

The Dream Big Method



**A GUIDE TO
HELP BUSY
PROFESSIONALS
AND GROWING
FAMILIES IN
NORTHEAST
FLORIDA UPGRADE
THEIR HOME &
LIFESTYLE**

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MOMENTUM
— REALTY —

Life is good, right?

You have a beautiful family and a cozy home. Financially, you're doing better than you ever have before. Your career is taking off. You're anticipating more opportunities and advancement in the coming years. The kids are happy and growing so fast. You're trying to cherish every moment. Parenting isn't always easy, but raising a family has always been the dream.

You should feel nothing less than grateful for this fortunate life you're living. But, lately, you're feeling a little more stressed than usual. You can't pinpoint when things started to change. You're finding it harder to stay focused and be in the moment. You're tired all the time and struggling to get through the day.



You're not sure when things started to change...

You used to look forward to coming home. Now when you walk in, the first thing you see is chaos. You're frustrated with the amount of stuff. It has accumulated in different piles all over the house. You've had to improvise to find a workspace at home. You're tripping over things and end up moving them to wherever they'll be out of your way for the moment.

You miss having friends over for dinner. You miss the conversations, enjoying a glass of wine, a nice meal, and laughing together. You would love to invite your family for the holidays. You don't get to see them as much as you'd like. But there's no room.

You should be able to fix this...

You've been thinking about making some improvements to your current home. Maybe new colors or new kitchen cabinets would help you feel better about the space? But then you think about the cost. Is that the smartest way to spend your savings? When it's all said and done, none of it will make the home larger.

You've tried organizing and reorganizing. You've bought various shelves and baskets and all kinds of containers to put things in. You've moved furniture around to "open up space". You've spent entire weekends trying to whittle down your belongings and get rid of things you don't use. The kids get upset about parting with toys. You and your spouse argue over what you think is junk or a keepsake. Before you know it, the clutter appears again.

It's exhausting. You feel like you've wasted so much time, energy, and money and it's all been for temporary solutions.



The breaking point...

Your family can't continue to live at the current high level of stress. All the negative energy will start to affect your relationships. The kids have already started to notice you're more short-tempered and easily frustrated. You and your partner are tense and annoyed with each other all the time.

You've talked about making a move. But, you're afraid of getting in over your head. What if you make the wrong decision and end up being worse off than you are now? A down payment on a bigger home could deplete your entire savings.

The upkeep and maintenance could be more than you can handle. The timing never seems right. The more you try to talk about it, the more uncertain you feel.

If things continue this way, you're afraid your family will grow apart. You only get one chance to watch your kids grow up. You want them to have the best home life. You want to be able to give each other and the kids the time and attention they deserve. You all deserve the best quality of life you can provide.



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I understand the decision to make a move is a big one. There are a lot of unknowns, and any big change is scary. You can never be sure if you're making the right decision at the right time. You're not even sure where to start.

That's where I come in. I've successfully helped hundreds of people buy or sell a home over the course of my 16 year career. I've also bought and sold several homes myself at different stages of life. Through these experiences, I've developed a proven step by step process that works.

STEP 1: Meeting of the Minds

The first step is to sit down together and talk through what has led you to consider buying a new home. I'd like you to share what you have loved about your current home. Also, what's no longer working for your family? I'd like to know your biggest reasons for making a move now. What goals do you hope to reach by purchasing a new home? What type of home and neighborhood do you envision? How will that improve your lives?

Next, we'll do a financial check-up. We'll start by determining a market value for your current home. Do you need to sell first? Or, do you have the flexibility to buy first and sell or rent later? Next, we'll set up a brief phone call with a mortgage lender. They will give us all the options for financing your new home. The lender will be able to let you know what you can qualify for and make you aware of estimated out of pocket costs. Having all the financial details will give you more confidence in moving forward.

At this point, you'll have all the information to decide: does purchasing a new home make the most sense for you now? Being on the fence is one of the worst places to be. Making the decision to move forward can relieve a lot of the stress you've been feeling and give us a goal. Now it's time to come up with a plan and take action. That's where my experience and expertise will come into play.

The Dream Big Method...

STEP 2: Define the Dream

Now we're to the fun part! Here we're going to dig deeper into what your dream home will look like, your vision! What size home will best fit your needs, for now, but also for the foreseeable future? What features are going to be the most important to you? Together, we'll talk through some needs versus wants exercises. What will be the must-have features in your new home? And, what would you like to have but may also be willing to compromise on if needed? Are there any specific neighborhoods or areas of town you would like to focus on? We'll rank the importance of all the things that will affect your lifestyle and how it aligns with your vision.

Once we have a clear picture of what your ideal home will look like, we'll begin to explore the options! I do ask that you try to keep an open mind as we look. Often, I find your vision can change as you go through the process. We may need to make adjustments to the search along the way. The ultimate goal is to work together to find the perfect fit for your family!

Once we find "the one", we'll discuss the next steps. I'll present you with information on the most recent comparable sales. We'll agree on an offer price and terms that make the most sense for you. This is where we need to know if your offer will need to be contingent on your current home selling. We'll also discuss possible areas of negotiations. I'll work hard to get you the best possible price and terms. It's important to start the new home search as soon as possible. Often, this is the part of the process that can take the most time. The search can be ongoing, but we can do this while working on some of the other steps.



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STEP 3: Smart Selling

It's time to discuss your goals for your current home. We've already gotten all the information on whether you need to sell before buying. That will determine the timing of this step. We'll discuss your expectations with the price, net proceeds, and your desired time frame. How will the sale line up with buying your new home? I'll give you my recommendations for a marketing plan, and what to expect while the home is on the market.

In a perfect world, the goal is to line up both transactions so you can make one move. But, sometimes situations come up that we don't always have control over. It's important to discuss possible scenarios that can happen in the process. For example, if your home sells or rents faster than expected. We need to have a backup plan in mind. I have found, by discussing any possible challenges we may run into, we can come up with solutions ahead of time. Having a plan for your current home will determine the timing for the rest of the process. It'll also affect how you move forward with an offer on a new home.



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STEP 4: Refresh & List

Before your home goes on the market, we'll do a thorough walkthrough together.

We'll make a list of improvements and maintenance items to complete before it goes public. I know your schedules are busy and your time is valuable. I have a list of vendors who can assist with this step. I'm always available to help set up and be present for these appointments.

You'll get the most interest in your home within the first 30-45 days. It's key to have your home in the best showing condition from the start. 95% of buyers start their search online. High quality, professional photos are a must. Sometimes I'll suggest a video tour as well. Homes that are clean, clutter-free, and move-in ready are going to get the most attention. You're also more likely to get offers closer to asking price. We'll agree on the right list price based on your desired timeframe.

Once we receive an offer, I'll review all the details with you. I'll provide a net estimate at the offer price, and we can decide if negotiations are in order. My goal is to get you the highest price in the shortest amount of time. Our current market is very competitive. Most sellers will not consider an offer contingent on a home to sell. We may need to have it listed and under contract before you make an offer on your new home.



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STEP 5: Living the Dream

We're almost there! The final stages of the process! I will oversee all aspects of both transactions. I'll stay in constant contact with all parties. I'll communicate with cooperating agents, lenders, appraisers, and the title company. I'll also make sure we meet any deadlines laid out in the contract and keep things moving forward. You'll receive, at least, weekly progress updates. I'm always easy to reach should you have questions or concerns. We all have one common goal, to get you into your new home!



Just imagine...

Imagine having a home that reflects what's most important to you and your growing family. You come home to bright, clean, and clear spaces. Calm energy washes over you each time you walk through the door.

You all gather in the kitchen sharing about your day while you prepare dinner together. After dinner, your husband retreats to the man cave to watch the game. You're ready to have a glass of wine and read the next chapter in your book cuddled up in your favorite chair in the study. The kids are in the playroom watching a movie. You love the fact that you can all enjoy time doing what makes you happy in a quiet and relaxing space.

It's a sunny Saturday afternoon and you've invited several of your closest friends over for a cookout. You and your friends gather in the kitchen enjoying a cocktail. The guys are on the back patio watching the football game enjoying a beer as they get ready to fire up the grill. The kids are outside running around playing a game of tag. You can hear their laughter and excitement in the background. After dark, you all gather around the firepit. You share funny stories and let the kids roast marshmallows.



CLIENT TESTIMONIALS

“WE HAVE USED ANDREA FOR 3 HOMES NOW. FIVE YEARS AGO, WHEN WE MOVED TO A NEW AREA, WE HAD A WEEK TO FIND AND BUY A HOUSE AND ANDREA HUSTLED TO FIND US A GREAT ONE WE LOVED. WE CONTACTED HER AGAIN RECENTLY BECAUSE WE WANTED TO RELOCATE TO A BIGGER HOME, NOW IN A VERY COMPETITIVE MARKET. SHE GUIDED US THROUGH SELLING OUR HOUSE AND GOT US WELL OVER WHAT WE HOPED FOR AND OVER ASKING PRICE WITH MULTIPLE OFFERS. SHE WAS RESPONSIVE AND HONEST IN HER FEEDBACK WHEN IT CAME TO PREPPING THE HOUSE, STAGING, AND THEN GUIDING US AS FAR AS WEIGHING THE PROS AND CONS OF VARIOUS OFFERS. YOU REALLY WON'T FIND SOMEONE ELSE WHO WILL WORK AS HARD FOR YOU AS SHE WILL, BOTH AS A BUYER OR A SELLER. HIGHLY RECOMMEND!”

**JAKE AND KRISTEN, BOUGHT AND SOLD A HOME
IN 2021 - INTRACOASTAL**

“WE ARE SO GRATEFUL TO HAVE HAD ANDREA AT OUR SIDE DURING BOTH THE SALE OF OUR PREVIOUS HOME AND THE PURCHASE OF OUR NEW ONE. SHE WAS THERE EVERY STEP OF THE WAY WITH HELPFUL GUIDANCE AND WAS INSTRUMENTAL TO MOVING THE PROCESS ALONG QUICKLY AND EFFICIENTLY. ANDREA'S PROFESSIONAL, THOUGHTFUL, AND POSITIVE ATTITUDE MADE IT SO THAT THE HARDEST PART OF BUYING AND SELLING WAS ACTUALLY MOVING. WE HIGHLY RECOMMEND HER FOR YOUR NEXT HOME SALE OR PURCHASE.”

**MARC AND SHANNON, BOUGHT AND SOLD A
HOME IN 2020 - MANDARIN**

“MY WIFE & I HAD PREVIOUSLY BOUGHT A HOME WITH ANDREA IN 2015. WHEN IT CAME TIME TO SELL. CALLING ANDREA WAS A NO BRAINER. SELLING A HOME IS STRESSFUL ENOUGH. BUT, ANDREA IS ABOUT AS GOOD AS IT GETS. SHE CARRIES THE LOAD IN NAVIGATING ALL THAT BUYING & SELLING A HOME ENTAILS. SHE IS EXTREMELY KNOWLEDGEABLE. IS VERY IN TUNE WITH THE MARKET. ALWAYS AVAILABLE TO ANSWER ANY QUESTIONS NO MATTER HOW SMALL. SHE EVEN WENT AS FAR AS TO HELP US FIND & FINANCE A HOME THAT IS NOT IN HER MARKET. SHE ALWAYS GOES ABOVE & BEYOND. I HIGHLY RECOMMEND ANDREA TO ANYONE LOOKING TO BUY OR SELL A HOME. ALWAYS A PLEASURE TO DO BUSINESS WITH!”

**DAN AND RACHEL, SOLD A HOME IN 2021 -
OAKLEAF PLANTATION**

About Me...



When I started in real estate in 2004, I wasn't quite sure what to expect, or even what led me to choose that path. It wasn't part of my plan. I kind of stumbled into it at a point in my life where I needed a change.

I was 29 at the time. I was married to my first husband and my daughters were 6 and 12. Up to that point, I never thought of myself as having a career. When I was younger, I worked in the service industry as a waitress. Then, I got a job as a mail carrier at the postal service. Who doesn't want a cushy government job? I did that for about 5 years. I was good at it. But, I didn't enjoy it. I did get my associate's degree during that time. It took me 6 years, taking online or night classes while working a 60 hour a week job and raising 2 kids. It was a big accomplishment for me. I was the first person in my family to graduate with any college degree. I knew I was capable of so much more. I just didn't know what that was.

It was actually my Dad's idea to get into real estate. He tried talking me into it for years. I was finally at a place where I was ready to jump in and try it.

The market was hot at the time and I was eager to learn. There was definitely more to it than I ever thought. I was learning how to make cold calls, knock on doors, introduce myself to total strangers. Not at all what I imagined! I remember thinking, my Dad never mentioned any of this sh*t! I had to overcome a lot of fears and self-doubt and go way outside my comfort zone. It was scary and thrilling all at the same time. And, it was the first time in my life I felt like I was working at my full potential.



I was working 40-50 hours a week at the office, and then I'd work more from home after the kids went to bed. It took a lot of faith and trust in myself and in everything I was learning to keep pushing to get to where I wanted to be. They tell you it can take 5-6 months to see any results when you're starting out. I questioned my decision a lot in those first few months. There were plenty of days I wanted to quit. But, I hung in there. And it taught me a lot about myself and what I was capable of.

It took me 167 days to get my first sale.

When I finally made it to my first closing, there was an incredible sense of purpose from knowing I helped someone buy a new home. Your home is a reflection of who you are, your personality, and what's important to you. It's the setting for your own story and where you will make the most cherished memories. It can also be one of the best tools for building long-term wealth. Everyone deserves the chance to have a home that lets them live their best life. I am so grateful I get to be part of that.

By the time you get to closing, you've usually spent months getting to know the people you're working with. You've seen and walked them through all the highs and lows that come with the buying or selling process. And, you've experienced that roller coaster of emotions yourself right along with them. Seeing the pure moment of joy as they get the keys to their new home or sellers see how well the investment in their home has paid off, is priceless. I finally felt like I was right where I was supposed to be.

**IF YOU'RE READY TO TAKE THE NEXT STEP, BOOK A STRATEGY CALL
WITH ME TO SEE IF I CAN HELP YOU GET TO
THE NEXT LEVEL.**

**CLICK HERE TO BOOK YOUR 15 MIN CALL,
OR CHAT WITH ME IN FACEBOOK MESSENGER.**



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