



The Move-Up Method:

Guiding Sellers
from One Home to
The Next

At first, your home was perfect for your family.

You thought that you'd stay there long-term, but circumstances have changed.

The house wasn't able to change with you.

You're finding yourself saying things like:

"We'd like to live in a better school district."

"Our neighborhood isn't what it used to be."

"We'd like more space."

"We need to upsize."

It's not one thing causing your frustration, it's many, small issues that have compounded over time.

Your current house simply isn't cutting it anymore.



Whatever the reason, relocating from one home to the next has a LOT of moving parts...and stress to go along with it.

If done wisely with the proper guidance, those parts will work like a well-oiled machine, and produce a favorable outcome for you and your family.

But if just one part malfunctions, the whole machine could slow down - or worse - it could STOP altogether, and cost a LOT to repair.

Throughout our time on this planet, “life events” will be unavoidable. Job change, job loss, health scare, downsizing, upsizing, rightsizing...You can call it whatever you’d like...I call it the messy middle.

So the big question is...

How do you move from one house to the next without risking your sanity and boarding the first train to real estate hell?



How do you **fit it all in?**

I'm happy to have the opportunity to answer it for you. But before I do, let me introduce myself.

My name is Jordan Reeder. I was born and raised in Seattle and have been proud to live here for my entire life. But where I live is hardly the reason I call it home. Relaxing with family, playing golf, and spending time with my wife, Jenna, remind me of my blessings every day. My two bold and gregarious Bengal cats, Lola and Elaine Benes, also bring me immense joy.

Throughout all my experiences, one thing is certain. I've always had a passion for helping & educating people in my hometown. At a young age, I made a decision to pursue a career in finance. I read all the books, passed all the tests, and spent the next several years building my business.



But something was missing.

The financial industry is and always will be about only one thing... Money. Making more of it. Not losing too much of it. Retiring early enough to spend it.

It was all too impersonal. A profession built around being personable became, well, not so personal after all. The most important things in life are rarely written on a spreadsheet.

I knew it was time to pursue a different goal. Late nights and long weekends honing my craft pushed me to leave a career that had become unfulfilling to begin a new chapter in Real Estate.

These days, my goal is simple. To provide as much value and make as much impact as I can while helping people in Seattle move up to their next home.

And my mantra has always stayed the same...

Do what you say you'll do, Treat clients like family, and **Always do the right thing.**

Let's be honest, moving from one home to the next can be a daunting task. Trust me, I've been through it. It starts with a lot of questions...



When should you start your real estate search?



How quickly should you list your current home?



How much can you comfortably afford?



Should I sell or buy first? How do I navigate them together?

And finally the earlier question that has you reading this guide...how do you move from one house to the next without risking your sanity and boarding first train to real estate hell?

The answer is this. You need a Process; A proven Method.

Over the years of working with people facing similar scenarios, I've developed a strategy that takes the stress out of finding your new home and selling the old one...

All while loving the process along the way...whether you're buying, selling or just kicking the tires.

Here's how it works:

Whether you are looking to move up to a new home, downsize or anything in between, the buying and selling journey has similar steps, but rarely the same. (please italicize similar and same) Following this method will help to smooth out that messy middle...and makes it a bit more tidy. Together we will embark on this path:

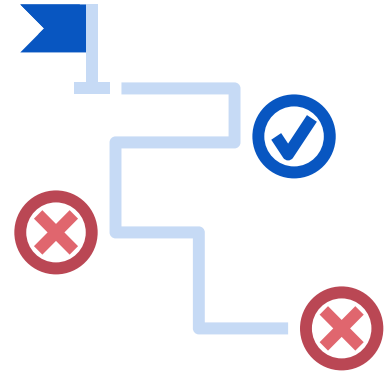


But selling a house and buying a new one can't be too difficult right?

Try doing it with kids, sports, animals, hobbies and, oh yeah, a job. This is where you'll most likely be introduced to your very worst enemy....Stress. To eliminate this Stress and Worry, we'll simply walk together along these steps which will gently lead us to our goal. But first, let's go over each step in detail:

STEP 1

Plan your **Journey**



Most great things in life don't happen without a plan. So why leave the important task of buying and selling a home up to chance? If you were to go on a road trip, one of the first steps you would take is to plan the journey.

Buying and selling a home is no different. I want to learn more about you and your family so I can best assist you in finding your dream home.

- > What are your likes, dislikes, and deal breakers?
- > What areas interest you?
- > What does a typical day look like in your household?
- > If you also have a house to sell, what would make it a success?
- > What expectations do you have of the realtor you're working with?

All these questions are important so I can help plan your journey and end up at the right destination.

STEP 2

Your Financial Portrait



It's time to take a look at the numbers. If you currently own a home, I'll complete an equity assessment for you. This shows you the equity you have available to you in your current home. This is an important piece to the puzzle.

I also present several options to leverage that equity. There are other pieces to your financial portrait, like your earnings. Do you get paid in RSU's or stock options as part of your compensation package? What if your stock is down? Or better yet, what if it's up?!

- > Should you roll your equity into your next home?
- > What are the tax liabilities of that choice?
- > Should you sell some of your stock to use toward the purchase?
- > Is this an ideal time to look for investment potential?

Let me paint a clear financial picture for you so you feel comfortable making such an important decision.

STEP 3

Lay the Groundwork

By now, I've learned a lot about you, your family, and what makes you tick. Going through the first exercise was prepping the road for travel. As we move along our journey together, tasks will need completion before we can hit the road.

OUR GOAL HERE IS SIMPLE:

To help uncover tasks that make the most impact and create a plan to get them done. A few of the items on the list:

- > Getting pre-approval from your lender.
- > De-cluttering your home before we list to name a few.
- > Identify areas that will increase your homes value

Don't worry. I have a checklist for that. If your home needs a lot of work, I have a plan for that too. Whatever the state of your home, I help you get the job done.

Abraham Lincoln once said "give me 5 hours to chop down a tree, I will spend the first 4 sharpening the axe." Smart strategy. The worst strategy is to not have one at all. By discussing these items early on, we'll be sure not to hit any speed bumps along our journey.

STEP 4

Hit The Road - **Selling Your Current Home**



Now it's time for the rubber to meet the road. Here I install a unique and customized solution to sell your home.

About one week before your house goes live on the MLS, I'll complete the following items for you to complete the Listing Package:

- Set up a Professional Staging Consultation if needed
- Schedule Professional Photography, 3D Walk-through and Drone Footage
- Create a customized Social Media marketing plan to drive engagement
- Schedule an Open House and Community Outreach program

Simply put, I'll use the most cutting edge and modern strategies to get eyes on your home...and I spare no expense in doing so.

Finally, I'll run a market report and set the list price. Here I'll look at active inventory and comparable sales to help identify competition and set the price for a quick sale.

History has taught us that focusing on the home sale first is less stressful; let me guide you through it before moving on to the next step.



STEP 5

Merge Onto The Buying Highway



So we've reached full speed in your pursuit to find your dream home. Congrats! The next order of business is to locate the perfect house. I'll do that by setting up a search for the types of homes that interest you. The goal is to find at least 5 houses that you'd like to see in person and to refine the search over time.

Think of this process as throwing a dart at a dartboard. If your perfect home were the bullseye, chances are you won't hit it on the first throw. You'll have to hit a few of the outer rings first.

The good news is that each house provides an opportunity to identify the features that you want in a home. Once we've found the right home for you, I'll craft a unique offer that the seller won't be able to resist.

We have one goal at this stage. To ready the path to owning your dream home while creating as little stress as possible. You'll discover the right property for you and your family in this step. I'll have cleared the path forward so you can go after it.

STEP 6

Reach The Destination - Your Dream Home



By now, we've submitted your offer and gotten it accepted. We have cruised through the inspections, negotiations and are happily moving toward the closing date. By this stage, I'll be working with your lender and the escrow company to get documents prepared to sign. Let me take care of the paperwork so you can focus on packing.

Over the next few days before closing, we will accomplish the following items to make the process seamless:

- I will be in touch to make sure any lingering questions that you have are answered.
- I'll schedule a final walk-through before closing to make sure your home is received as expected.

- 1-2 Days prior to closing, you'll meet to sign all documents to close. I'll be there if you need me.
- Once we get word from the County that we've closed, get ready to receive your keys!

After closing, we'll run through a customized checklist to make sure settling into your new home is a breeze. Let me make sure that your utilities change over to your name; another stressful task that I take on for you as a thank you for putting your trust in me.

My goal is to be sure my service does not stop there. You'll receive periodic updates regarding your local market conditions, equity appreciation and other valuable information to keep you in the know about your home and your local area. Now it's time to pass over the keys and toast to you and your new home!



I created this method for **one reason..**

To help you ENJOY the process, not dread it. I know that may be hard to imagine right now, but countless clients of mine will attest to the fact that it works...if you allow me to work it with you.

Here are a few ways to get a hold of me and start this process together:

- 01** Click the Link to Book a Call with me
- 02** Click the Link to Chat with me on FB Messenger
- 03** Click the Link to Get a free customized home value report
- 04** Call, text or email me anytime. My contact information is below



CLICK HERE TO
**BOOK A CALL
WITH ME**



CLICK HERE TO
**START CHAT IN FB
MESSENGER**



CLICK HERE TO
**GET A FREE
HOME VALUE REPORT**

Should start with the following text “Let me handle the unpleasant steps in the real estate process so you don’t have to. I’ll look forward to meeting with you and helping you achieve your goals in Real Estate.



Jordan Reeder, Realtor

“Helping Busy Families & Professionals In Seattle
Move Up To Their Next Home”

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Here’s what a few of my clients say about me...

“ After a recent job loss due to an injury, I had fallen behind on my mortgage payments. I was facing foreclosure after living in the same home for 30 some odd years.. Jordan met with me, took time to understand my situation, and provided a solution to sell my house so I could relocate. I have since moved on and I am very happy that I called them when I did. I cannot thank him enough for helping me during a tough time.

- DENNIS J.

“ I would definitely recommend working with Jordan and his team. They were able to help me and my family out of a difficult situation and allowed us to move on with our life. I’m grateful for their sincerity and professionalism. I get that its a business, but I didn’t feel like I was just another number.

- TYLER C.



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