

# THE CLEAR PATH STRATEGY

A PLAN TO HELP YOU MOVE OUT OF WHAT'S NOT  
WORKING AND INTO WHAT WILL.

BUY RIGHT. SELL SMART. STAY SANE!

DAWN EVANS



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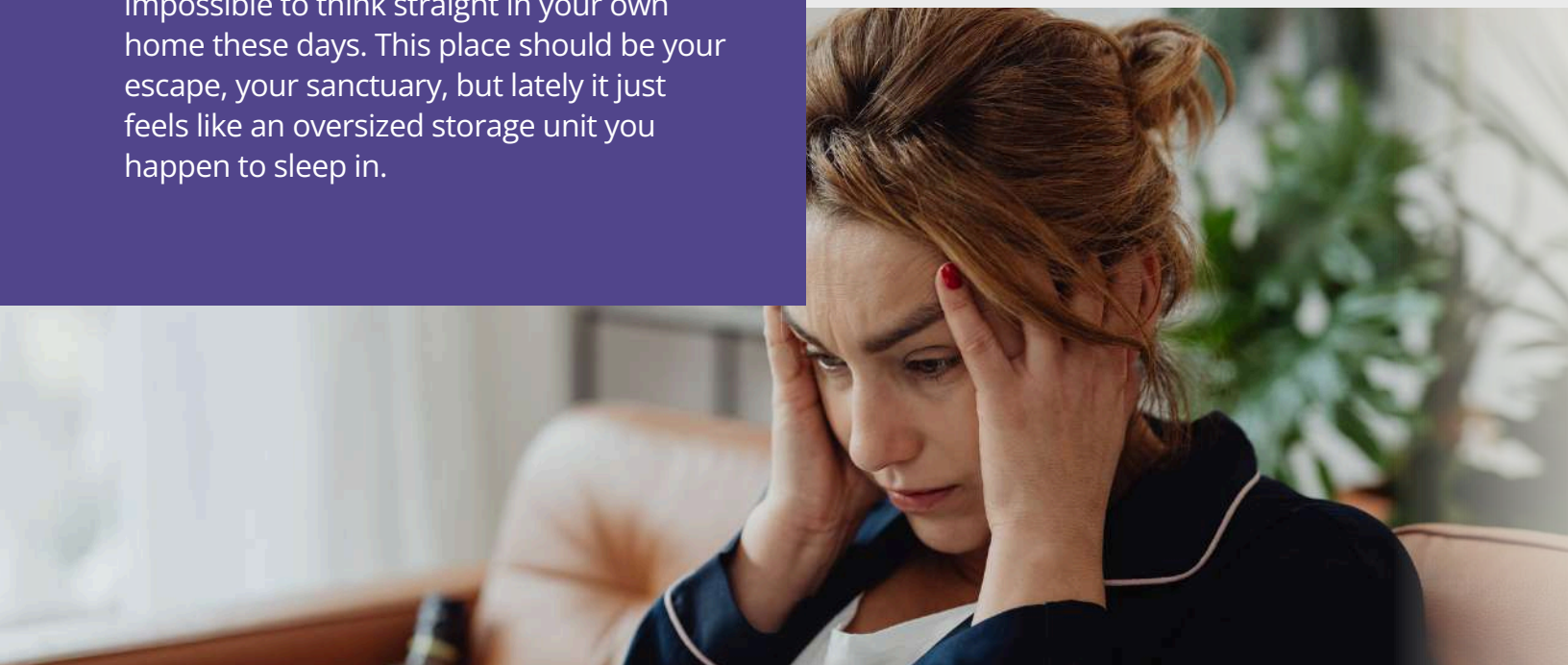
When you bought your home, it was an exciting time! You had plans, hopes, and big dreams for the future. That home was the right fit, the place where memories were made, where life happened. But now, things feel different. Life has changed. Your needs have changed, your family has grown, spaces now feel too small, the layout just doesn't work the way it used to, maybe your style has changed.... Your home is just not working for you anymore; at least, not the way you want or need it to.

## YOUR HOME MAKES YOU FEEL STRESS & TENSION

Every time you open the front door, you feel the tension start to rise. Backpacks, shoes, toys, and piles of laundry are scattered everywhere you look. The kitchen counter has turned into a catchall because there's nowhere else to put anything. Your kids are squeezed into shared bedrooms, constantly tripping over each other's belongings. It's impossible to think straight in your own home these days. This place should be your escape, your sanctuary, but lately it just feels like an oversized storage unit you happen to sleep in.

## YOUR HOME DOESN'T FEEL LIKE YOU ANymore

Some days, when you look around your home, it feels like it belongs to someone else. The way it's set up, the way it looks, the way it makes you feel, it just doesn't match who you and your family are anymore. You've all grown and changed, but your home has stayed the same. It's like trying to wear a shirt that's way too tight and everything feels uncomfortable and squished. You catch yourself imagining a home that actually fits your family's life and needs. A place that feels like it was made just for you, not just a place you've outgrown. It's getting tougher and tougher to ignore how your home doesn't fit your life anymore, and it's starting to wear you down.



# YOU KEEP SPENDING MONEY ON “BAND-AID” SOLUTIONS THAT DON’T WORK

Every week, you feel like you have to spend extra money to try to make your house work for your family. You need to pay for a storage unit because there's not enough room at home for all your things, or you gave up your garage to become that storage unit. You end up ordering food or getting fast food a lot because the kitchen is too small and messy to cook in. It's hard to find a quiet place to relax or for the kids to do their homework. And the bills for electricity and water are higher than they should be because the house wasn't built in a smart way. It's like you're always paying for problems because your house doesn't fit what your family needs. You keep thinking about how much better it would be if your home made your life easier, not harder.

**You think that if you could find a way to get rid of all the mess and clutter, your house would work better for your family.** You've tried many ways to organize everything, but nothing works for long. You buy more shelves and bins, but they end up filled with more stuff. You make rules about putting things away, but everyone's too busy and tired to follow them all the time. It feels like you're always cleaning up, but the house never stays tidy for long. You want to find a way to make your home feel calm and “feel like home”, but it feels impossible.

**You're starting to see that the real problem isn't just the mess or the layout, it's that your house doesn't work for your family anymore.** Even if you could clean everything up, there still wouldn't be enough space for everyone to do what they need to do. The kids are getting bigger and need their own places to play, do homework, and have friends over. You and your partner need more room to work and relax after a long day. Your family is changing, but your house is staying the same. You worry that if things don't change soon, your family will start to feel stuck and unhappy.





If you don't find a way to make your home work better for your family, it might be harder for everyone to be their best selves.



Your kids need space to grow, learn, and explore. You and your partner need a place to connect and support each other. Your whole family needs a home that feels like a happy, peaceful place to be together. You know that if you can find the right solution, your family will be able to thrive and make wonderful memories in a home that fits your needs.

You're concerned that if you don't approach moving in a careful way, it might create financial stress for your family. You're scared that picking the wrong moment or going too fast could make things harder instead of better. With so much already on your plate, like work, the kids' school, and all their activities, the thought of anything going wrong during a move makes you feel anxious and overwhelmed. You want to stay in control and make the best choices for your family's future. You know you need to be extra careful about big decisions, so you can protect the people you love most.

# THE TRUTH IS YOU NEED SOMEONE TO GUIDE YOU AND HAVE AN ACTIONABLE PLAN.

That's why we designed a **5-step process** to help people just like you feel confident and prepared for what's next. From understanding your goals to preparing your home and finding the right fit for what's next, we guide you every step of the way. Our system is built to reduce stress, protect your investment, and make sure your transition feels smooth, supported, and fully aligned with your life now.

**Here's how it works:**



# The Clear Path Strategy

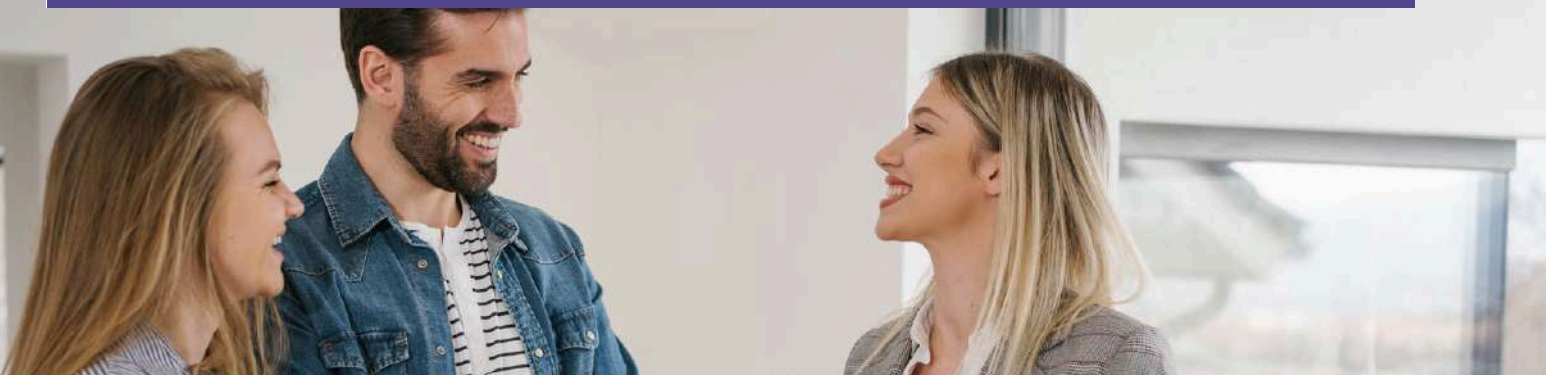
## Step 1:

## Pathfinding Consultation & Plan Mapping Stage

When you're ready to make a move, it's easy to feel lost in a sea of questions. Where do we start? What can we afford? How do we juggle daily life and a big transition? That's where our Pathfinding Consultation comes in. Together, we'll map out your Why, When, and How. We'll dive into your lifestyle goals, space needs, and decision-making priorities. Our proprietary comparative market analysis and equity report will give you clarity on your home's value, enabling us to determine how to best position your home in today's market with your goals at the forefront.

We know time is tight when you're coordinating work, school, and family adventures. That's why we bring our concierge-style support to you. From decluttering to staging to strategic repairs, we'll provide expert guidance and trusted vendor recommendations as you transform your house into a market-ready gem. Our goal is to take the guesswork out of the process, so you can focus on your family while tackling your to-do list with confidence.

With our tailored plan and trusted vendor team, you'll see progress happen before your eyes. By the end of Step One, overwhelm will melt into confidence. Confusion will click into clarity. You'll be energized and in motion, ready for your family's next chapter.





## The Readiness Stage

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With your home's value clear and your family's goals in focus, it's time to take action! We'll help you get your home ready for the market by taking the guesswork out of what to do next. You won't have to do it alone. We'll connect you with trusted helpers for repairs, updates, and home staging. These steps are designed to make your home stand out without costing more than it should. Every improvement is made with care and purpose to help you get the best return.

As your house transforms into a buyer's dream, we'll also fine-tune your financing and timeline. From reviewing your pre-approval to exploring savvy strategies like bridge loans, HELOCs, and rent-backs, we'll make sure you're positioned for success on both the selling and buying sides.

We will also start to tour homes to start fine-tuning what really appeals to you or what really does not appeal to you in a new home. Both are important!

Our "Momentum Marketing" approach builds anticipation leading up to your listing launch, so you can hit the market with a splash. Professional photography, compelling videography, and eye-catching marketing materials will ensure your home shines online and in person.

By the end of the Readiness Stage, your home will look its very best, your paperwork will be in order, and your family will be poised ready for a seamless transition. With our guidance and support, you'll feel confident, prepared, and excited for the next steps.





## Listing Launch to Contract Stage

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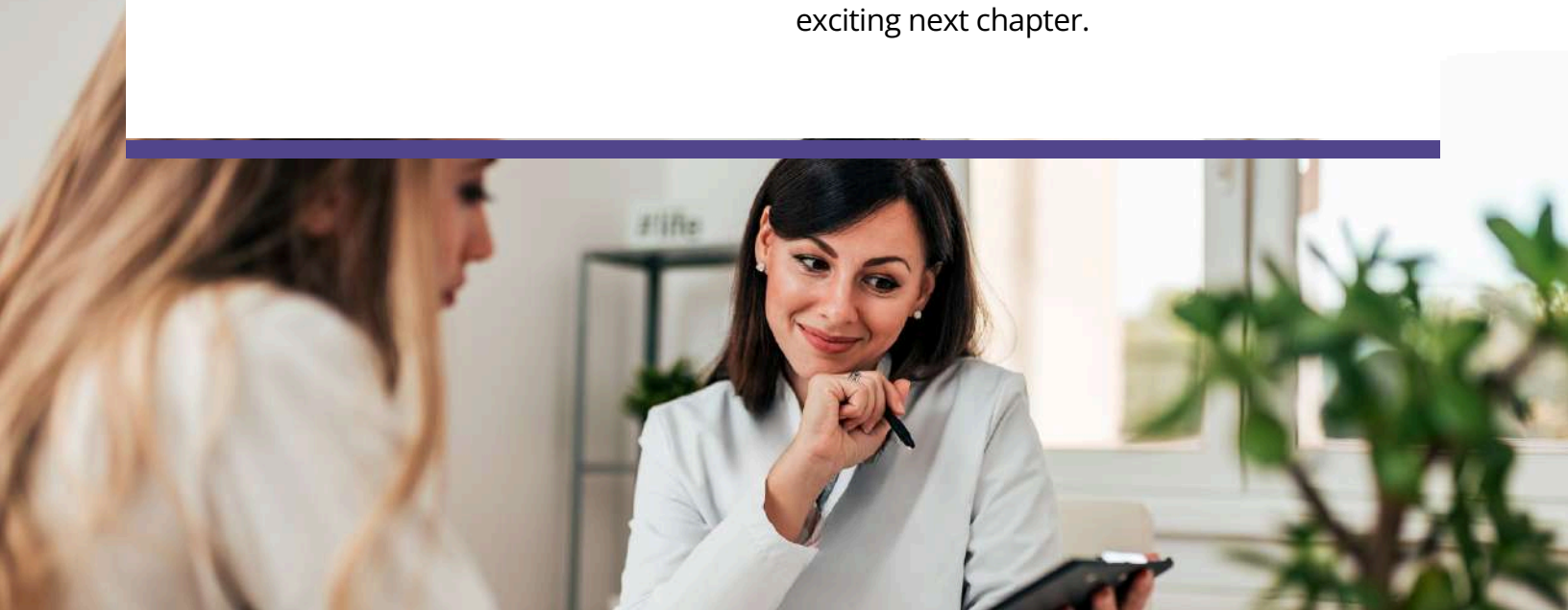
It's time for your home to shine! We've put your home in the spotlight to get buyers excited. Our team will keep a close eye on who's interested and what they're saying.

When buyers present offers, we'll sit down together and look at each one. We'll see how much money they're offering and if they have any special requests. If there are multiple offers, we'll create a clear chart so you can easily compare them side-by-side. During negotiations, we'll work hard to get you the most money and the best terms. We'll guide you through the back-and-forth, protecting your interests. Once you accept an offer, we'll make sure the contract is signed and everything is official.

We know this can be a stressful time, with big decisions that will impact your family's future. That's why we're here to support you every step of the way. We'll break down the options in plain language, so you feel confident and in control.

We'll also make sure the timing of your sale works well with buying your next home, including factoring in your buyer's contingencies (particularly their home inspection and loan). We'll figure out the best dates for you to move out and move in, so you're not worried about having two houses or no place to live.

With our guidance, you'll go from feeling overwhelmed to feeling calm and celebrated. You'll have a signed contract that protects your financial and lifestyle goals, and a clear path forward to your exciting next chapter.



## Step 4:

# The Destination Stage

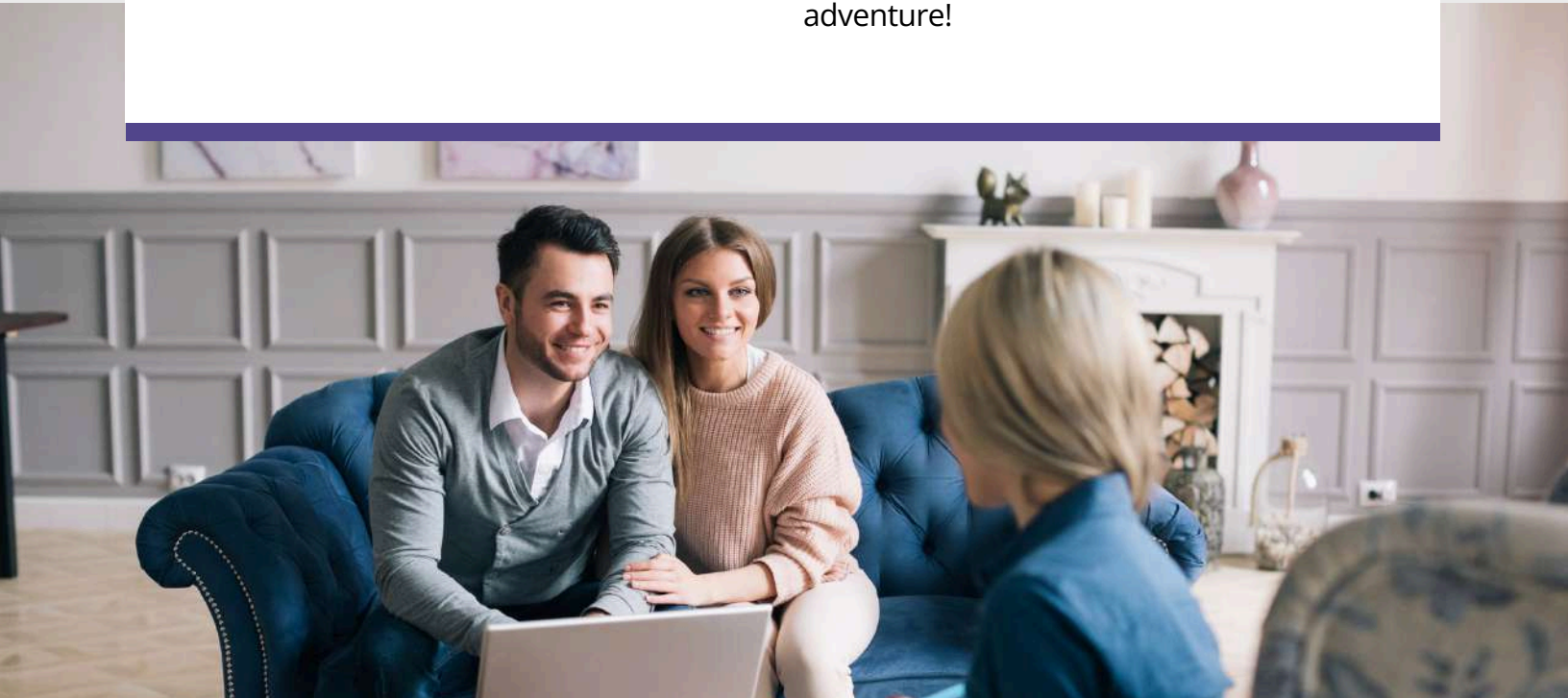
You're almost there, your dream home is within reach! Since we have already been fine-tuning our search, our home tours have become laser focused. As we explore each home together, we'll share everything we know about the neighborhood, schools, and fun things to do nearby. This will help you imagine what your life could be like in each place.

When you find a home you really love, we'll work together to create a strong offer. We'll explain how to make your offer stand out while still making sure your needs are met. When offers go back and forth, we'll help you decide on the best response and handle the conversations with the seller's agent.

Our job is to make sure every part of the purchase fits perfectly with your plans, including the sale of your current home.

Throughout this whole process, we'll be there to support you and keep you in the loop. We know that buying a home can be both exciting and a little scary, but remember that you're not alone! We're here to answer any questions you have and help you make strong choices every step of the way.

By the end of The Destination Phase, you'll have an accepted offer on your next home and the confidence that you've made the right choice. It's a milestone worth celebrating and the beginning of an exciting new adventure!





## The Homecoming Stage

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The finish line is in sight, and we're here to ensure the last steps are as smooth and stress-free as possible. Our goal is to complete your new home journey seamlessly, celebrate your success, and make sure you feel supported long after move-in day.

We'll guide you through your home inspection process and any negotiations for repairs. We'll also assist with appraisals and any final tasks that come up. We work closely with the title company, lenders, and anyone else involved to keep everything on track. With us by your side, you can feel calm and confident knowing that nothing will slip through the cracks.

When closing day arrives, we'll be right there with you to help you through the paperwork and celebrate this amazing achievement! Closing day is your reward, keys in hand, and the start of an exciting new chapter.

But our support doesn't end once you've moved in. We'll check in with you to see how you're settling in, provide trusted vendor

recommendations, and answer any questions that come up. We'll continue to be a resource for you, offering things like home equity reviews and market updates, so you always feel informed and cared for. We want to be a trusted advisor long after closing day.

We understand that this stage can come with its own challenges. Moving can be overwhelming, and it's normal to experience a mix of emotions, excitement, stress, or even anxiety about what lies ahead. We know that moving can be a lot to handle. That's why we're here to help you through it all, make sure you're taken care of, and help you focus on the joy and celebration of reaching this incredible milestone.

By the end of the Homecoming Phase, both your old and new homes will have closed, and you'll be settled comfortably into your new home, feeling celebrated for your journey, and ready to start making wonderful new memories. Welcome home, we can't wait to see all the amazing things the future holds for you!!!



Now that you know that we have a plan in place that will work for you, you can start to picture what it will feel like to be in a home that truly fits your family and your life.



You can dream of a home that just feels right, where everyone has room to breathe, grow, and be themselves. A place where the backyard becomes a place of fun and adventure. Inside, the floor plan actually works for your day-to-day routines. You have room to spread out, but also a place that's easy to come together for dinner, movie night, or just catching up. It's not about having the biggest house, it's about having the right one, one that supports how your family lives now, and where everyone can be comfortable.

# Here's what our clients *Are Saying:*

## **Amy & Aram** ★★★★★

*As our realtor for the second time, Dawn Evans again took great care and spent the time and energy required to truly understand our situation. She was patient and worked hard to help us ultimately purchase a home that we are very happy with. Our timeline was hairy but she worked through it masterfully. While buying a home is stressful and multifaceted, it was great to know that we could trust Dawn to make sure that all the necessary details were attended to. Although she is very busy, she made us feel like she was always there for us.*

*Additionally, I am grateful to Dawn for her support and expertise in selling our first home. What made it special is that she helped us purchase it 5 years prior! She understood our family's evolving needs and our journey. We were able to quickly receive multiple offers and are very happy with the outcome. Dawn is knowledgeable, trustworthy, kind, dedicated and organized. Highly recommended!*

## **Catharine & Tom** ★★★★★

*Dawn Evans made the entire process of buying and selling a home easy, interesting and actually quite fun. She was an excellent communicator and was able to hone in on exactly what we were looking for in our forever home. Dawn is detail oriented and a class act. We will recommend Dawn without hesitation.*

## **Taylor & Reze** ★★★★★

*Dawn Evans was knowledgeable, detailed, honest, organized, and prompt. The best experience I have had with a realtor without question. She went above and beyond the standard realtor responsibilities and expectations to provide us help in many areas. She was able to provide recommendations for, and had working relationships with, many contractors and experts whose services we required during our home buying process. Not pushy, not fake, not cocky, not ignorant. Just kind, professional, and HELPFUL. Thank you Dawn.*

## **Jared & Elizabeth** ★★★★★

*We had a lot of trouble with our original agent who did not keep our best interest at heart, plus, was very evasive and off-putting. So I searched for another agent online. I came across Dawn Evans web site and contacted her. From the start, Dawn was exactly what we pictured as not only an agent but a customer advocate and supporter. She helped from day one and was a bulldog of a person who got us into the market and found us the perfect home.*

*Dawn was perfect for us. There is not any improvements upon any agent that would make me select them above Dawn.*

*Dawn knows how to be an agent, above and beyond any I have worked with before. She is a gem that anyone would treasure!*

# My Story



Hi, I'm Dawn Evans. When I was a kid, my family moved often. We lived on a farm in New Jersey, by the beach in Florida, and in small towns in Pennsylvania and southern New Jersey. Moving always felt like an adventure! Some of my favorite memories are swimming with my two sisters and our dog Annie, and spending our summers camping as a family. I loved animals and wanted to be a veterinarian when I grew up. But over time, music stole my heart. Playing piano and singing became my passion. No matter where we lived, my family was always there for me. They showed me what it means to care deeply, work hard, and treat people with kindness.

I became a music teacher and taught piano for many years. I loved it, and it felt good to help others learn and grow. But as my family grew, so did our needs. I started to feel worried. I wanted to give my family everything they needed and more. I realized I had to find a new way to help support us.

That's when I decided to take a big step and change my career.

Changing from teaching to real estate wasn't easy, but I knew it was the right next step. When I went through the home buying process myself, I saw how confusing and overwhelming it could be, especially without someone to guide you. That experience made me think, "What if I could help others through this process and make it easier for them?" I already knew how to teach, how to listen, and how to explain things clearly. Real estate gave me the chance to use those skills in a new way. It was a big change, and I admit, a bit scary, but I was determined to make it work for my family's future.

**TODAY, AS A REAL ESTATE AGENT, I HELP FAMILIES JUST LIKE MINE.**



I understand that buying or selling a home can be overwhelming, but I bring my teaching skills to guide families through every step. I make sure it's as smooth as possible by using my Clear Path Strategy, keeping things simple and organized.

**I AM DEVOTED TO TREATING EVERYONE JUST LIKE FAMILY, WITH KINDNESS AND RESPECT. AND TO ME, THAT'S WHAT MAKES ALL THE DIFFERENCE.**





IF YOU'RE READY TO TAKE THE NEXT STEP,

# REACH OUT AND LET'S BOOK A TIME TO TALK!

START CHAT IN FB  
MESSENGER



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