



MEDINAGROUP

I HELP DOWNSIZERS MOVE WITH GREAT EXPECTATIONS USING MY

New Season Process

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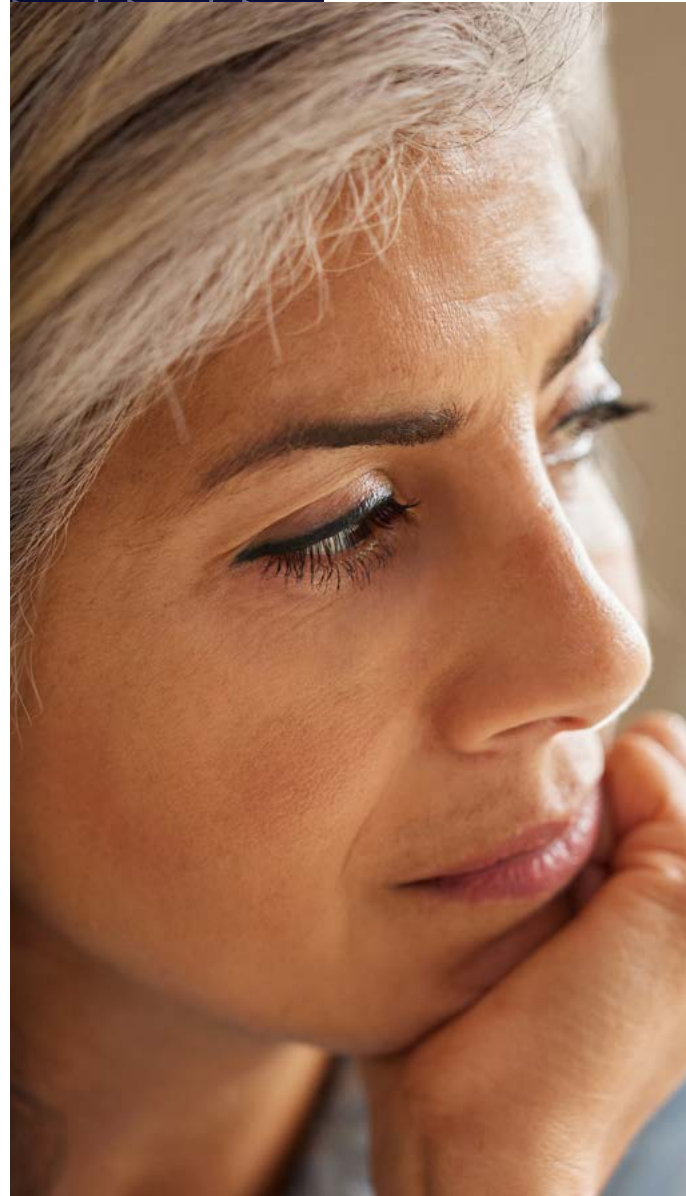


YOU THOUGHT THIS WAS YOUR FOREVER HOME.

When you purchased your home 20+ years ago it was the perfect place to raise your family. The community was full of kids. The kids hung out in each other's homes. And the moms got to spend time together. Then the swimming lessons and the pool parties. Driving lessons and their first car. Their first job. Then college and weddings. Now the house is empty. You're entering a new season in your life.

HOUSE IS TOO BIG.

You never thought you were going to look at your house as it's too big now. Even though the kids are gone the upkeep is way more than you can handle. The projects are building up. Even if you keep a few doors closed to the bedrooms, you still feel the need to clean them. Don't even mention the yard work and the pool! You've always done them yourselves and you don't want to pay to get them done. Your weekends are no fun. You're tired of nagging each other and the fights. Times are changing though. You don't want to do it anymore.



Now
the
house is
empty.



CAN YOU REALLY AFFORD TO MOVE NOW?

You don't owe money on your home. Yet, you worry since the market has changed that you won't have money left over. You may have to pay more for a much smaller house than you'd like. You don't want to have to live on a tight budget. You do have some retirement money. It's always nice to have a bigger cushion for the years ahead. You want to travel and be able to fund family vacations.

THE STAIRS

When you bought the house you never thought the stairs would be an issue. Thinking back, having the primary bedroom on the first floor would have been perfect for you now. You have fallen a few times already. Your knees and hips are not what they used to be. You need to take care of yourselves now more than ever.



*You have
fallen a
few times
already.*



*You can't stop
the fighting and
complaining.*

THE NEIGHBORHOOD IS GEARED TOWARD YOUNG FAMILIES AGAIN.

Your long-time neighbors have moved away. They have downsized to smaller places geared to their new lifestyles. Some have moved closer to their kids. As they have sold their homes, new young families have moved in. Lots of kids playing in the streets again. You feel out of place. So now you have to focus on what is important to you. You want to be closer to your kids. You need to be around like-minded people because you plan on being around for a long time. You need to look into this further.

I know you've tried making this work by hiring a pool guy. You have someone maintaining your yard. You also have a cleaning lady come to clean your home. You're getting more involved in church to make friends. Yet you still have to come to the same house and the same neighborhood. You still only get to see your kids twice a year. Most of the time you are too tired to do what you love. Like going to the museum, to the beach, and even to the gym because you have to travel out of the area.

Everything bothers you. You can't stop the fighting and complaining. You pick on everything. Because you can't get used to your new normal. The truth is that it's hard, very hard to face the fact that you're in a new season.

A change where you are getting older, and life as you knew it is no more. You're having health issues. You miss being around your children and grandkids. You miss having adult friends and a quiet neighborhood to live in. You miss having a life.

You can't put it off anymore. If you keep waiting to put your house on the market, you aren't going to get a premium price for your home. This means then you won't be able to buy your final dream house. It's time to move forward and get the ball rolling.

THAT'S WHY WE CREATED THE NEW SEASON PROCESS.

As empty nesters ourselves, we understand the desire to simplify life as we know it. You need someone that can walk you through the selling process. You haven't sold a house in about 20+ years.

We have designed our New Season Process with you in mind.



We understand the desire to simplify life as we know it.





*Tell me what
you love about
your home.*

STEP ONE

STORYTELLING

You've been in your home for a long time. You've raised your children in this home. You've got many memories. As we walk around the home I want to hear your stories. Tell me what you love about your home. What would you change? What ideas would you share with the new owners? We'll tour the outside of your home as well. I want to hear the stories of your memories of playing outside in the yard with your children.

Next, we'll sit at the kitchen table and go over the stories you shared. Then I'll share my story with you. I'll share a little about my family and how I am also an empty nester. How I got into real estate and a little about my credentials. When you work with me we work as a team to get your home ready to sell and sold. We're in this together and your input means a lot to me. One thing I want to know is what your expectations are of the realtor that you hire to sell your house. I want to make sure I not only meet your expectations, but I also want to exceed them.

Once I see that we're a match and can work together, we go over what homes in your community are for sale. Which ones are under contract and which ones have recently sold. I print out the listings with their pictures so you can see how these homes compare with yours. Based on these I'll give you a range for pricing. I don't dictate the price to you. I want you to be comfortable with the price you list your house at. Once we review the listings again and look at your competition, we talk pricing one last time. At this point, we're ready to set the price and review my flexible commission plan.

STEP TWO

FINANCIAL PICTURE


Now that we've set the commission, I'll go over 3 potential sale prices. The best, the good, and the ugly. I calculate the closing costs for each possible sales price to get an approximate net. This will give you a good idea of how much you will have left over to use how you wish on your next home.

I'll also refer you to one of my trusted lenders so you can discuss with them your next home. They'll go over rates, and types of loans, and give you a good financial picture. They'll pre-approve you so when we get to the step where you start looking for your new home you'll be ready to buy.

This step is very important. I want to help you make sure that in this new season, you have no surprises. You'll know approximately how much money you have to work with. So you'll have a good financial picture that will help you with your next home. Or you might find out at this step that you need to wait. And that won't be so bad. We will come up with a plan to get you there. And we will revisit everything again in 6 months.



I'll go over 3 potential sale prices.



*It's very important
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list it.*

STEP THREE

PREPPING AND MARKETING:

Getting your home ready to go on the market is a group effort. Together we review what you need to do to get your home photography ready. We may have a presale home inspection. If there is any painting or quick remodeling needed we have partnered up with a company that can take of this. The best part is you pay them at closing. If you don't have time for this type of prepping, we have what's called Virtual Remodel Staging. This gets done once we have the professional photos taken. This is a great way to show potential buyers the awesome potential of your home. If you'll be moving out of the home before we have pictures taken then we do Virtual Staging. Virtual Staging adds furniture to each room. This gives potential buyers ideas of what they can do.

Once we have our beautiful pictures of your home we get started on our marketing strategy. We highlight the best features of your home and share why you purchased it. We target the next perfect family that will make your home theirs for years to come via social media and more.

It's very important that your home looks amazing before we list it. We have over 500 million people looking online for homes daily. If your home doesn't look picture perfect, they will never go inside and look. Your home will sell faster and at a higher price when marketed the right way. And if not, your home will stay on the market longer and sell for less.

STEP FOUR

LISTING AND OFFERS

One of my strategies for selling your home is that I'll list your home on a Thursday evening. Then we will have an open house on Saturday to start showings. This will create a sense of urgency among the buyers. Our goal is to get as many offers as we can by Monday evening. I'll will put a lock box on the property to make showings easy. Or I will show the property if you rather not have a lockbox on the property. We go over all the offers on Tuesday evening. There are many aspects of an offer that we have to review, like the terms. The highest, or a cash offer is not always the best. The best offer has to work for you and your time schedule.

The market is changing and we have seen buyers and sellers being more flexible. So, if we need to negotiate a rent back after closing until you find a home we can do that.

This is an exciting step because this is where it all becomes real. You can start dreaming of your new season in life in your new home. We start home shopping!



*You can start dreaming
of your new season in
life in your new home.*

STEP FIVE

CONTRACT TO CLOSING:

You're in contract! Now the fun starts. My team will work on making sure the transaction is going smoothly and stress-free for you. They make sure the title company is doing its part. That the lender is working on the file for the buyer and ordering the appraisal. They call the buyer's agent to make sure the buyer has deposited their escrow. That the inspection is being done. We make sure we have no surprises. We stay one step ahead of everyone. On closing day we are there with you to celebrate your smooth closing!

Once all contingencies are over we move on to your search for your next forever home. We work to find your new home so you can close on both homes at the same time. Sometimes that won't happen. We may need to negotiate with the new owners of your home a rent back for a couple of months. Or you may want to explore some new areas and rent a short-term rental while we find you your next home.



You're in contract!

YOU DID IT!

The end of an old season and the beginning of your new season in life.

- Now that you're in your new place you can relax and enjoy your time together. You can sit on your new patio with a glass of wine and chill. Get to know each other again.
- You're living in the community of your dreams. In the house of your dreams. No more stairs! You're around like-minded people. You have many adult activities to choose from. Great places to visit. Making new friends. The best part is that you can enjoy being together again without fighting. It's how you always knew it would be.
- You get to spend time with the grandkids. Pick them up from school. Take them to have ice cream. Bring them home to your new place. Cook them dinner while they do their homework. Hear about their day. There is nothing like getting hugs from your grandkids and being there for them. You're super excited about being able to plan your first family vacation. You were able to make good money on the sale of your house after all. So, now the fun starts as you make new memories with your children and the grandkids on your family vacation.
- One of the things you wanted most of all besides being in an active adult community was safety. You love your neighborhood because it's well taken care of. There is security patrolling at night. It's gated. So, all you have to do when you go away on vacation or for extended periods is set your alarm and close the door.
- We're very excited to have been a part of this journey with you. We'll continue to follow up with you to make sure that you continue to love your new home. We want you to be confident that you're building generational wealth. We'll keep you updated on the market as you continue enjoying this new season.



Gloria was in a similar spot as you and here is how we got her through it.

” I first met Irene when I was planning on selling my property in another county, she directed me as to how and when to list, and she did all the preparations for the listing. She listed my property and screened each person who wanted to have a showing. She let me know who was really interested in buying and those who were not serious. Because of her vast experience and her expertise, I depended on her a lot, as I found her to be very honest. When I got discouraged, which was very often, she would always encourage me to look past the discouragement. Irene got me a buyer for my home with all conditions met. She even negotiated a lease back for 60 days rent free! Then came the challenge to find me a home within my budget. She did find me the perfect place. I was facing some challenges which would have caused me to lose my escrow but she fought for me and kept me grounded while we worked out the issues. Finally, she got the issue resolved so I was able to move into my new home. I really appreciate Irene and all she has done for me. I intend to recommend her services to any of my friends or family looking to purchase their home.

- Gloria

” I have had the pleasure and experience to deal with Irene Medina. She worked diligently and helped me achieve my residence, and I used her again to help me with my mother's property. My mother had lived on the same property for 55 years. She raised all her children there. She was reaching 90 years old and it was time for her to downsize. Irene was extremely professional and had the most unique and latest techniques in regard to marketing and selling property. The property needed work and she had a company do some amazing virtual remodeling on the pictures that her photographer took. This enabled us to achieve the goal of helping us get the most property value for my mother. She also assisted me with getting a good price for the property that I bought. And since I have disability issues she was invaluable. Irene will go out of her way to help you at the same time she will display a lot of patience. This helped us feel comfortable with any decision.

- Tim Sirmeyer and Mom

” My boyfriend and I recently bought a nice condo in Palm Aire. And, also listed our home for sale with her. Irene helped us look for many months and was very patient and helpful in helping us find a nice place. Irene is very professional and personable in being a top-notch real estate agent. I highly recommend Irene in either buying or selling a residence. She's great!

- Lee and Will

Our Story

For 10 years, I was a stay-at-home Mom with 3 beautiful girls. When I had my 3rd daughter, I was already dreaming of what my new career would be once she entered kindergarten! I loved watching home decorating shows. I practiced a lot in our home. I was thinking about becoming a realtor. The flexibility of working my own hours was perfect. I could still take the girls to school and pick them up.

So that's what I did. In August 2003, I got my realtor's license. All 3 of my girls were in the same school. The hours were perfect. I dropped them off at 8:30 am and picked them up at 3 pm. In the evenings or on weekends, if I had to show property their dad would take over. It was the perfect career!

I fell in love with real estate. Quality training and certification were very important to me and I was constantly looking to learn and improve my skills.

The first couple of years flew by and I was doing very well. By 2006-2007 the market started changing. People were defaulting on their mortgages. People were losing their jobs.

By 2008 the market crashed! Nobody was buying or selling homes. People were losing their homes. People were stuck. They didn't know what to do. A lot of my colleagues had walked away from the business. It was scary. I didn't want to lose the business that I had created and worked so hard on. So, I started paying attention to the market and what was happening. It was time to start looking for new skills.



I started seeing the words “Short Sale” in our MLS listings. They were popping up all over the place. I started doing research to find out what a short sale was. It was when you sell your house for less than what the mortgage is that you owe on the house. It was a very tricky way to sell a house.

I started looking for training to do short sales. After finding the training I needed and working with hundreds of families to avoid foreclosure during those years, I became a “Short Sale Queen”!

It wasn't easy but it was very rewarding. It made me the great realtor that I am today.

I learned how to take care of my clients. How to be sensitive to their needs and listen to them. I cried with many at the kitchen table. They knew, once we had our interview, that I was the right person for the job. I was a fighter and a problem solver. They knew I was going to help them out of this mess so they could get back on their feet with dignity. And that is exactly what

I did! Now I focus on helping downsizers move on to their new season of life taking all the skills and understanding that's served me well over the years.

I have an Associate's Degree in Accounting. I have always loved working with numbers. This in turn has helped me a lot when I go over numbers with my clients.

I'm a CRS. Which is a certified residential specialist. Only about 3% of all realtors have this designation. This has helped me become a strong listing agent. Along with being a strong negotiator and problem solver.

I also have the GREEN designation. This helps me a lot with my clients that need to live in green homes and/or smart homes. As we get older we get sensitive to many things. Like chemicals in materials used in making homes. Also, chemicals in paints and furnishing homes. SMART homes are also a big plus as we get older. I can help my clients find the right green home that is also SMART.

I speak Spanish fluently.

I trained and coached realtors for many years. This has helped me become more patient with my clients as we go over my process in this new season in their lives.



**IF YOU WANT TO TAKE THE NEXT
STEP, BOOK A STRATEGY CALL
WITH ME TO SEE IF I CAN HELP
YOU GET INTO YOUR FIRST HOME.**

CLICK HERE TO BOOK YOUR 15 MIN CALL OR CHAT
WITH ME IN FACEBOOK MESSENGER

CLICK HERE TO
BOOK A CALL 

START CHAT IN FB
MESSENGER 

