

**ENGEL & VÖLKERS®**  
CATHERINE POTIN



## **Expert Real Estate insights to map out your downsizing journey:**

- Maximize home value with a solid plan
- Make informed choices
- Control what happens next

New beginnings, made simple.



# New beginnings, made simple

Downsizing can be challenging, but it also offers relief and freedom. Simplifying your life helps you concentrate on what's important, making things easier.



It's a personal journey, and we're here to support you. We specialize in working with you to create a plan for downsizing. Our four-step process will help you identify your needs and find the best path forward.

**Pro Tip:** If you find that it is indeed time to downsize, consider enlisting the help of an expert. Having a professional in your corner can make all the difference in achieving a successful downsizing experience.

Working with an experienced real estate agent like Catherine offers valuable insights and guidance, helping you navigate the market, find a new home, and ensure a smooth, stress-free transition.

## Work with us

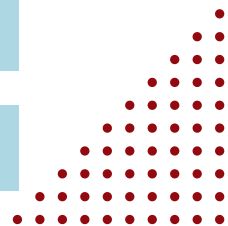
We are here to answer your questions, address any concerns, and provide the reassurance you need as you embark on this significant life change.

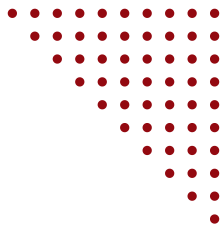
Let us help you create a brighter future in a new, more manageable space that suits your lifestyle.

**Next steps: Start developing a personalized plan with a complimentary in home visit. Set up a time now!**

Are you looking for a lifestyle that requires less home-related responsibility?

Do you find your current home requires more maintenance than you'd prefer?





# DOWNSIZING:

What the heck is it? Let's make sure we are all using the word the same way!

## What it is

To move to a smaller home. It's the adaptation of your lifestyle to meet your current needs, with greater freedom

## More than

Decluttering or streamlining your "stuff", a fresh start and a simplification of your lifestyle

## Strategic choices

Live in a home suited to your circumstances, interests, location and amenities.

## If & When

Make the move at the right time, but not too late! Don't wait until it is too difficult emotionally or physically.

## Why DOWNSIZE?

Are your current housing costs significantly impacting your budget?

There are many reasons to pause, delay, seek the ideal solution, or procrastinate. Is this the best choice for you? Are you prepared, capable, and almost ready to make the decision to downsize?

### What is your big WHY?

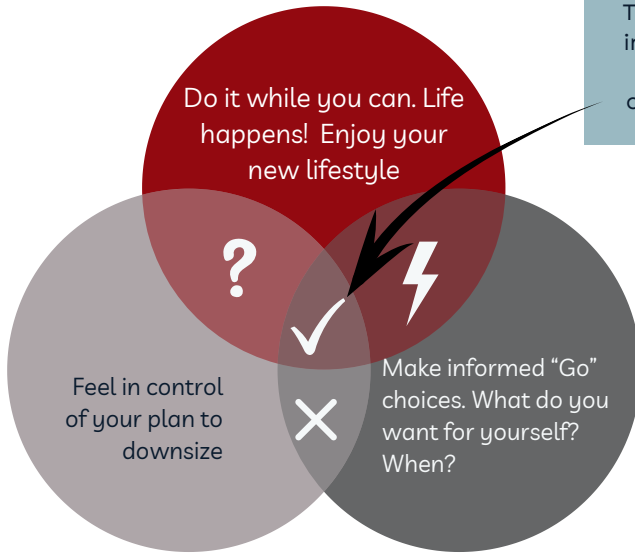
You've been contemplating this for a while now, and it's time to dig deeper into your motivations. What are the recurring thoughts that keep surfacing in your mind? Identifying your big "WHY" is essential, as it serves as a compass to guide you through your decision-making process. Understanding the problem you're aiming to solve for yourself will provide clarity and purpose. Take the time to articulate these motivations, and let them inspire and guide you on your journey.

### Where do you START?

The journey of selling a home can be both exciting and overwhelming, but a well-structured plan can make all the difference. By following our proven process, you can effectively prepare your home for the market and maximize its potential value.

Do you feel overwhelmed by the amount of clutter in your home?

# Your EXPERIENCE



The sweet spot: Making informed choices while you can will help you control your outcomes



## The sweet spot

It's where everything comes together - having a plan, feeling in control and making the choices and taking the leap to your new lifestyle!



## Plan

Thoughtful preparation is crucial for maximizing your home's value, staying within budget, and efficiently using your time & energy.



## Choices

Designing your future involves recognizing your power to shape your destiny with informed choices that reflect what you truly want to create a future that reflects your identity and desires.



## Control

To feel in control, take proactive action. Embrace the process to increase your ability to manage emotions and the timing to achieve the maximum value for your home.

Do it while you can. Life happens, and things can change unexpectedly! Embrace and enjoy your new lifestyle.

Taking proactive steps allows you to make choices that give you a sense of control and value in your situation.

Do you have a clear vision of what you want your next home and lifestyle to be?

# Our PROCESS



## Make downsizing easier

Catherine and Erica have developed a 4 step process to help you with a plan for success and selling your home.



**Assess & Understand**



**Plan & Prioritize**



**Execute & Clean Up**



**List & Sell**

**Decide on your destination**



By following these steps, you can transform what feels like a daunting task into a manageable and rewarding experience. Get started today on your journey to sell your home!



**Assess & Understand** Assess your situation, understand your vision and determine if our services are a good fit for your needs.

Work & Effort

Goals

Your support network

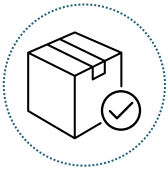


**Plan & Prioritize** Create a detailed plan that outlines valuable repairs or improvements for maximum return to maintain focus and on results.

A list of all the work to be done

Best bang for your buck

Quality and timeline

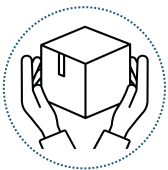


**Execute the plan & Downsize:** Be supported while you prepare, clean and declutter your space to attract buyers & boost your home's value.

Follow the plan

Feel supported

Get ready to list



**List & Sell** Discuss strategies to attract buyers & showcase your home with a strategic approach to enhance and simplify the selling process.

Get the best value for your home

A realtor you know and trust

Teamwork

Are there rooms in your home that you rarely use?



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## ERICA MCLAUGHLIN-DION

Downsizer and Project Manager

Erica's background in downsizing and her professional certifications in life-coaching and project management give her the tools and experience to get you organized and focused.

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## CATHERINE POTIN

Real Estate agent with Engel & Volkers

Catherine, an experienced realtor in Victoria, knows how to sell homes quickly and for maximum value. Her reputation of building trusting relationships with clients, ensures a smooth and enjoyable home-selling experience.



## Work with us

Take full advantage of Catherine's extensive real estate knowledge and Erica's project management and planning expertise to map out your downsizing journey. We collaborate to ensure that your transition is as seamless and stress-free as possible.

Our comprehensive service offerings include:

- A Proven Process: Our step-by-step approach ensures that nothing is overlooked during your downsizing journey.
- A Prioritized Personalized Plan: We recognize that each client's situation is unique. We create a tailored plan that addresses your specific needs, priorities, and timeline.
- Access to Preferred Vendors: We have established relationships with trusted vendors across various fields, including moving services, home staging, and repairs.
- Ongoing Professional Support: Throughout the entire process, you will receive continuous support from our dedicated team.

Let us join you on your journey. With a highly collaborative process, we go the extra mile providing support and building trust along the way.

# Our TEAM

# NEXT STEPS



A complementary in-home consultation can be arranged.

We will talk about:

- What will have the biggest impact
- What will take time to complete
- What can you do and what do you need help with
- Where your effort is best spent



From experience, we know that the more you

- understand the work to be done,
- make informed choices, and
- have a plan

you are far more likely to:

- maximize home value with a solid plan
- make informed choices
- control what happens next

**Contact us for more information.**



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