

Family Forward Method

with
Julia Henson Real Estate



 **MURNEY ASSOCIATES**
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You like your current house. It was a great place to start and raise your family... but it isn't enough.

You are visiting real estate websites to look at what kind of homes are out there for sale. You realize your kitchen and bathrooms could be updated. But why put money into that when you would rather move?

Your neighborhood is changing and you are not a fan. The Ring app keeps alerting your phone of car break ins or crime in the area.

There are certain things about your home that you will not want in your next home. You have a list a mile long about the things you do want in your next house. You even have started a notes file on your phone with a must have list.

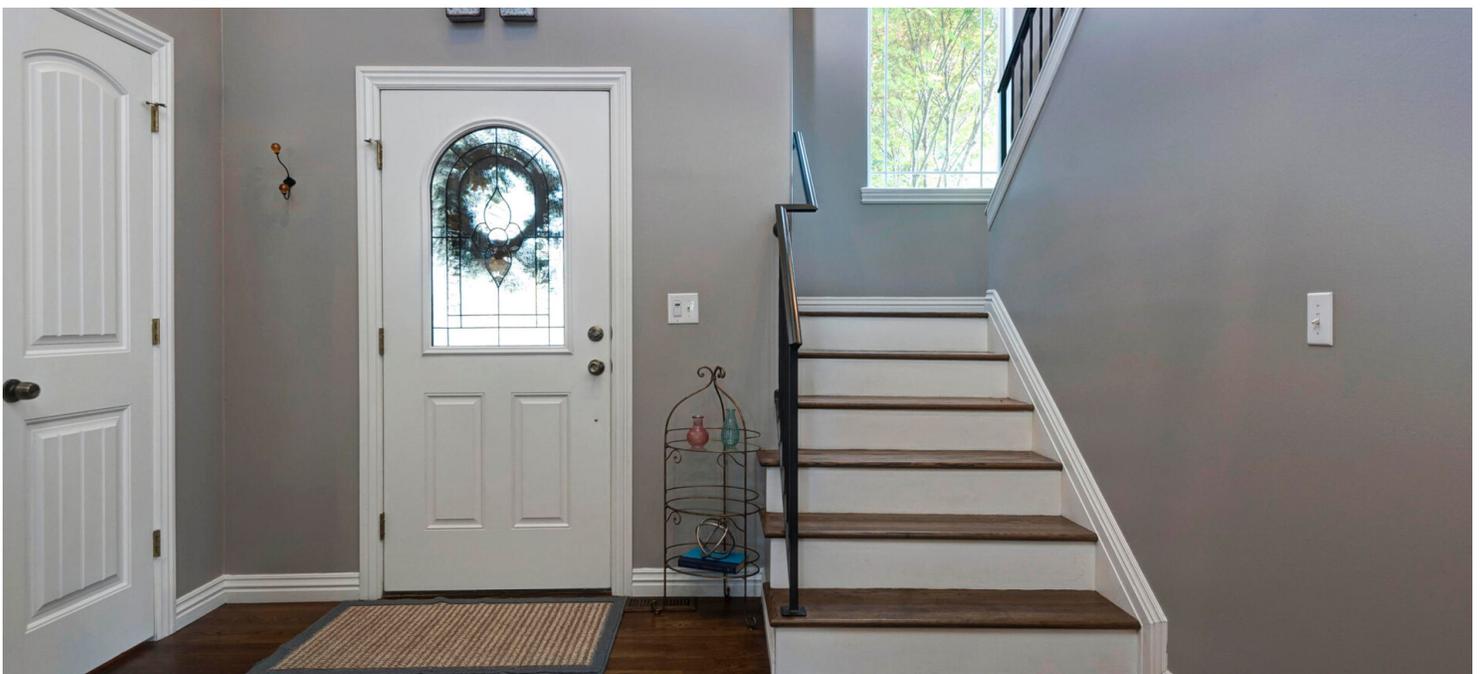
You talk yourself in and out of moving with all the reasonable reasons you should stay. You have a great house payment. You should stay a few more years because this house is fine. Your spouse expresses the disdain with moving every time you bring it up.

You push it under the proverbial rug. You are building up a little bit of resentment. You both have worked so hard to get where you are financially and you want a nicer, bigger house in a better area of town.

You delete the Realtor.com app from your phone, you don't need to look anymore, you aren't moving. You and your spouse agreed last night you are going to stay a few more years. But that didn't work.... you are still looking when you have a few mins at work or at a stop light.

THERE IS AN OPEN HOUSE IN YOUR DREAM NEIGHBORHOOD THAT YOU WANT TO GO TO THIS SUNDAY, "JUST TO LOOK."

You are stuck with this limbo mentality of "let's just look" to "let's do this" to "let's just stay for a few more years".





YOU ARE BECOMING MENTALLY AND EMOTIONALLY EXHAUSTED.

You know that the kids are starting middle school soon. You would rather they be in a different district than the one you are currently in. You know the house needs updates and wonder how much longer you can still get a good sale price for it. You are starting to despise driving into your neighborhood after work each day and you are getting irritable at home. You are not happy with your surroundings.

YOU DON'T KNOW WHERE
TO START... IT IS
OVERWHELMING.

YOU KNOW YOU NEED TO FIX THE PROBLEM

You keep hearing that homes are selling fast. So what happens if you sell your home and don't have another home to move into? That is just too much to think about right now.

That's where I come in. We will sit down and define your goals for the move. We can't get to where we're going if we don't know where that is. We will discuss where you are and what your ideal life looks like in the next 90 days.

I WILL ASK YOU QUESTIONS TO GET TO THE HEART OF WHAT YOU WANT TO DO.

We'll discuss current finances and timelines to make sure no stone is left unturned. We'll also get you pre-approved with a lender, and I can give you a recommendation if you need one.

I WILL CREATE A ROADMAP FOR YOU.

This will help you understand how we start and how we will get to that glorious day of moving into your new home.

JULIA HENSON

REALTOR®



About Me

If there was one word my friends and family would describe me as, it's persistent. I see challenges and welcome them. My life has been full of challenges. Most of them, I've decided to meet head on, stubbornly, unwilling to fail!

There was a time in my life when I felt like I would never make it. I wouldn't have happiness. I wouldn't have the marriage I dreamed of. I wouldn't have the career I desperately craved. In turn, I wouldn't own the home I had dreamed of and live in the neighborhood where my kids made lifelong friends. I wasn't going to get there.

I had found Real Estate at an early age and knew it was what I wanted to do. Unfortunately, I felt like my education was the most important thing. I was being influenced from outside pressures. I left Real Estate on the backburner. After getting my Masters Degree, I was still empty. I didn't enjoy Corporate America and was missing something. It was then that I thought about revisiting Real Estate. Real estate was what made me excited to get up every morning. I loved each day being different and getting to help families achieve their dreams.

While I knew what I wanted, limiting beliefs and outside voices told me I couldn't do it. I became convinced I wasn't enough. As a strong woman, others look at you with a lens of perception that you have it all together. How could you be someone that allows anyone else to say you aren't enough? Well, I did.

I was at my lowest point. I was believing all the crap I was being told. I was stuck in a job I hated. I knew I had to overcome the BS - other people's and my own.

I had to do it for me. I had to do it for my family. I also met a face from my past that sparked invigoration and immediate renewal in life's purpose. To say it was love at first sight is slightly inaccurate, because when I met Jeramey it wasn't for the first time.

He and I had dated in high school and it didn't work out ...then. From the day I went on that first date with Jeramey, he showed me I was worth it, that I was enough. He filled me up with such assurance that I knew I could conquer anything thrown at me. With him by my side, my life changed for the better.

I dove head first into my passion for Real Estate, knowing that I wanted to help people to find their truth. Their dreams. Their assurance in their path. It was in talking to clients that I realized everyone has a struggle. Believe it or not, so many of our struggles are similar. I've learned that in Real Estate if I can share my experiences and struggles, I can help you. That is what this is all about.

I realized that as a Realtor, I became more than someone helping you with one of the largest purchases of your life. I became a trusted advisor in life. Each of my clients requires different parts of me and I end up being someone to lean on when times feel like too much.

I take the stress, the emotional toll, and the uncertainty out of the equation. Especially when you have kids, it's easy to feel like you're making the wrong choice or that you're letting them down. It's my job to tell you that you're not. That you're looking for the right home, not the first one that's available.

I make the process as enjoyable as possible. I give you the assurance you need to make choices that are best for you and your family. Real estate is so much more than buying and selling properties. Real Estate is listening to the stories that shape each person I work with. The stories that shape where you have been and where you want to go.

My goal as your real estate agent is to listen, seek to understand, and plan a path to achieve your goals. Everyone's goals are different. Every approach will be unique to you. My promise to you is to help you through this exciting time in your life. I will use strategy, professionalism, experience and compassion. You are finally where you are able to make the moves in life you have been waiting for. Let's make this the best time of your life.



The Family Forward Method

Step 1: Family Forward Goal Setting

The Family Forward Goal step is important because I can't help you without knowing your goals like they are my own. A lot of things are overlooked when thinking about selling and buying a home.

SELLING AND BUYING A HOME IS AN
EMOTIONAL PROCESS AND WE WANT TO BE ON
THE SAME PAGE.

Step 2: Family Forward Search

This is the fun part - the Search! With your goals defined and pre-approval in hand, we're finally ready to walk into homes. We will see which one you'll fall in love with. But to do that, we need to have a conversation first. We'll talk about what your current home has that you love and even the things you hate (it helps me know what to avoid). We'll then discuss what your next home must have for your family to thrive. I create a list to keep your priorities in mind.

We will then look at some homes that fit your list so that you can understand what is on the market. We review 10 homes that fit your criteria and go look at the top 5. This will help you get a feel for the market and help me best understand your taste and needs. I will also set you up to receive daily property alerts after we have dialed in on that ideal type of property. If you're financially able we will likely put in an offer on "the one". If we need to wait to sell your home before making an offer that is okay. We'll be poised to make that jump the second we have your current home under contract.

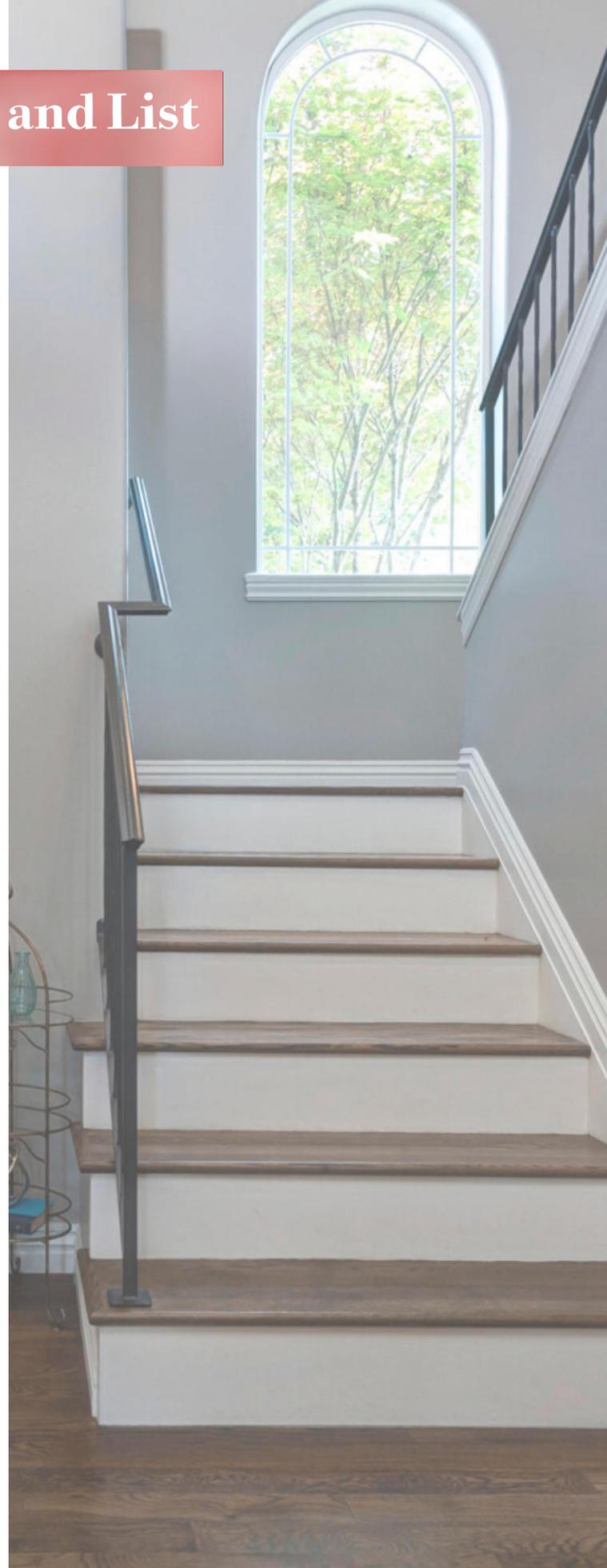
This step is important because we will get you in the habit of defining your wants and needs. This will help when applying them to homes you want to look at. You will become aware of what drives you to like a home and what you are not willing to accept. This process will help you understand what is available on the market. This will give you the confidence to move forward with your goals.

Step 3: Family Forward Prep and List

With your new home secured or the confidence to be ready to make an offer. It's now time to get your current house on the market. I'll take you through your home with "buyers' eyes". This will help you understand where we can stand out compared to other houses on the market. It could be small handyman jobs, staging, or something larger. Myself and my team will be instrumental in facilitating this for you. We will take care of the details. The goal is to have you go about your busy day without worrying about a single detail if we can avoid it.

Once your home is prepped, I hire a professional photographer and put up a sign in the front yard. Then, the back end marketing machine goes to work. Myself and my team work hard to make sure your home is visible in every place possible on the internet. We price the home to be found strategically in search engines online. We insure the photography and video is stellar. I price your house to get you top dollar and sell in the least amount of time. We inform the other agents in the area about your home. Many have buyers waiting in the wings for a house just like yours. Our social media marketing is second to none. We will be certain that any buyer looking for a home like yours will know about it.

This step is so vital because as busy professionals, with kids, keeping a "show ready" house can be a bit overwhelming. Your home will be photographed at its perfection. It will be visible online so that the buyers can decide to physically come to the home. They will already be emotionally invested and know that this could be the home for them. By pricing your home properly and with the perfect first impression we can be sure to have immediate showings. This all allows us to have offers within weeks instead of months.





Step 4: Family Forward Offer and Negotiations

Woo! We've found a buyer for your home! After I help negotiate the terms of the contract that are best for you and your family, we're under contract! We will be ready to jump and put an offer on your next home and I negotiate on your behalf to get you the best deal possible.

When terms are agreed to on both contracts, an inspection needs to happen. I provide you a list of quality inspectors to choose from. The inspector produces a report about the home, and give us an opportunity to negotiate. I will help review and negotiate any repairs wanted or needed for the property. If repairs are needed I will connect you with partners to help this process go easily. Oftentimes I will handle these start to finish. If there are requests for repairs on your home, I'll negotiate on your behalf.

This step happens at the point where we may have to sell your home before making an offer on another home. There are different cases for every transaction. It is important to keep your financial goals in mind. You do not want to lose out on the home you want because we do not have a plan in place.

Step 5: Family Forward Close

Once inspections and conditions are cleared, there is a lot of behind the scenes work happening to get your home officially sold. Title work, and appraisals are done, but you don't need to worry. I handle everything along the way. The end goal is to get your current home sold and your new home purchased as close together as possible. This allows you the ease of moving to your new home. On closing day, we'll do a final walkthrough of your new home. We'll sign, and we'll get the keys so you and your family can officially move on to the next phase of your lives together.



Here is what happens when you use my Family Forward Method:

- 1** The overwhelming thought of selling and buying at the same time becomes something very approachable with me as your guide.
- 2** You are finally in your new home that you have been day dreaming about for sometime.
- 3** Most importantly you and your spouse are happier than ever and your kids are thrilled.

Don't take my word for it...

See what other's have to say:

"Julia did a great job selling our home and helping us negotiate a great deal on our new home. She went above and beyond and made the process as painless as possible. Highly recommend!"

Ashley B.

"Julia was great to work with! Our home was under contract on day 2. She gave excellent guidance and went the extra mile from the pre-listing evaluation of our home to the final signature at closing. We highly recommend her for your real-estate sales and purchase needs!!"

Mike L.

"Julia was wonderful to work with. She both sold my home and helped me purchase a new one, both within less than 30 days. She took the stress out of an otherwise stressful process! I was very impressed with how quickly she responded to any phone call, text or email, and the same for her assistant. I highly recommend her!"

Jeannine R.

"Julia is the best realtor in town! She will be there to you before, during, and after the sale. Whether it's buying or selling, Julia takes the stress out of the whole process. She showed us multiple properties to purchase, telling us the pro and cons - which helped us avoid a money pit. And then, when it came time to sell, she sold our house in 9 days for full price! She has a unique set of skills that really sets her apart from any other realtors in the area. Without any hesitation, she is our go-to person! Make her yours too!"

Amy H.



Ready to take the Next Step?

Book a 15 minute strategy call with me to see if I can help you sell your current home and/or buy your next home. Or chat with me in Facebook Messenger.



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BOOK A CALL
WITH ME



CLICK HERE TO
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