

The
TAILORED-TO-YOU

Method



DOWNSIZER'S GUIDE

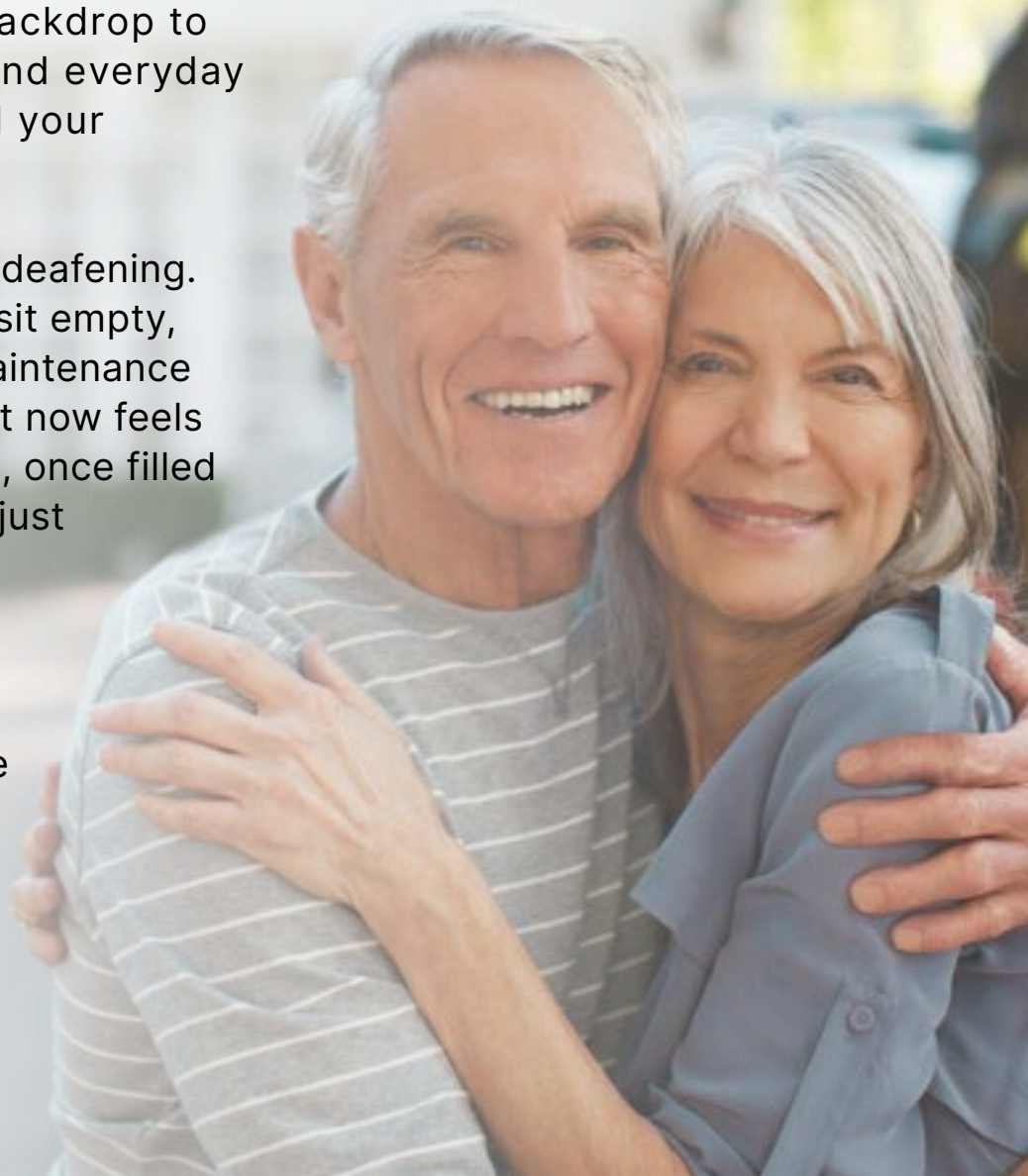
Downsizer's Guide

THE HOME THAT ONCE FIT YOUR LIFE...NO LONGER DOES.

For years, your home was filled with laughter, movement, and purpose. It was the backdrop to birthdays, holidays, and everyday moments that shaped your family's story.

But now, the silence is deafening. The once-busy rooms sit empty, collecting dust. The maintenance that used to be worth it now feels like a burden. The yard, once filled with kids playing, now just feels like another never-ending chore.

And deep down, you know... this house no longer fits the life you're living now.



4 SIGNS IT'S TIME FOR A *Change*

YOU'RE *too far*

FROM FAMILY

Holidays, birthdays, and milestones are spent on FaceTime instead of in person. You want to be there. Hugging your grandkids, sharing meals, and making memories that don't involve a screen.

YOUR HOME IS *too much*

WORK

The endless upkeep, cleaning, and repairs leave you drained. Every weekend is consumed by chores when what you really want is freedom.

YOU CRAVE A SENSE OF

community

The kids are grown, and your neighborhood no longer feels like home. You want to be surrounded by people in your stage of life - staying active, making friends, and embracing new experiences.

YOUR POSSESSIONS FEEL

overwhelming

Decades of belongings fill every closet and spare room. You've tried decluttering, but every item feels like a piece of history you can't quite let go of.



You've thought about downsizing, but the process feels too big, too emotional, and too overwhelming to start. So you keep putting it off... while your frustration and exhaustion grow.

WHEN STAYING PUT BECOMES THE *wrong* MOVE

The longer you wait, the harder this transition will become. Market shifts, rising prices, and interest rates could make moving even more difficult. You'll be left in a home that feels lonely, unmanageable, and isolating... trapped by inaction.

Instead of enjoying your golden years, you'll be stuck maintaining a house that no longer serves you. Instead of thriving, you'll be making do.

But it doesn't have to be this way.

Imagine this...

Your doorbell rings, and your grandkids' faces light up as you welcome them inside. No more long-distance visits. You're here for every birthday, soccer game, and Sunday dinner.

Your days are filled with connection and activity. Morning coffee with neighbors, afternoon fitness classes, evening book clubs... your new community is exactly what you've been craving.

Your home is simple, peaceful, and designed for your life now. No more unused rooms, endless cleaning, or overwhelming maintenance.

Just a right-sized space that gives you the freedom to focus on what truly matters: family, travel, hobbies, and living life on your terms.



IT'S TIME FOR A *change,* & I CAN HELP.

I know downsizing isn't just about finding a smaller home. It's about creating a lifestyle that fits who you are now.

That's why I designed my Tailored To You Method: A five-step process that helps you move forward with clarity, confidence, and a plan designed just for you.

Let's find a home that works for this next chapter - one that frees you, instead of holding you back.

Here's how it works...



THE TAILORED-TO-YOU METHOD

STEP 1: YOUR NEXT *chapter* STARTS HERE

Deciding to sell your home and downsize is a big milestone - one filled with excitement, possibilities, and, understandably, a mix of emotions. This isn't just about moving... it's about creating a lifestyle that truly fits you now.

That's where I come in.

Many people worry about finding a real estate agent who truly listens. My role is to understand your unique needs, goals, and concerns. and to never let you settle for less. Together, we'll create a personalized plan to guide you through this transition with clarity and confidence.

Here's how we'll start:

1. *Clarifying* YOUR VISION

We'll do a visioning exercise to define what you want your next chapter to look like. What activities matter most to you? What kind of home will support your lifestyle? If you're moving with a partner, we'll ensure both of your needs are met.

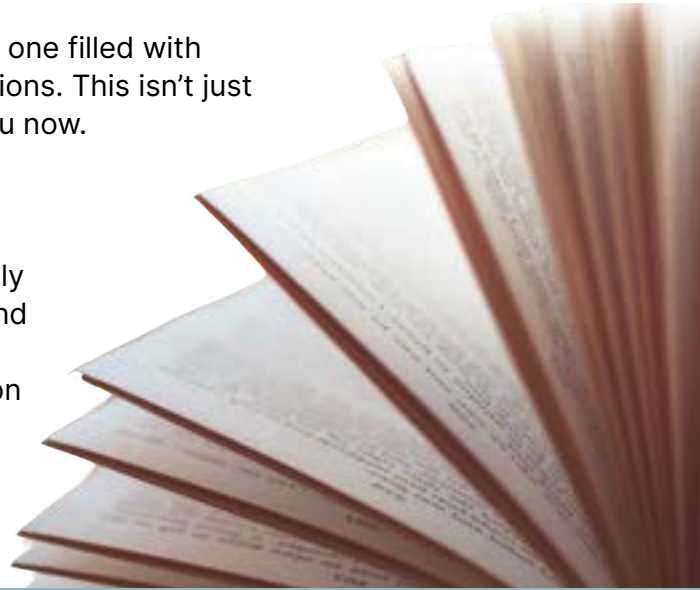
2. *Exploring* IDEAL LOCATIONS

Whether you want to be closer to family, find a low-maintenance home, or gain the freedom to travel, I'll help match you with communities that fit your priorities and preferences.

3. *Creating* A CUSTOM PLAN & TIMELINE

If it's been a while since you last sold a home, the process can feel overwhelming. We'll go step by step, at your pace, so you know exactly what to expect and when.

Selling a home filled with memories is emotional, but you don't have to navigate it alone. From our first conversation to closing day, I'll be there ensuring you feel supported, informed, and confident every step of the way.



STEP 2: PREP, STAGE & SNAP!

Now that we have a clear vision, it's time to get your home market-ready. This step is all about making your property shine—so buyers fall in love at first sight.

Here's how we'll make that happen:

Deduttering & Organizing

Sorting through years of belongings can feel overwhelming, but you won't have to do it alone. I have a trusted team of experts to help with downsizing, deep cleaning, and minor repairs, making the process as smooth as possible.

Staging FOR MAXIMUM APPEAL

A professional stager will work with your existing furnishings (and add a few key pieces) to create a warm, inviting atmosphere that appeals to buyers. If your home is vacant, we'll add stylish vignettes to showcase its potential.

Professional PHOTOGRAPHY & VIDEO

Stunning photos, videography, and drone imagery will capture your home in its best light, ensuring it stands out online where most buyers begin their search. We can also create floor plans to help buyers visualize the space.

Strategic Pricing

Using market data and your home's unique features, we'll set the right price from the start, generating strong interest and increasing the likelihood of a successful, stress-free sale.

Selling a home filled with memories can be emotional, but you're not in this alone. I'll provide clear guidance, expert support, and a seamless process to get your home ready for its next chapter.

As one of my clients recently shared:

"I had no idea where to start. We couldn't have done this without you!"

By the end of this step, your home will be polished, staged, and ready to make a fantastic first impression.

STEP 3: MLS, MEDIA & *more!*

Now it's time to put our marketing strategy into action: Maximizing your home's exposure, attracting buyers, and generating excitement.

Here's how we'll make your home stand out:

1. CRAFTING A COMPELLING *Listing Story*

Using your insights about what made you fall in love with your home and neighborhood, we'll create a narrative that resonates, helping buyers envision their future in the space.

2. *Generating Buzz* WITH A "COMING SOON" CAMPAIGN

Before your listing even goes live, we'll build anticipation and spark early interest.

3. MAXIMIZING EXPOSURE ON THE MLS & *beyond*

Your home will be showcased across multiple platforms with professional photos, engaging descriptions, and strategic marketing to attract serious buyers.

4. NAVIGATING SHOWINGS & *offers* WITH EASE

I'll coordinate showings seamlessly and guide you through every offer, ensuring you understand the terms and negotiate the best outcome for your situation.

5. *Connecting* YOU WITH TRUSTED PROFESSIONALS

From a real estate attorney to ensure a smooth transaction to any other experts you may need, I have you covered.

The Goal?

Maximum visibility, strong buyer interest, and a smooth path to a successful sale. I'll be by your side every step of the way, helping you set expectations, stay informed, and feel confident throughout the process.

STEP 4: NEW HOUSE, NEW *beginnings*

You deserve a real estate agent who truly listens. not one who rushes you into a decision just to close a deal. I believe finding the right home is more important than settling for the wrong one. If a house isn't the right fit, I'll tell you... because my priority is helping you make the best choice for your future.

Here's how we'll find the perfect home for your next chapter:

Establishing Your Budget

I'll connect you with a trusted lender for mortgage pre-approval, so you know exactly what you can afford. If you're buying with cash, we'll ensure you have the necessary proof of funds or financial advisor letter in place.

Exclusive HOME SEARCH WITH ZENLIST

You'll get access to private, off-market listings through Zenlist, an invitation-only app. You can track favorites, take notes, and request tours, all in one place.

Personalized PROPERTY VETTING

I'll monitor new listings and filter out anything that doesn't meet your needs, so we focus only on homes that truly fit your lifestyle.

SMART & STRATEGIC *House Hunting*

When we tour homes, I'll point out key features, potential concerns, and possibilities, ensuring you have the full picture before making a decision.

CRAFTING A *Winning Offer*

When you find the one, I'll guide you in writing a strong, competitive offer that protects your interests and sets you up for success.

I'll be your trusted advisor and advocate throughout this entire process - answering questions, providing expert insights, and making sure you feel confident and in control every step of the way.

By the end of this phase, you'll have found your ideal new home, bringing you one step closer to making your dream a reality!

STEP 5: SEALING THE DEAL & *settling in*

Congratulations, you're in the home stretch! Now it's time to finalize the details, plan your move, and step into your next chapter with confidence.

Here's how I'll help make this transition as smooth as possible:

Coordinating Your Closings

If you're also selling your current home, I'll work with the buyer's agent to align closing dates. If timing doesn't perfectly match, don't stress! Strategies like a rent-back agreement can bridge the gap.

Final Walk-Through

Before closing, we'll inspect the property one last time to confirm any agreed-upon repairs are complete. If issues arise, we'll address them immediately.

Closing Day Support

At the title company, you'll sign the final paperwork and transfer funds. I'll be right there with you to answer questions, handle any last-minute details, and celebrate this milestone.

Move-In Made Easier

I'll provide a comprehensive utility setup guide and connect you with my network of trusted movers and packers, from full-service moving to extra hands for the heavy lifting.

Handling the Unexpected

While I strive for a seamless transaction, bumps can happen. With my straightforward communication and creative problem-solving, I'll help you navigate any roadblocks and keep everything on track.



YOU
DESERVE A
REAL ESTATE
AGENT WHO

listens

AND MY SUPPORT
DOESN'T END WHEN
YOU GET YOUR KEYS.

As part of my *client family*, you'll always have access to my trusted resources, from home maintenance referrals to estate planning connections. If you're looking to personalize your new space, I partner with an interior design company that offers exclusive services and discounts to my clients.

So take a deep breath, smile, and enjoy this exciting new beginning.

You've earned it!

And remember: I'm always just a phone call away if you ever need anything.

Testimonials

WHAT CLIENTS ARE SAYING:

Becky is an exceptional Realtor. She is knowledgeable, ethical and can navigate a challenging real estate market with ease. If first impressions matter, you will feel comfortable after meeting her. She has a gift of asking the right questions and then taking those answers into the home showings that she does with her clients. This allows her to quickly point out why she believes if a home would be suitable for her buyer. She can also recommend a Loan Program that becomes necessary when a buyer has a home to sell and they need to quickly buy the new home before it is purchased by another interested party. This can make the difference in actually getting the home you really want.

If you want a Realtor that is knowledgeable, accessible and really cares about her clients, then request Becky.

-Carla S.

Our story began 500 miles from our present home. Upon retirement, our goal was moving back to family. We met Becky Johnson at an open house. What a find! Becky worked patiently with us for two years before we sold our previous property and found our existing home. Becky has the utmost integrity and is truly a 'salt of the earth' person. During our lifetime, we have had 26 personal real estate closings in 5 different states. We can honestly say, without a doubt, Becky Johnson was the finest real estate professional we ever dealt with. In our opinion, Becky deserves 10 stars!

-Bob H.

I have owned houses for over 50 years. In that time, I have met and worked with more than a few realtors. But I can say that I have never worked with one that worked harder, or smarter than Becky Johnson. Beside being really good at what she does, she is delightful to work with, and works really well under pressure. When we accepted the offer for the sale of our house, the purchasers needed to be in the house in 3 weeks. That meant that we had to find a house to purchase, negotiate a contract with an equally short timeline. We had to find movers, get a mortgage, find a way to get rid of a whole lot of stuff that wasn't moving with us, arrange for temporary housing for a week between moves. and what felt like a million little things that had to be done all at the same time. Becky navigated us through all of that like it wasn't even a challenge. She had answers for all of our difficulties, made really good recommendations for services and helped us close the transactions with no problems. I cannot say enough good things about Becky, and I can promise that you will not find a better realtor to deal with.

-Al M.



My Story

At just 12 years old, I started learning the ins and outs of real estate. It was more than just houses; It was a distraction from the hard stuff happening around me.

My parents were going through a divorce, which meant looking for a new house. Climbing into the back of the Realtor's fancy Cadillac, I was excited about a fresh start with less chaos.

I learned that picking a house is about more than just square footage. Such as, a house in Park Ridge with 5 floors might seem cool, but it also sounds tiring. Power lines and high levels of radiation are a hard no. I appreciated the wide-open floor plan I saw in Elk Grove (especially when it had a cute Corgi that met us at the door!). And of course, a house in Hoffman Estates taught me location, location, location!

Looking at those houses brought me joy, even though my world was crumbling.



Time passed and it was quite bumpy. At just 17 I became a mom. Later on, I experienced my own divorce and even foreclosed on our home. I chose different careers, like being a dental assistant and an in-home personal trainer, but real estate still had a special place in my heart.

Thanks to the support of my friends and family, I took the real estate exam in 2017 and passed on the first try (a tough thing to do!).

As wild as it might seem, without my parents' divorce, I wouldn't have gone for rides in that fancy Cadillac and discovered my love for real estate. Now, there's no place I'd rather be.

As my client, I believe you deserve a real estate agent who listens. I want to hear about your needs at this stage of life and how your current house is no longer a fit for you. Being a Certified Life Coach, I have extra training to know what questions to ask to get to the bottom of your buying and selling needs. We'll work as a team to accomplish your real estate goals.

Now, I help people, especially those downsizing, to feel confident through the buying and selling process. I call it my "Tailored To You Method." It's about finding a home that fits your life and dreams. My core values of family, authenticity, and curiosity guide everything I do.

So if you're looking for a new beginning in a home that suits your needs, I'm here to help you every step of the way. Let's find the right place for your story to begin!

-Becky J.

Contact Me



Becky Johnson

ABR, SRS, SRES

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