house where everyone hangs out. Yet every Friday night ends up with you watching Netflix and eating pizza. There isn't enough room to cook big meals in the kitchen. You don't have enough room for people to gather or sit. In a perfect world, you'd be spending Friday nights hosting friends. You feel like you're missing out and life is passing you by.

You've tried to make your current home work, you really have.

You've spent a lot of time in the organization aisle at Target. You wonder if you can buy your way to a more organized life. You've assigned chores to your family members, but no one sticks to a system.

HGTV is always on in the background. You've started to plan update projects, but don't have the time to follow through. Plus, you're afraid to spend money on a house you're not staying in forever.

Where you live, you can't carpool. You've tried that. You and your spouse trade off driving duties, which cuts down on personal time spent in the car. Except it adds to time spent away from one another. There's no winning.

At times, you want to have people over. Your desire to entertain outweighs your fear of hosting. But it feels like moving heaven and earth to get the house prepared for that. You can't clean or rearrange enough to feel ready.

You want these to be easy times with your family. After all, you have a lot to be grateful for. Yet, so much feels forced. You're missing a certain sense of comfort when you are home.

All of your efforts have been a
band-aid on the real problem...

You know you need to bite the bullet, and somehow find the time to get out from under your current home and into a new one. You need a fresh start.

If you do nothing, you fear you won't be able to enjoy day to day life. Contentment should be a simple thing, but your current home is complicating it.

If you do nothing, would you be giving your family what they deserve? Your family deserves to live their best life.

They deserve to be closer to school and work.

They deserve the space to spread out and grow in.

They deserve a life with less pressure.

They deserve a place where they can breathe.

A place where your family and **you** can live your best life.

By now, you're with us. You know that a new space is just what you need, but the path to get there is overwhelming.

Let us introduce our *Elevate Method*



Step One. Craft your plan.

We sit down with you to come up with the vision on how you want to elevate your life. Then, we walk you through the process and connect you with our lender to get pre-approval. The lender works with us to coordinate the finances of your home sale and purchase. We handle the logistics. Our team dials in on where you want to be and what you need in your new home. We help you learn what your money will buy you in the area you want to be. Real estate should help contribute to your life goals.

We also review home sales with you including homes that have sold and our competition on the market. Our goal is to dive into what buyers want and expect, so we can set your home apart from the competition. We want to get a feel for how long homes like yours are taking to sell and how price and condition affect that timeline.

At this point we need to lay everything out on the table. There are so many moving parts when it comes to buying and selling at the same time. The more details we can learn about you on the front end help us limit issues that could arise when under contract.



Step Two. Prep + Stage to sell.

We work together with you to create a game plan on how we will prep your home for sale. Our first step is a walk through your home with you. You'll get a 'punch list' that includes items that you need to remove or items that need fixed or freshened up. We can help connect you to professionals you may need to complete the punch list. Next, we create a list of items that our team will provide for staging. Staging will help show off your home to potential buyers. We can revisit the numbers with a clear picture of the market and what buyers expect. Together, we can come up with a price for your home. Our 'net proceeds' sheet will show you what money you will profit from your home sale. Knowing this figure will play into what home you will buy.

You'll also have a little bit of paperwork to complete at this point. We need to know the upgrades you've made to your home. Listing the special reasons you've enjoyed your home is a good idea.. Even things like utility costs can be important to buyers. These items will help us market your home. We'll have information ready for interested buyers when the time comes.

Most people think they would need to do this in reverse. People think they need to figure out where they are moving and then figure out the home sale. The truth is, it's much more effective to figure out your home sale first. Doing so helps you be better positioned to buy your new home. It also makes you look better in the eyes of a home seller because you have your ducks in a row. It can help set you apart from the competition.

Step Three. Home Search.

Let's begin your home search! Now that we understand your price point, location, and desires, we're ready to rock. Our team will get you set up with an online search through our MLS system. Doing so makes sure we never miss out on a new listing that hits the market. We help you point out pros and cons for each home you look at. Working around your schedule, we'll set up private showings at homes you want to see. We work hard to target off market homes in your target area.

Once we find your new home, we'll walk you through all paperwork to make an offer with a home sale contingency. When your offer is accepted, it's time to move forward with going live with your listing.



Step Four. Hit the Market.



Once we have a deal in place on your new home, it's time to get your current home sold! The faster we can get it on the market, the quicker we can remove the home sale contingency on your new home. Since we worked hard to get your home ready to sell, we're ready to rock.

As part of our strategy, we use our community relationships and online marketing. Our goal is to make sure your home gets in front of the right people. We list your home on the MLS, which feeds to hundreds of other search sites. Creativity is part of our plan with each listing. Sometimes, we host unique events. We use ads and social media to get your home in front of buyers. We work with you to make it easy on your family for showings. Together, we'll craft a plan for reviewing offers that come in.

When we get an offer, we sit down with you to make sure you understand everything. Spoiler alert, price isn't the only thing you need to consider. Time is spent making sure the offer we accept will work with the contract we have in place for the home you're buying. All the details must fit together.

Step Five. Bring it home.

Now we have two deals in place. The first is the home you're selling. The second is the home you're buying. Our team will oversee all the details and are proactive in handling any issues that come up. We'll guide you through inspections and repair negotiations. Next comes the appraisal. We work with you to schedule a walk through and set up closing dates. The average time frame in our area from contract to close is 30-60 days.

During this time, you can expect updates from our team throughout. The goal is to make sure you stay informed and to ensure nothing slips between the cracks. Our team has helped hundreds of families buy and sell over the years. Using the judgement we've gained helps us get you to the finish line.

**Now you know how The Elevate Method works.
Let's show you where it can take you.
Picture yourself in your new home.**



Read & Visualize

Your home is organized. Everything and everyone has a place. You are at ease in your day to day life. You look forward to walking in the door at the end of each day.

You don't feel pressure to rush around town anymore. Your work, your kid's activities and the majority of your life is close to home. No more packing bags to get through the day. Home is there whenever you need it.

The mood with your family members is light and relaxed. It's funny, you're now spending more time together as a family because you want to, not because you have nowhere to spread out. You're even hosting get togethers with friends!

You are so excited to wake up every morning, grab your coffee and sit in your favorite spot in the house. Your home is a reflection of you. Something you are proud of.



Let us help you live your best life in your next home.

Schedule a consultation @
[finelycraftedrealty.com](https://www.finelycraftedrealty.com)

The talk around town...

Finely Crafted Realty is AMAZING! We sold our home in less than 24 hours and for top dollar. They marketed and staged our home to look like something out of House Beautiful. They KNOW real estate! We highly recommend Finely Crafted Realty. You will not be disappointed! - **Kelly Johnson**

They were so incredible! They always made me feel like their only client. I was nervous about selling my house. They were supportive. They helped us find our dream home and sold our old home fast. They will do anything they can to help you while still operating with integrity and honesty. - **Christine Mason**

We have used Finely Crafted Realty for buying and selling homes. We won't go anywhere else. Their customer service is top notch. They make the process smooth. The communication during the process keeps everyone in the loop. We love working with them!

-**Tara Brown**

I can't say enough wonderful things about Finely Crafted Realty! They went above and beyond for us, they were patient. We had them show us many houses and they kept their patience with us. They helped us stage our house. They gave us tips on how to make the house pleasing to potential buyers. They had our house sold in 2 weeks and saved us from having to do an Open House. We were very grateful for that. We had them working double time because we were selling and buying at the same time. They handled it like a champ. We have recommended them to many of our friends and will continue to do so.

- **Chrissy Oliver**



Our Story



When I graduated high school I didn't go off to college. Instead, I got a job at a local lumber and hardware store making \$10/hour. All my friends thought I was crazy.

During my first year at the lumber and hardware store, I learned a lot. I learned that no job was too small, and to do more than I was asked. I also learned about what I was selling. I learned about lumber, plumbing, electrical, windows & doors. I couldn't see it then, but the knowledge and relationships I made here would forever impact my life.

During that first year, I realized that I better make a plan. Why not real estate?

Well, for starters, I'd grown up around people who kind of hated real estate agents.

I didn't really want to be one of them, did I? But maybe, just maybe, I could be different.

Once I got my license, I cleaned houses to make money to get by. This allowed me the flexibility I needed for real estate. If I had a dollar for every time I changed out of my house cleaning clothes into my house showing clothes... Well, you get it.

I spent my days outworking my competition. Little by little, day by day, I was able to generate enough real estate business to quit cleaning houses and focus on real estate full time. The more time I spent on real estate, the more I loved it.

So, I decided to go from being an agent to starting a brokerage and Finely Crafted Realty was born! By born, I mean that I went home and worked by myself for the next year and a half in my dining room cranking out sales. I was making it! I was helping more people than I ever thought was possible.

But there was a twinge of loneliness, not to mention some overwhelm. Was this really a journey I was meant to go on alone?

Insert, Jordan & Sheryl. I realize now that I was never, ever meant to do this alone. Jordan & Sheryl were the missing pieces of the puzzle and have made Finely Crafted Realty what it is today.



Now, we spend our days working together as a team. We've helped countless family's real estate dreams come true. We've purchased and renovated our office building in the heart of our community. We've put our blood, sweat and tears into this business and truly feel at home.