



# Is It Time for a New Chapter?

A Calm Guide for Downtown Chicago  
Homeowners Exploring Their Next Move

At Home  
Chicago

**kw** ONEChicago  
KELLERWILLIAMS.



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*Dear Neighbor,*

If you're reading this, you may be starting to think about whether your downtown condo is still the right fit for your next chapter. That's not a small decision. And it deserves the kind of thoughtfulness that matches the life you've built here.

Chicago has always been part of my own life story. Born and raised here, I grew up riding the CTA solo at 11 years old, exploring the city's grid long before GPS existed. Family weekends meant everything from driving up Lake Shore Drive past twinkling high-rises... to front-yard cookouts with my Grandmommy in Englewood. This city — its neighborhoods, its heartbeats — are permanently imprinted on my mind and my heart.

Over the years, I've lived out almost every major life transition right here: raising a son as a young mom, chasing big dreams through an MBA program at Chicago Booth, moving to the suburbs and back, and building a career rooted in strategy, marketing, and relationships.


That perspective — of living, working, parenting, learning, and investing right here in Chicago — shapes everything I do to help my clients move into their next chapters with clarity and confidence.

This guide isn't about pushing you toward a decision. It's about offering you space and insight: to think through what's changed, what matters most now, and how to position yourself for whatever's next — whether that's staying put or stepping into something new.

If and when you're ready for a private, pressure-free conversation about your options, I'm here.

Warmly,

*Roz*



# Seller Readiness Workbook



# Thinking Through Your Next Chapter

Selling a longtime home isn't just a financial decision — it's often an emotional one too. Sometimes, the right next move reveals itself only after taking a thoughtful step back.

These gentle questions are here to help you reflect on what's changed, what matters most, and where you see yourself thriving in the years ahead.

- ☒ **How does your current home still serve you well?**  
(Location, lifestyle, space, community, convenience?)  
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- ☒ **What challenges have surfaced over time?**  
(Accessibility, maintenance, size, costs, emotional energy?)  
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- ☒ **If you could wave a magic wand, what would your ideal next living situation look like?**  
(Closer to family? Lower-maintenance lifestyle? Fresh scenery? Staying where you are with some adjustments?)  
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- ☒ **How important are financial considerations in your next move?**  
(Unlocking equity, lowering monthly costs, investing for retirement?)  
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- ☒ **What timeline feels most comfortable for exploring options — if any?**  
(Now, 1–2 years, 5 years?)  
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# What Downtown Chicago Condo Owners Should Know

Downtown Chicago's real estate market is always evolving — but certain patterns stay remarkably consistent over time.

Understanding these dynamics can help you better evaluate how your home fits into today's market, and what opportunities might exist if and when you decide to make a move.



## **Space and layout matter.**

Homes offering flexible floor plans — such as split bedrooms or open kitchens — consistently attract strong interest.



## **Updates and maintenance pay off.**

Buildings with attentive management, strong reserves, and homes with thoughtful updates tend to outperform the broader market.



## **Location remains essential — but lifestyle amenities matter more than ever.**

Access to transit, lakefront paths, parks, and dining are always valued.

But today's buyers also prioritize building features like doormen, fitness centers, package handling, and parking availability.



## **Equity builds quietly.**

Even with market ups and downs, longtime downtown homeowners often accumulate meaningful equity simply by owning and caring for their homes over the years.

**“Longtime owners often have more equity—and more choices—than they realize.”**

*Wherever you are in your journey — whether you're still loving where you live or starting to imagine a new chapter — understanding how downtown dynamics shape your home's value can help you plan wisely for the future.*





## Stay, Adjust, or Move?

Every homeowner's journey is personal. The right path isn't determined by the market alone — it's shaped by your lifestyle, your goals, and your comfort. Here's a look at the different directions many longtime owners consider as they thoughtfully plan for their next chapter.

Some longtime owners are choosing to:



### Stay Put

and reinvest in upgrades to stay comfortable and confident where they are.



### Right-Size

into a more manageable or larger space for a lifestyle shift.



### Relocate or Second-Home

splitting time between Chicago and another dream location.



### Unlock Equity

strategically selling now to create financial flexibility or retire more comfortably.

*Whatever your ideal next step looks like, having a thoughtful, informed perspective is key to feeling empowered — not rushed.*

# Calm Expertise for Your Journey

Navigating real estate decisions — especially meaningful ones — deserves steady, experienced guidance, not pressure. Whether you're preparing to move soon or simply gathering information for the future, I'm here to provide calm, customized insight based on your needs and timing.

You're invited to schedule a **Private Seller Planning Call** where we can:

- 01 Talk through your home's current market position**
- 02 Explore personalized options based on your needs**
- 03 Create a calm, custom plan for whatever timeline feels right for you**



[bit.ly/private-seller-planning-call](https://bit.ly/private-seller-planning-call)



**Schedule Your Private Planning Call Here**



[DowntownChicagoHomeValues.com](https://DowntownChicagoHomeValues.com)



**Track Your Condo's Value Online**



## In Closing...

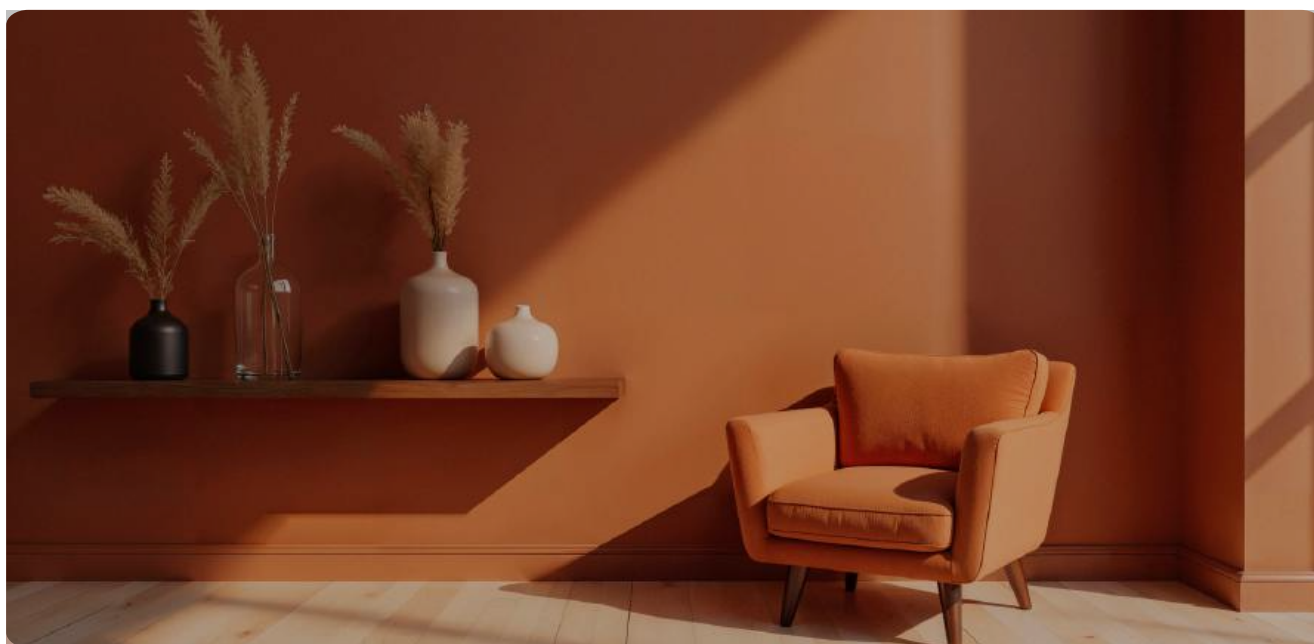
Moving into a new life chapter is a meaningful process — and it should be treated that way.

Whether you choose to stay, sell, or simply explore your options for now, know that you have a guide right here who respects the life you've built — and will help you navigate what's next with care and confidence.

*Roz*

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