

Move Up with Confidence

A Guide for Columbus Homeowners
Move Confidently. Sell Strategically.



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Thank you for considering your next chapter in homeownership. Whether your family has grown, your lifestyle has evolved, or you're simply ready for a space that better fits your goals, moving up is both a financial decision and an exciting personal milestone. This guide walks you through every step with clarity, confidence, and elegance.

1. Are You Ready to Move Up?

Common signs homeowners outgrow their homes include:

- Space constraints
- Lifestyle mismatch
- A growing family
- Limited storage
- Desire for modern amenities

If these resonate, it may be the right time to explore your next move.

2. What's Your Move-Up Vision?

Clarify your priorities for your next home:

- Preferred locations
- Must-have features
- Entertaining needs
- Multigenerational living options
- Proximity to work and schools
- Outdoor living, garages, and primary suites



Thoughtful strategy. Elevated results. Seamless transitions.



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3. Understanding Your Current Home's Value

A comprehensive home value review considers:

- Recent neighborhood sales
- Upgrades and improvements
- Overall condition
- Market timing

This establishes a confident price range and positions your home strategically.

4. Financial Planning & Equity Position

We help you:

- Assess your built equity
- Explore mortgage options
- Plan down payment strategies
- Consider bridge or concurrent closing solutions

5. Preparing Your Home to Sell

First impressions matter. We focus on:

- Strategic staging
- Selective decluttering
- Professional photography
- Curb appeal improvements

These steps help your home command attention and premium offers.



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6. Finding the Right Next Home

We curate properties that match your:

- Lifestyle goals
- Architectural preferences
- Neighborhood priorities
- Future resale potential

So you only see homes that elevate your expectations.

7. Seamless Transition Planning

Luxury service means thoughtful logistics:

- Coordinated closings
- Moving support
- Utility transitions
- Trusted home service connections

8. What's Next?

Start with:

- A Move-Up Consultation
- A Vision & Needs Questionnaire
- A tailored Comparable Market Analysis for your current home



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A Smarter Move-Up Strategy for Columbus Homeowners

Moving up doesn't have to mean selling first or rushing important decisions. For many homeowners, there is a refined financing solution that allows you to purchase your next home first and sell your current home after you've moved — thoughtfully and on your terms.

What Is a Blanket Loan?

A blanket loan allows qualified homeowners to temporarily finance both their current home and their new home under one loan structure, using the equity they've already built. This allows you to move forward with confidence while maintaining flexibility.



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Why Move-Up Buyers Choose This Option

- Buy your next home without a home-sale contingency
- Move once, directly into your new home
- Sell your current home vacant, staged, and show-ready
- Avoid rushed pricing decisions
- Create a smoother, more elevated transition

Who This Strategy Is Best For

This option works best for homeowners with meaningful equity who are purchasing a move-up or luxury home and value flexibility, leverage, and thoughtful timing.

How Kraft Home Collective Guides You

We coordinate closely with experienced lending partners, structure timelines that protect your equity, position your purchase offer competitively, and prepare your current home for a premium sale after you move. Our approach is intentional, strategic, and client-focused.



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