



# THE HOLDEN SUCCESS METHOD

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# WHY DO YOU WANT TO MOVE?

## YOUR HOME IS BURSTING AT THE SEAMS!

- Toys are everywhere. No extra bedroom. Little closet space. Tiny bathrooms.
- A growing family takes up lots of space!
- You want a kitchen window to watch the kids playing in the backyard. Maybe a grassy spot for a playset. Or even a pool!
- You want your kids in the right school district while they're young.

## YOUR COMMUTE IS KILLING YOU!

- You want to live closer to work, school and church.
- You leave home early and work late to avoid the traffic.
- You're burning too much time (and gas) in the car.

## YOU WANT A COMMUNITY WHERE NEIGHBORS LOOK OUT FOR EACH OTHER

- Where people walk their dogs and stop to say hi.
- Where children can play in the front yard, not worrying about speeding cars.





## YOU WANT TO BUILD EQUITY

- You've paid rent for years, making your landlord rich, but you want to stake your own claim.

## YOUR HOME IS A MONEY PIT

- You want to invest in the home where you plan to stay. So many projects to tackle. The last thing you need is to be upside down with a home equity loan.

## YOU'RE TIRED OF BEING STUCK IN THE SAME OLD HOUSE

- Your Just-Right Home is out there. Maybe you're afraid to make the move. Can you afford it?
- You wonder if it's possible...

*IT SOUND LIKE IT'S TIME TO MOVE UP! OUR SUCCESS METHOD HELPS YOU DISCOVER YOUR "JUST-RIGHT" HOME THAT CHECKS ALL YOUR BOXES. OUR SIMPLE STEPS WILL GET YOU THERE WITH LESS STRESS.*

**LET'S GET YOU HOME!**



"Having an experienced real estate professional on your side is essential, but even more so when you are an out-of-state buyer which was my situation. Tamra expertly guided me through the transaction that could have been a nightmare due to my unfamiliarity with local and state rules, regulations and procedures. She is perhaps the most broadly skilled real estate professional I have ever worked with in the more than 40 years I have bought and sold properties. A true shining star!"

— Laurie P.







## STEP ONE

# SETTING THE STAGE:

- The first step is about you and the big picture. It begins with a simple conversation. Tell us about yourself and your goals. Why do you want to move? Let's discuss how market trends impact you.

*TELL US ABOUT THE "JUST-RIGHT" HOME YOU'RE LOOKING FOR.  
YOUR "WHY" MATTERS! WE'LL LISTEN AND TURN YOUR DREAMS INTO ACTION.*

- Now, let's get your house sold, so you can start your hunt. What do you love about your home and neighborhood? Your vision will energize buyers!
- We'll prepare a comparative market analysis so you can understand your home's value and hit the 'sweet spot' when it comes to pricing.
- We'll walk through your house together and provide a comprehensive picture of how to maximize your home's value.
- We'll provide all the necessary paperwork so the deal goes smoothly.
- After this first step, you'll have a plan and timeline to put your dreams into motion. With our team at your side you'll be confident in the process and fearless about selling your home.





## STEP TWO

# LOW-STRESS PREP:

- This step is all about making your house shine! You want your home to stand apart from the rest.
- We'll help with the heavy lifting to make it as stress-free as possible.
- Based on our walkthrough, we'll create a prioritized checklist for you.
- We'll line up contractors to provide bids based on your budget. We'll even meet them at your home and help coordinate the work.
- Our stagers will get your home show-ready. The initial consultation is our gift to you
- Our professional photographers will create online photos that make your house stand out from the crowd.
- We'll create an online marketing presence for your home through MLS listings, online searches, social media, open houses, and physical yard signs.







## STEP THREE

# SEALING THE DEAL:

- We'll manage the house showings while you get on with your life.
- We'll present all offers to you, explaining the pros and cons of each.
- We'll negotiate on your behalf, at your discretion, with buyers and their agents. We don't want you to leave any money on the table.
- We'll walk you through every step of the process so there are no surprises. You can be a smart negotiator when you have the right tools!
- It's exciting when you get a contract on your house, but the work's not done. We'll help you navigate obstacles and get you to the finish line.
- Our transaction coordinator will make the process as clean and simple as possible.

*WE'LL COORDINATE THE WHOLE PROCESS FROM CONTRACT  
TO CLOSING. WE'LL CELEBRATE THE BIG DAY WITH YOU!*





## STEP FOUR

# FUTURE FOCUS:

- Now your home is under contract. Your hard work has paid off. You got a great price. Team THG is in control of the transaction. Now the fun begins!
- We'll set up your custom home search to find your new Just-Right Home. Let's get serious and find that deal. Let the Hunt begin!
- You're a savvy buyer. You want the most for your money. Your time is valuable. We understand that, and we know the market.

## WITH OUR HELP YOU'LL CRAFT A STRONG OFFER AND SEAL THE DEAL!

- You'll be confident that you are purchasing your just-right home for the best deal possible.
- With our help you'll know how aggressive you need to be and how to spot potential risks.

THOUGH YOU'RE A SMART BUYER, YOU DON'T KNOW WHAT YOU DON'T KNOW! WE'RE HERE TO MAKE SURE YOU UNDERSTAND THE LANDSCAPE AND HAVE THE TOOLS TO NAVIGATE IT!!







## STEP FIVE

## THE HOME STRETCH:

- You've been dreaming about your life in a new place. Now you're preparing for your upcoming adventure.
- Our Success Method is designed to create a 5 Star Experience for you.
- Our Team is hard at work, negotiating on your behalf, meeting inspectors and contractors.
- We'll coordinate with lenders and escrow agents to ensure a smooth closing. We'll keep you informed every step of the way.
- Our work isn't done until you cross the finish line. Even then, we're here for you, long after the closing.
  - Need a contractor for a remodel job? We've got referrals.
  - Need a CMA to protest a property tax hike? No problem!
  - Need home maintenance tips? We've got you covered.

## WE'RE YOUR PROPERTY PARTNERS FOR LIFE

- Your home is the biggest investment you'll ever make. It's your sanctuary and the place where you do life. Tamra Holden Group is your ally. We're a resource at your fingertips.







## IMAGINE LIVING THE LIFESTYLE YOU'VE BEEN DREAMING OF...

You're hosting neighborhood parties. The kids are playing in the backyard while you cook on the grill. You hear laughter and water splashing in the pool while you relax under the shade of the patio.

## YOU'RE PRODUCTIVE IN YOUR HOME OFFICE.

You can shut the door and focus on your work. You can have a Zoom meeting without the kids barging in or the dog barking. At the end of the day, you can leave work there and enjoy your family.

## YOU HAVE MORE FAMILY TIME.

You're sitting down to family dinners more often. You hear stories from your kids about their days at school and with friends. You have time to help them with homework.

## YOU'RE HOSTING HOLIDAY MEALS AT YOUR OWN HOME.

Your kitchen is large enough to cook for a crowd. Friends and family stay at your house instead of a local hotel. It's fun to have them wake up to hot coffee and breakfast in their pajamas on Thanksgiving morning.

## YOUR HOME IS THE CENTER OF YOUR SOCIAL LIFE.

You're hosting your church home group and not rushing out to pick up kids. You have time to visit and connect with your friends.

## YOU'VE CUT YOUR WORK AND SCHOOL COMMUTES IN HALF.

You're saving time and money not having to take the toll road. You have time to cook dinners at home instead of sitting in traffic.

## YOU'VE PAINTED THE HOUSE WITH YOUR FAVORITE COLORS. BYE-BYE BORING APARTMENT COLORS

You decorated the nursery for the baby that's due. You're planning to knock out a wall to create an open kitchen so you can visit with guests while you cook.





## HERE'S WHAT OUR CLIENTS ARE SAYING...

"We highly recommend Tamra Holden. She orchestrated the prep of our former house to sell. She then sold it quickly. And with a great outcome! Thank you, Tamra! She then helped us find the perfect home for our family. We couldn't be more happy! Tamra is a great communicator who responds quickly. She pays attention to details and needs, and stays on top of everything."

– Christine K.

"Laci was such a pleasure to work with and was patient and thoughtful from start to finish. We never felt pressured into making a decision while also receiving guidance on when we needed to move quickly and time was of the essence. Also, having the dedicated team aspect with Marc and Tamra to give second opinions was great as well. I highly recommend working with Laci so she can help find you the perfect home like she did for us."

– McClaran H.

"You won't find more knowledgeable, more invested in your process, or more kind & caring folk than the team at the Tamra Holden Group. We worked with Paige & Greg to find our first home, and they have been the biggest blessings to us throughout this whole process. They met us exactly how we needed to be met every step of the way, and we had not a single ounce of confusion, stress, or anxiety throughout the process because of it."

– Jamison M.

"If you're looking for a realtor that understands the difference between "buying" a home and "owning" a home, look no further. They are truly some of the most trustworthy & knowledgeable individuals I have met, and I don't know what my wife and I would have done without them. Truly the greatest, 5 stars all around and I would recommend them to everyone that will hear me!"

– Josh P.

**IF IT'S TIME FOR YOUR FAMILY TO SIZE UP, BOOK A STRATEGY CALL WITH US TO SEE HOW WE CAN HELP YOU UPSIZE YOUR HOME.**

**CLICK HERE TO BOOK YOUR 15 MINUTE CALL OR CHAT WITH US IN FACEBOOK MESSENGER**



The Blue one allows you to start a chat with me on Facebook messenger. If you'd prefer the phone the Red one opens a calendar where you can book a call.