

# WELCOME HOME SERVICES



## THREE IMPORTANT CONCERNS THAT FAMILIES AND SENIORS TELL US:

1. They are overwhelmed at the thought of downsizing
2. They are worried about the sale of their house
3. They feel stressed by the moving process

That's why The Stratford offers the Welcome Home Services! With a team of experts, they can make the house sale and moving process stress free.

From getting the house on the market to sorting through the household treasures of a lifetime, we can help. From staging the house for a faster sale to every packing and moving detail, come see how we bring it all together for you.

Welcome Home Services are offered by The Stratford to give you the best transitions experience to get your house sold fast plus handle all the details of packing and moving.

### SERVICES INCLUDE:

- Relocation Counselor that will assist you all the way through the transition process
- Wide selection of successful Realtors®, nationwide, to visit your residence for a house evaluation
- At least two market analysis of your house's true up-to-the minute market value
- House staging services to showcase your house to ensure a successful house sale (fee based)
- Move Managers Services to support you in packing, moving and settling into your new home (fee based)



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## Frequently Asked Questions

### What is the purpose of the Welcome Home Service?

The Welcome Home Service provides effective solutions to the challenges seniors face when planning their move to a Senior Living Community. The service focuses on assembling and coordinating the efforts of transition service experts to achieve a seamless and finely-orchestrated transition experience for each future member.

### What are the services' features?

Recognizing the need to assist seniors with their many transition needs, the service delivers well planned service choices designed to achieve:

- a timely sale of your existing house for the maximum market price
- the downsizing/de-cluttering of your existing house
- staging of your house's furnishings to maximize market appeal
- a floor plan of how your chosen house furnishings will be integrated into your new cottage or villa
- packing and unpacking of all your household items
- shipping of all your household items

The service also features a complimentary local household goods move to the community. All of these services are coordinated and managed by a single point of contact, your Relocation Counselor.

### What are the service's benefits?

We find that seniors left on their own to deal with the complexities of the transition process suffer needless stress and anxiety. The concern often heard is "I just don't know where to start." Because the thought of planning a transition is daunting, the tendency is for seniors to delay the enjoyment of a lifestyle they so richly deserve.

Seniors and their families utilizing this service benefit from the peace of mind it provides. In addition, they realize significant cost savings and a positive, enjoyable moving experience.

### How does the process work for marketing my existing house?

Your Relocation Counselor selects two preferred real estate agents that are experts in your local market. Each of these agents has received intensive training on senior relocation. Each agent will visit with you, complete a comprehensive market analysis including their estimates of the best listing price and most probable selling price, and share all their findings with you. You may choose to list with either of these agents. The commission you agree to pay is negotiated between you and the agent you select.

Once your house is listed, your Relocation Counselor will follow-up with your listing agent regularly to ensure that all marketing plan steps are being followed to affect a home sale that is agreeable to you.

Upon the sale of your house, your Relocation Counselor will monitor the progress of the sale to closing, and answer any questions you may have throughout the entire process.

During each house sale phase, your Relocation Counselor will be in touch with all other related service providers to make sure they are working in tandem to timely meet your needs.

### **Who will be working with me to discuss downsizing, staging, and floor-planning my house?**

Your Relocation Counselor will contact our Personal Move Consultant that resides in your area. The Personal Move Consultant will contact you, at your convenience, to set a time where they can meet with you at your house to discuss these move management services. The consultation, usually lasting about an hour, is complimentary. The potential services that you discuss with your Personal Move Consultant will include price quotes.

Your Relocation Counselor will provide you with preferred mover options. These movers will complete an inventory of the items you wish to move and provide you with a price quote for the move. Local moves are paid for on your behalf as long as you choose to use the service's preferred real estate agent, preferred mover, and you move into the community.

### **How much does the service cost?**

The Welcome Home Service, including your Relocation Counselor and the house visit conducted by your Personal Move Consultant are complimentary. Only the services that you choose to purchase, such as the real estate commission to sell your house and the service quoted by your Personal Move Consultant are costs to you.

### **Do I have any obligations under this service?**

At no time are you ever obligated to use any aspect of the service. Your Relocation Counselor is available to assist you throughout the entire process. Our desire to make sure your transition is seamless is not contingent upon your choice of services.

### **What am I required to do?**

You are provided an advocate, your Relocation Counselor, to lead you through the entire process. Your involvement is limited to that of a decision maker, and your advocate does all the leg work for you. You are provided with summarized information compiled by subject matter experts that will aid you in making well-informed choices.

### **How do I get started?**

In order to begin the process, you simply need to contact your Lifestyle Advisor and indicate that you would like to get started and they will make sure your Relocation Counselor contacts you immediately.

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Our program has helped hundreds of seniors, just like you, with the challenges that transition in life can bring. We take great pride in helping each customer enjoy a seamless moving experience, an opportunity and experience you richly deserve.

For more information, please contact The Stratford's Lifestyle Advisor at 317-733-9560.

**We look forward to assisting you in living *The Weller Life*®... sooner.**