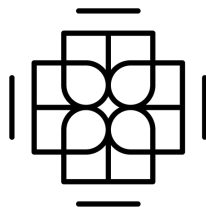




Movin' On Up Plan

How to upsize in North Jersey with ease.



IRMA BRAINARD,
Realtor at Compass



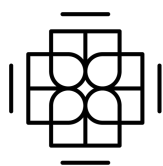


When you first bought your house....

Things were going great! It wasn't perfect but it did the job.

You'd saved for years to purchase your first home and finally, that day came. You felt an overwhelming sense of pride and happiness. In such a competitive market, YOU were able to break in and become a homeowner. Your new home felt huge! A big upgrade from your rental.

You've spent many hours personalizing it, fixing it up and making it your home. Then you got a fur baby and started growing your family.



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But now it's not so great.



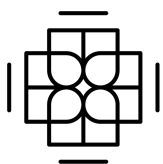
There's stuff everywhere you turn. You're constantly tripping over books, toys, mail, the laundry, etc. On the rare occasion where they've been put away, it doesn't last very long.

Hosting an event is nearly impossible due to the limited space. So you plan parties at restaurants, parks, halls and leave the holidays to other family members to host.

It'd be great to have a large backyard for your kids to safely run around outside or to get the dog you've always wanted. But that's not an option.

AND THAT'S NOT THE ONLY PROBLEM.

Your current neighborhood has its quirks; there are some colorful characters and parking is always an issue. But mainly you just want to have some more space, peace & privacy.



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You've tried to make it work.

You've tried to address the problems by maximizing the space you have. Living rooms, dining rooms, bedrooms are multi-purpose rooms for offices/playrooms and storage. You're on top of each other and lucky if you can find a corner for a moment of peace.

BUT THESE ARE TEMPORARY SOLUTIONS.

And it's starting to take its toll on you. You're more irritable, you're on edge, you're stressed out and generally unhappy.

You'd like to make a move, to get more space, but the thought of it is frightening. There are so many questions and fears that it's paralyzing. It's keeping you stuck.

-----> IT DOESN'T HAVE TO BE THIS WAY! <-----

I designed the Movin' On Up Plan with you in mind.





Step 1: Mapping out a Plan

Let's evaluate your situation and goals. Here we create the best plan, tailored to your situation, to get you to your goal.

If you have or can remove a contingency to sell, then we'll plan the best buy/sell sequence for your circumstances.

We'll discuss the current market, the market value of your home and what how to optimize the property to sell for top dollar. We discuss the various pricing strategies, marketing plan and estimate net results.

Next we need to get you pre-approved. Once we know the budget, then we can focus on what you want. Together we will create a MASTER must-haves list.

This is make the home search process INFINITELY smoother. I always say no home is perfect but the goal is to find the place that checks off as many of those must-haves as possible.



Step 2: Getting Ready

Prepping your home to go on the market is key. I'll bring a certified stager for walk-through. They'll provide a list of projects to address, as well as a staging plan to highlight the best parts of every room.

The most crucial step, even if you do nothing else, is decluttering. Removing excess clutter helps make rooms look bigger, and will show off your house in the best light possible. Buyers have a hard time looking past all the "stuff" if a room is cluttered.

We'll discuss how much help you need/want during this process. I can bring in my team to handle everything for you or help you complete the prep.

Then we get professional photographs, videos and floorplans made to use for marketing.



Step 3: Go Time

We list your house for sale. My marketing plan mixes traditional & digital tools to optimize the listing, get the maximum exposure and target the ideal buyers.

The goal is to get as many showings as possible within those first weeks. The more showings, the higher chance of offers. And better chance of getting a good offer from a strong buyer.

We'll also take that must-have list to make a clear list of homes that fit your criteria. We'll start touring available homes to find the one that checks as many of your needs as possible.

Once we find that house then we'll write up a good offer We'll send your pre-approval, offer contract and include a letter to the sellers to increase your chances of getting accepted.



Step 4: Navigate

Once we get an offer(s) on your home, we'll review them together.

Offers are evaluated based not only on the best price but also terms; such as contingencies, financing, closing dates, waivers. We'll negotiate until you are satisfied to move forward.

My team will work with you to ensure that contract dates are met appropriately. Not only on your sale but also your purchase.

We'll work to keep the lines of communications open with all parties to ensure the transactions move forward.

We'll guide you through the attorney review period, the inspections period, satisfying the loan contingencies, appraisals, titles & survey.

The goal is the get your sale & purchase to the closing table.



Step 5: Destination

The order may vary but you'll either be selling first & buying second. We'll do everything to keep things on track

Once the closing dates are confirmed, you'll be instructed to set up the new accounts for utilities on the new property, and close old ones.

You'll get closing documents and final figures for checks needed at closing. Final walk-throughs will happen too.

Once everything is signed and the funds are transferred, then keys are exchanged and it's over.

YOU DID IT! Time to celebrate!

Testimonials

"Irma was our listing agent and selling agent in the Fall 2019. With her dedication, professionalism, and expertise, we successfully sold our home and bought our new home, with as little pain as possible. Irma was always supportive throughout the process, and went above and beyond what our previous agents would have ever done. I would chose her again as our agent in a heartbeat! Thanks for EVERYTHING, Irma!"

- Lauren McLaughlin

Irma is truly unbelievable. She went above and beyond in every way. We moved out of state during the sale and she was there with contractors for us when we couldn't be. She came in and staged our house beautifully without a huge expense. When we needed contractors she had the hook up to high quality and reasonably priced people. She is honest and to the point so be ready to get the truth but it is only for your benefit. She gave us updates, priced our house right and was educated on the market. We sold for asking price and were under contract in 5 days in a holiday and winter market! She stood up for us and wasn't afraid to speak up to the buyers agent when they were over stepping. She is a talented negotiator. Whether you're buying or selling Irma is THE Agent to go with. She always goes above and beyond and is fantastic as explaining things every step of the way. If I could give her 10 stars I would. Thank you so much Irma. You made selling our house a joy!

- Sheryl Guarnerio

"Irma was a breeze to work with when we sold our home, helping me choose paint colors and what should be put away for staging. She made me a list of what should be done, in order of importance, and talked me off the ledge several times when I was overwhelmed ? Our house sold at the first open house with multiple offers (which I totally attribute to her knowledge of the market, pricing, and help making the house ready). She worked her butt off to keep the deal together as the buyers agent basically stopped communicating with them or us. I would use Irma again in a heart beat, she is fantastic! "

- Chrsitine Szczepanski

"Do not pass up the opportunity to work with Irma if you can - she's a force of nature. She was able to help us sell our home (she brought buyers to us before we even put it on the market!), find a new home that met almost every request we sought out, and then stuck with us through the closings when minor issues arose. All of these things took place in under 3 months and we never once felt like she wasn't right by our side the whole way. I don't plan on leaving the beautiful home she helped us buy anytime soon, but if I did, I'd be foolish to not make her the first person I'd call. Thank you Irma!!!"

-Tripp McCarty

About Me



My parents came from Honduras in their early twenties. They were smart, hard-workers that ran a small business for 21 years in Jersey City.

They always wanted to buy a home but never did. We would look & look but the process scared the heck out of them. It seemed complicated, and frightening.

And there was no one to help them.

Fast forward to my own experience as a first-time home buyer. We had an amazing realtor that guided us, walked us through every step and addressed our concerns. This point changed a deep rooted belief that buying & selling real estate is scary.

It isn't if you work with the right people. That's why I do what I do.

My goal is to be the expert that is there to work with you, to help & support you through one of the biggest points in your life. To be that person my parents needed when they wanted to buy a home. They could have reached their goals if someone had cared enough to just help them.

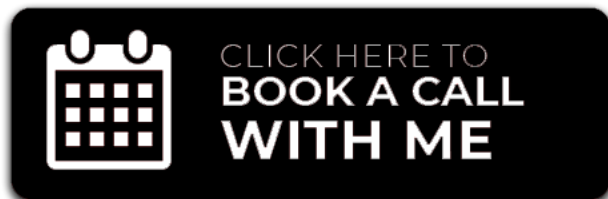
Buying & selling can be complicated. I've gone through this and there's no manual for first time sellers. There are so many questions, and logistics to think about. Which is why I created this plan and why I tailor it to every client and their unique situations.

With the Movin' On Up Plan



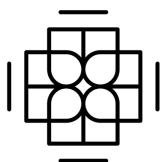
- You're able to sell your home with minimal stress.
- We get you to the closing table for your purchase smoothly.
- We keep you updated every step of the way.
- You can enjoy your new home and everything it has to offer.

Let's Talk!



Reach out today for a strategy session. We'll dive into your situation and come up with the best plan of action for you!

I am here to guide you, to answer your questions and assist you in getting to your goal.



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