



# THE PEACEFUL MOVE METHOD

A GUIDE TO HELP FAMILIES WITH A STRESS-FREE  
KENTUCKY MOVE.

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LIVEINKENTUCKYHOMES.COM

It was perfect! The neighborhood and house were ideal for your budget. It had enough bedrooms for you at the time. You each had your own space and you could relax. You had enough rooms to have an office or workout space. Your house was perfect for your young family.

You wanted a house that would be functional, yet affordable but life is full of surprises! Another baby, a job offer you can't pass up, or your family has simply grown out of this home.

Suddenly, the perfect house/neighborhood isn't so perfect anymore.

## **YOUR HOUSE ALWAYS FEELS DIRTY. NOT THAT IT ACTUALLY IS. IN FACT, YOU FEEL LIKE ALL YOU DO IS CLEAN.**

You just can't seem to get a handle on anything. You think... Maybe if you were more organized. Maybe if you had less stuff. Maybe you just need to do a renovation. You feel like you spend so much time thinking about how to make this house work for you and your family. It's exhausting. And to top it all off, your family isn't done growing. Another baby on the way would completely push you to your max. And, let's be real, the kids are constantly growing.



## **THE CALL FOR ADVENTURE IS SOMETHING YOU JUST CAN'T PASS UP.**

A new job offer has you thinking about leaving this life you've created. You love this house. This neighborhood. The connections you've made over time. But this promotion would mean new opportunities for you and your family. A fresh start. A chance to give your kids a better life. You know the grass isn't always greener but you feel like you owe it to yourself to at least try.



## ONE THING PARENTHOOD TEACHES YOU EARLY ON... LIFE CHANGES QUICKLY!

What you thought would be the perfect home for your growing family, turned out to be a logistical nightmare.

You feel like there's no separate area for all the toys and it makes the house feel like it's drowning in clutter. The bedrooms on the second floor are a real pain in the middle of the night when you have to let the dog out or warm up the baby's bottle. And you never anticipated needing extra space so quickly for a playroom or to comfortably welcome overnight guests.

On paper, it all made sense. But real life is a different story. You're beginning to realize that the "forever home" isn't actually the solution.

## THE TRUTH IS, YOU NEED A HOME THAT WORKS FOR YOUR FAMILY RIGHT NOW IN THIS CURRENT STAGE OF LIFE.

There's no renovation on earth that will give you the extra square footage you need. You've tried.

You're just spinning your wheels over here and it's time to do something about it.

Moving long distances is scary but you feel like you'll regret it if you don't take this opportunity now.

## THE PROBLEM IS YOU'RE NOT SURE WHERE TO START.

The good news is, we've designed a method that's focused on strategy, planning and preparation. Its goal is to put our clients at peace through the entire moving process. We help you through every detail, coordinating every step along with our team of experts.

## HERE'S HOW OUR PEACEFUL MOVE METHOD WORKS.

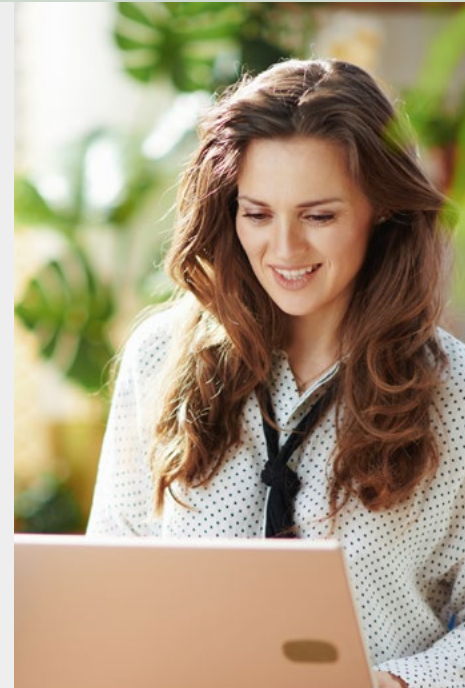
## 1

STEP ONE:

## CLARITY

**THE FIRST STEP TO MAKING YOUR MOVE PEACEFUL IS TO HAVE A CONSULTATION OVER ZOOM (OR IN PERSON). THIS HELPS US TO LEARN MORE ABOUT YOU, YOUR CURRENT SITUATION, YOUR GOALS, AND YOUR MOTIVATIONS FOR MOVING.**

This allows us to personalize your experience, and it's especially important if you're relocating since there are so many "moving" parts. (Pun intended.) During the consultation, we'll dig deeper into where you are and where you want to be. From this, we'll create a personalized plan around your goals.



Whether you're relocating from another state, moving away from Kentucky or simply transferring to another block... we'll create a roadmap unique to you. Part of this is understanding if you need to sell first, or buy first. No matter what, we've got options! If you need a lender recommendation, we can help match you with the best lender for your situation. We'll go over the buying/selling process and general strategies we'll use to get you into your new home.

**There are three benefits to working with a professional:**

1. One, you'll understand all loan options and get tips on how to best prepare your personal finances.
2. Two, you'll better understand the market, the processes and your options for transitioning out of your current home so there are less surprises.
3. Three, you'll get specific advice on how to prepare your home for sale. (What to do and what not to do.) Not every improvement is worth it. You don't know what you don't know until you know! Take advantage now.

# 2

STEP TWO:

# IMPROVEMENT

## IF YOU LIVE LOCALLY, WE'LL SCHEDULE A CONVENIENT TIME TO VISIT YOUR CURRENT HOME.

(If you're out of state, we can connect you with a local listing agent if you don't already have one) This is crucial so we can get started on preparing your home for the market. As mentioned, not all improvements are worthwhile. So we'll be able to really hone in on what will make the biggest impact and give you the most ROI (Return on Investment) on your property. You'll want to begin by putting away as many personal items and as much "stuff" as possible. We'll create a personalized list of what needs to be tackled. We take care of all the boring paperwork and make it as painless as possible. We then send over a fun kit of some home prep and packing supplies to get you started.



If any other improvements are needed, like painting, handyman repairs, electrical needs, etc... We can coordinate these tasks so you don't have to. After all those necessities are completed, we recommend a good deep clean. If you need a recommendation, we've got you! Buyers can feel the difference and it's one less thing you need to worry about.

If there's anything else you need, just let us know. We'll figure it out. Our goal is to make this process as stress free as possible. We know you have enough going on with a busy family and preparing your home often takes longer than most expect. We've been doing this a long time and know what potential buyers are looking for. We want to meet or exceed their expectations every time, this way your house will stand out from the rest of the competition... in the best way possible!

# 3

STEP THREE:

# STRATEGY

**WITH YOUR HOME SPICK AND SPAN, IT'S TIME FOR US TO PUT IT ON THE MARKET. AT THIS POINT, WE'LL SCHEDULE PROFESSIONAL PHOTOS, VIDEOS AND MATTERPORT 3D (THOSE COOL VIRTUAL TOURS YOU MAY HAVE SEEN ONLINE).**

We discuss the best listing price to get you the most money for your current home. Then we talk about your marketing plan. We generally start with a Coming Soon period if we have time. This creates a teaser for potential buyers and agents, and provides valuable feedback.



Once your home goes live, it gets added to all the standard real estate sites, such as Zillow and Realtor.com. We create a social media campaign and run paid ads to make sure we're getting in front of all potential buyers. We schedule an Open House the first weeknd your home is on the market, along with a postcard blast and calls to the local neighborhood homes. All of these strategies are designed to build anticipation for your home and bring as many buyers forward.

From here our job is to negotiate on your behalf to get you favorable terms and as much money as possible. We've already discussed the best option financially for you and make sure all the conditions are reflective of your needs moving forward... whether you're relocating and buying out of the area or you need to sell before buying locally.

# 4

STEP FOUR:

# SEARCHING

**THIS STEP IS ALL ABOUT FINDING YOUR NEXT HOME. THIS STARTS WITH HONING IN ON THE RIGHT CITY OR COUNTY. IF YOU'RE FROM OUT OF STATE, WE WILL PLAN AN IN PERSON TOUR IF POSSIBLE.**

It's important that you really understand the area you want to live in before we even begin to look at homes. The right city and neighborhood makes all the difference. We always recommend driving around different areas to find the right fit. Once we nail down the area, we set you up on a custom search and use our extensive network to find you the right homes to look at. You're busy so we don't want to waste time looking at houses that don't check the boxes.



Once you've found "THE ONE," we'll be by your side to negotiate and get you through this until we have a winning offer. Sometimes this takes patience but it's always worth it in the end!

**Quick note:** If you're moving out of state and away from Lexington, we'll happily find you the best referral we can so your experience of house hunting is as smooth as possible on the other end!

# 5

STEP FIVE:

# GROWTH

**CONGRATULATIONS! AFTER THE ACCEPTED OFFER PROCESS, WE WILL SEND YOU OUR “UNDER CONTRACT BAG” EQUIPPED WITH ALL THE SUPPLIES YOU NEED TO START PACKING.**

We'll coordinate home inspections and all aspects of the loan process. 24 hours before closing we'll do a final walk through on the house you are buying.



Our relationship doesn't end there though! We love to reconnect throughout the year and regularly hold client events to keep in touch. It's also a great way to meet new people if you're new to Kentucky! We hope to see you there. If you need anything else to get settled, reach out! We're happy to connect you with all the right people.



# A FEW THINGS WILL HAPPEN WHEN YOU MAKE A MOVE USING THIS METHOD....

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- **Everything seems easier to manage.**

There's room to breathe. The kids love having their own rooms (with an extra, just in case!). You and your spouse have your own area as well. You are able to entertain friends and family comfortably. Having an open kitchen and living room area is exactly what you needed! It's great to have the outdoor space and basement to entertain. It's so nice to be able to move and grow into your new home.

- **The new job is amazing!**

You're beginning to get settled into this new neighborhood and new way of life. You're finding your footing and it feels good. Your family seems to love it as well. You're all starting to make new friends and connections.

- **It's amazing what happens when you live in a space that actually works for you.**

It's practical and functional and at the same time, it feels homey and spacious. A perfect duo for years to come.

# HEAR FROM SOME HAPPY CLIENTS...

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“Maggie and her team were an absolute godsend for my wife and I! Selling or buying a home can be a daunting process, but it never felt that way with Maggie on our side! She was always available to answer questions and help us make the best, informed decision for our little family. We have been so happy to celebrate holidays in our wonderful new home...and we are so grateful to Maggie and her team for helping us to make that happen!

**Zachary Rawlings - Midway, Kentucky**

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“Such a great experience from start to close. Maggie and her team made sure we had everything we needed and answered any questions we had. I was super nervous about selling our house in Nicholasville and trying to find another place in time but she worked it all out for us. Her dedication to her job always shows! This is our second move with her. Thanks so much for everything. :)

**Brittany Fraley - Nicholasville, Kentucky**

“Maggie is the best agent! She initially helped us find our house when we first moved to Lexington. She was always available to help when needed. When our family decided to move back to Florida we knew we were going to use Maggie again for the sale of our home. She gave us tips and advice to help us get the best price for our home. She helped make the process from start to finish very smooth with no stress. Her knowledge of the market, professionalism and constant communication provided my family with the best home purchase/sale experience. We appreciate her so much and would recommend her to anyone. Thank you Maggie for everything.

**Ashley Petrie - Lexington, Kentucky**



“We could not have asked for a better real estate team. Maggie was helpful from start to finish. Her knowledge and professionalism is top notch. We also had a few showings with Ryan and he was also very helpful. If you are looking for a realtor that can answer all your questions and truly cares about their clients, look no further. We cannot recommend this team enough. They will work tirelessly to make sure that your home buying and selling runs smoothly as possible.”

**Egan Haddix - Lexington, Kentucky**

“Maggie is hands down the best realtor I've ever worked with. She knows exactly what she's doing. She does not make you feel pressured and truly wants you and your family to have the best experience possible. Me and my husband have used her for 3 different properties and she will forever be our realtor as long as we're in the state of Kentucky. She truly is amazing in all her work and really cares about what she is doing. I wouldn't recommend anyone else for the job.”

**Haley Hill - Richmond, Kentucky**

# M My Story:



My childhood wasn't conventional I guess. I wasn't really into sports. I really didn't do great in school. Growing up I was the kid who learned how to drive the tractor and truck before I was 10 years old and was responsible for farm chores. Then in Grade 8, I was expelled from school (a long story for another day!). This led to a series of different schools and you could say a somewhat bumpy education.

## **BUT IN COLLEGE I FOUND MY MOTIVATION AND DOUBLE MAJORED IN BUSINESS AND SPANISH.**

After I graduated, I went back home and lived with my parents while I worked at Walgreens full-time as a manager and got my MBA. By the time I graduated with my MBA, the economy had tanked and I couldn't find a job anywhere. So I decided to stay with Walgreens and worked my way up to store management, also helping the district manager with hiring for store managers and pharmacy staff.

During this time, I met my husband. We got married and bought our first house. It was during that process that the agent asked me if I'd ever thought about real estate. I'd never thought of it, and at first I wondered if it matched my personality. However, that conversation got me thinking...

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As we worked through the transaction, I could see how there were so many moving parts and since the realtor we worked with was newer, I kind of took over managing some things.

## **I SAW THE SIMILARITIES BETWEEN MANAGING A SMALL BOX STORE AND REAL ESTATE.**

I was used to working crazy hours because I was still working a lot of shift work before moving into a store manager position. I saw the opportunity and on top of it my husband

being a contractor, I saw the synergy there. And that was all it took. From there I pursued my license. It took some time to transition fully but it's one of the best decisions.

This career has opened up many opportunities for me. Since then, our family has grown and real estate has allowed me freedom with my family that I wouldn't have had in my previous work. It's allowed me to use my management skills to make this transition as smooth as possible for other families moving to or within Kentucky. And it's given me the confidence to pursue the things I find important in this journey of life. And that's what it's all about!





**IF YOU WANT TO TAKE THE NEXT STEP,  
BOOK A STRATEGY CALL WITH ME  
TO SEE HOW OUR PEACEFUL MOVE  
METHOD CAN HELP YOU...**

START CHAT IN FB  
MESSENGER



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