

THE TRANQUILITY METHOD



HELPING FAMILIES MOVE
INTO A HOME
THAT BETTER FITS THEIR LIFESTYLE

*Courtesy of
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ZEN
Real Estate Group




SOUND FAMILIAR?

It's become painfully obvious that there's
a problem in your life.

It's affecting your marriage, your kids, your job...
even your dog.

2020 has you both working from home.
You hadn't planned for that when you
bought your current house.

You've also grown your family since then,
or your kids have started getting older
and wanting their own space.

It's feeling a bit too crowded.

WHEN YOU FIRST BOUGHT THIS HOUSE...

It was wonderful. The excitement of homeownership was strong. The kids were smaller, and the house seemed modern and fresh.



- You're working from home now and there's no dedicated office or quiet space. The kids are sharing a bedroom if you can call it sharing. There's no playroom for toys and your older kids need a bonus or rec room to get away.
- And this neighborhood ... just doesn't fit your needs. You aren't even remotely close to your hobbies or recreational activities. It's not in the school district that you'd like so your kids are going to a school that's across town. You find yourself in your car for more than you can tolerate.
- The house is becoming outdated and you have no desire or skill to try to remodel it. You know that there's no way to make this the perfect house.



YOU'VE EXPLAINED...

To your family that you need quiet space for work but the kids can't control themselves. After all, they're just kids. You hide in the closet for important meetings but someone always seems to find you.

You tried to create separate spaces in the shared bedroom or for the older kids to hang out. You bought a new big screen tv and a Nintendo, trying to tempt your kids to bring their friends to your place. That didn't work.

Carpools, ride-sharing. All an effort to reduce some driving time. Unfortunately, it was a hard way to find out that other people can be flaky.

Every so often you get out to do recreational hobbies on the weekends but that's also family time. You're losing touch with your friend group and the things you love to do.

You make small repairs and simple updates. Yet, you realize that your home is never going to work for your family and your current lifestyle.

YOUR FAMILY LIFE FEELS...



Like a thunderstorm. You're arguing with your spouse about noise during your workday. Your home situation makes you more and more unproductive. Your boss has mentioned that your performance is lacking and your job is on the line. You're frustrated and stressed.

The kids are miserable and constantly fighting. They can't ride their bikes or play in the neighborhood. The busy streets and traffic are too dangerous. They grow more distant from their friends due to the logistics of trying to get together.

This is it. You're turning into a middle-aged couch potato with zero fun in your life.

Your resentment of your current home and situation grows. Now when things start to fall apart or wear out you don't even feel like fixing them. You've lost interest in the house completely. This no longer feels like a home.

USING MY SIGNATURE TRANQUILITY METHOD...



I'll get to the very core of what your current home doesn't offer.

I will assist you in finding the home that will transform your family and home life.

In the past, you may have experienced an agent who was just trying to sell you a home....any home.

My signature process allows me to understand what your needs and wants are. Then, I help you transition smoothly to the perfect home. One that fits your current lifestyle.

Let me help you fall in love with where you live again.



The Tranquility Method

Step One: *The Meeting*

We'll get to know each other over coffee or a drink. Learning about you, your family, your hobbies, and your work will help me to see what's important to you. I want to understand why your home fails to support that lifestyle. I want to start off with a strong sense of what's important to you so that we can get on the same wavelength.

We'll talk about your current home and schedule a time for a walkthrough. I will give you an accurate value and suggestions before we list. I will set expectations on market trends. We'll talk about the process of selling one home to buy another. We will go over what you're hoping to find, why, and what it means for you. We'll also go over the process of a real estate transaction from start to close. I will give you contact information for an excellent lender so you can begin to work on your pre-approval.

The initial meeting is so important. It saves us time throughout the process by creating a clear picture of what you need. Once I understand this, we can work together like a well-oiled machine. This meeting also lets us get to know one another and decide if we're a good fit.



Step Two: *List and Look*

This step begins with an introduction to what the current market offers. I'll set up a drip email through the MLS so that you start to receive listings as they hit the market. Your feedback helps me to get a sense of your taste and what you're looking for. We'll do the walkthrough of your current home. I will schedule the necessary appointments for listing services. Most importantly, we'll set a date to have your home on market.

There are several options for the process of selling to buy. We will discuss how each one works and determine the best fit for you.

When one of us sees a home that looks like a great fit, we can connect and schedule a time to visit it, in person. Again, feedback is the cornerstone of my ability to find you what you are looking for.

Getting your house ready to list and on the market will allow us to prepare for when you find the perfect home.

The home search allows you to get a picture of current prices and availability. Your constant feedback on the homes I send helps me to narrow in on what would be the perfect fit. This step is the same no matter what your buying timeframe is. It helps me start to understand the type of homes you like and the things in a home that you love or hate.

Step Three: *The Sale and Offer*



We'll make the plan for getting your home listed versus making an offer. Then there will come a day when we receive an offer. There will come a day when we make an offer.

On the sale of your home, I will carefully explain, verify, and negotiate any offers that come in. I will be sure that you are getting the best terms possible.

Writing an offer on a home is a huge step. I prefer to meet, in person, or schedule a phone call. This way we can talk about all the offer details and make sure that you understand everything. I want you to feel confident in the details.

Having confidence in the offer will allow you to have confidence in the whole process. I want you to understand the current market and know what a competitive offer looks like.

It is important for you to feel good about your offer, no matter what the outcome.

The offer and sale are inevitable parts of the process. This can be the part where many people feel stressed out and uncertain. My Tranquility Method will help you feel calm and confident during this period.



Step Four: *The Journey*

By now we'll have talked about each part of the selling and buying transaction several times. I'll still remind you of each as they come up and how they work. The strong communication from all parties will assure you of where we are along the way. The sale of your home and purchase of the new home may be happening simultaneously. Don't worry, we got this!

Now that we have found a home, I will help you order the inspection. We'll talk about how the inspection works and any problems that can arise. Next is the appraisal. Your loan, the walkthrough, closing day, and moving day are the last steps!

My reminder emails will notify you of each step and will keep you posted on what comes next. My Transaction Coordinator will remind you of important details like changing the utilities.

Being informed through the process helps us both to have clear communication. There are so many moving parts that I'm here to help you understand. This step brings us to moving day. Not only am I your Realtor for life but you should think of me as a resource and friend. I have recommendations and ideas for home renovation and sub-contractors. I can also give lists of things to do in the area.





PICTURE YOURSELF...

in your new home office. The door shut, desk tidy, productivity high.

Your family is happy. The kids have their own bedrooms. There is a large recreation room that you've set up for teenage fun. Life is better. There are fewer family arguments.

Turns out you and your new neighbors get along great! Your sense of community is fulfilled as you plan weekend barbecues and happy hours. The kids ride their bikes or walk to school every day which means no more traffic jams for you.

Your kids bring their friends over to hang out and it's easy because they live nearby. With your schedule feeling less crazy you have more time for hobbies.

You have fallen in love with where you live again. Your home feels clean, fresh, modern. You aren't spending your weekends trying to repair things you don't care about anymore.

When you love where you live and your home works for you everything else seems to fall into place. Life can be good again! Your family, your job, your sleep, your fun time. It can all be better.

Testimonials

Erin is an amazing Realtor and person! We met her 2 years ago when we were first looking to purchase a home but then our circumstances changed and we put our home buying on hold. But she kept in touch the entire 2 years and then when we were ready again she went above and beyond to help us find a home we love (in an amazing neighborhood) in this crazy market. She knew exactly what it would take to get an offer accepted and our home buying process went so flawlessly. She also got us in touch with a great lender. I would recommend her hands down every time!

- Danielle Benedict

Erin was an excellent real estate agent for our family. She helped us sell our home and buy our new home quickly. She has a terrific understanding of the local real estate market and explained all the components of buying and selling to us. She fights for her clients and is very responsive with communication. Luckily, we have found our forever home but would recommend her to anyone trying to navigate the real estate market.

- Karin Rasmus

As a first time home buyer, I didn't know what I needed from a realtor - and then I met Erin. Erin is trustworthy, knowledgeable, and above all that, she never once lost sight of what was important to ME. Erin has patience to spare, she always made time for me and my endless questions, and her answers were honest and so helpful.

Quick to respond to me? ALWAYS

Expert in the real estate process? ABSOLUTELY

Did she always have my back? 100%

If you're looking for someone you can trust to get you what you want and what you need, you have found her.

- MH Wilkinson

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MESSENGER**



CLICK HERE TO
**BOOK A CALL
WITH ME**

About Erin Madden



As a college student, working in a secretarial role at the local hospital, I was given a unique opportunity. A Physician offered to train me in Echocardiography (ultrasound of the heart). I excitedly agreed and spent the next 2 years training to become an Echo Tech.

Working in Healthcare wasn't everything that I'd dreamed about. I often felt like I was a pawn in a game of administration and financial profits. I became a travel tech and took short-term assignments in hospitals all over the country. I was searching for a place where I felt like I was helping people and becoming the person I was meant to be.

The job became unbearable for me. 15 years went by. I felt that healthcare in our country was full of red tape and inequality. I was stuck in a dead-end career with nowhere to go.

One day I had an epiphany. I'd always been interested in real estate as a hobby. I had purchased my first home in Boise at the age of 18 and had bought and sold many houses since that time. My husband and I enjoyed flipping homes and I had done brief stints as a real estate appraiser and a real estate photographer.

Ah Ha! I went home that evening and told my husband that I was taking the biggest leap of my life. Everyone thought I was crazy but I knew in my heart that this was where I was meant to go!

4 years later I've built a successful business and a small team, Zen Real Estate Group. I chose the name 'Zen' because after going through many real estate transactions, myself, I knew that there were ways to provide calm, stress-free service in the home buying and selling process. I've provided value and service to many clients and now friends. I learn and grow every day. I'm lucky to be able to spend quality time with my family and contribute to meaningful causes.

I know how scary taking a leap can be. Whether it's buying your first home or your 15th, there's always a lot of the unknown. I can walk you through that. My goal is to provide you with value that you'll remember far beyond the transaction. With my signature 'Tranquility Method' I will help to make your real estate transaction fun and painless.