

CLIENT CASE STUDY & TESTIMONIAL

Client: Lynne L.

Situation: Lillian was preparing for a major life transition, which involved selling her home and finding a new rental that met her specific needs.

CHALLENGES

- 1. Finding the Perfect Rental:** Lynne was overwhelmed by the search for a rental that matched her requirements and preferences.
- 2. Selling Her Home:** The process of selling her home was emotionally and physically taxing.
- 3. Updating the Property:** Lynne needed to make several updates and repairs to her home to make it appealing to potential buyers with a limited budget.

APPROACH

1. Personalized Attention to Details & Effective Communication

- **Listening to Client Situation & Needs:** *"Marlon stood out in the initial screening of Realtors' postings by paying close attention to Lynne's specific needs and preferences."* - Lynne L.
- **Targeted Listings:** With a short timeline and had some physical limitations, we had to be very efficient with her time, and target the right listings and screen each landlords before showing each unit.
- **Effective Communication:** Understanding who my client is and highlighting right characteristics and finding solutions for short falls in the rental application will result in a more efficient experience.

2. Enhancing the Home for Sale

- **Home Improvements:** *"Marlon and Emmy collaborated to improve Lynne's home by finding contractors, comparing quotes and services and even installing updated fixtures themselves."* - Lynne L.
- **Support Through Selling Process:** Seniors often experience a high level of stress during the home-selling process. It is important to us that we provide consistent support, ensuring that Lynne felt supported throughout the entire process.

3. Handling Emotional and Practical Challenges**

- **Emotional Support:** *"Both Marlon and Emmy offered emotional reassurance, guiding me through the stressful period and providing the necessary support to keep her calm and focused."* - Lynne L.
- **Focus on the Right Buyer:** In a Buyer's Market we highlighted on the importance of finding the right buyer rather than being discouraged by those who were not interested. It was important for us to remain positive and focus on what we could do everyday to ensure she meets her goals.



OUTCOME

- **Successful Property Sale:** Lynne successfully sold her home and exceeded her expectations and moved into a rental that perfectly matched her needs, thanks to Marlon and Emmy's efforts.
- **Positive Client Experience:** Lynne expressed profound satisfaction with the service provided, highlighting the team's dedication, attention to detail, and emotional support.
- **Client's New Beginning:** Lynne felt that the successful completion of the sale marked "the first day of the rest of [her] life," reflecting the positive impact of the team's efforts on her new chapter.



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