

Home Sale Success Story

This home sale success story comes from Sally Allen, an Organizer and Move Manager from Denver, Colorado:

“The call came through to my office at about 10:00 a.m. The caller, Ann, was stressed, and at the same time hopeful. Could I help her manage a move for her family, including husband, elderly mother, and aunt, from Oklahoma to California? And could I manage to do some of the process long-distance over the phone? *Certainly*, I replied with enthusiasm.

I immediately began working on a plan to prepare for Ann’s move that included the three stages of relocating:

- Stage 1: Before – getting the house ready to sell
- Stage 2: During – supervising the move
- Stage 3: After – settling into the new home

Ann and I agreed that after the initial consultation, we would have a one-hour phone consult each month to keep her on track. Ann remarked, *It’s like you’re giving me homework, and each month there is a test to see if I pass or fail!* Exactly.

As we wrote the plan, we set a date for the move and worked backward, assigning homework on a monthly basis. This meant we would assign a specific room each month to be the target of Ann’s attention. She was to focus on that room, sorting and purging through her ‘stuff’ and identifying the ‘treasures’ that would move with her. She would then move into another room until the entire house had been ‘swept’ and was ready for a buyer’s eyes and the mover’s attention.

As the move date approached, Ann bought me a plane ticket and arranged for accommodations and a car so that I could come to Oklahoma to assist with the final stages of preparing her home to sell, and to supervise the packers and loaders.

Two days before I was supposed to fly out to Oklahoma, Ann called to say, *You have done such a terrific job helping me through the downsizing phase of the move that our house is already on the market and looking terrific. Why don’t we cancel your trip to Oklahoma and have you come to California instead to unpack, organize, and help us put away?*

What does success look like? The home sold in less than three weeks and Ann was positively ecstatic about how relatively stress-free the whole process had been.”

Sally Allen is the owner of A Place for Everything, LLC. She’s been featured on HGTV and in *Real Simple* magazine, *Better Homes and Gardens* magazine, *The Wall Street Journal*, and other media. Learn more about her at www.aplaceforeverythingllc.com. If you need help planning your move, call Sally at 303-526-5357.