



Move... Improve... or Relocate?

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To move... improve... or relocate?

Today's question, presumably asked by millions of homeowners, "to move, improve or relocate?" for many, may not be the right question.

The conventional question regarding whether one should move, improve or relocate typically occurs when either a home seller or sellers are attempting to resolve some of the following issues:

- + Should we put in a new kitchen, go through remodeling stress... or just buy another home that has the kind of kitchen we desire?
- + Should we, now that we have two additional children... build an addition, or buy a larger home?
- + Should we continue living here because our children have lots of friends, and we like our neighbors, and just put up with our backyard being excavated for a pool, or sell this home and buy another home with a pool?
- + Should we run the risk of over-improving our home for the neighborhood... or move up?
- + Should we take out a home equity loan for the improvements... or buy another home with a new mortgage?

These aforementioned questions and innumerable others typically only pertain to the binary decision of whether to move, improve or relocate. Just as the iconic real estate trifecta of location, location, location, which relates to wise investment decisions has given way to lifestyle, lifestyle, lifestyle, so too the issue of move, improve or relocate needs to be expanded to should one significantly alter their lifestyle.



Any knowledgeable, market-savvy real estate professional would be very enthusiastic to discuss with you the pros and cons of whether you should move, improve or relocate. For that matter, so would home-improvement and moving companies. A true trusted real estate advisor, however, is a professional prepared to mutually explore options that greatly exceed all that one's home should offer by encouraging conversation regarding much more expansive lifestyle considerations. Including considerations that might mean not buying another home within that particular market. It is recommended however, since you and you alone as the real estate consumer, should make the decision that first and foremost, you should fully consider the many lifestyle changes and consequences that pertain to your ultimate decision.

The purpose of this brochure, therefore, goes well beyond encouraging homeowners to carefully assess whether they should move, improve or relocate. Instead, we respectfully invite you, and where applicable your partner and/or children, to respond to a different question.

SHOULD YOU SIGNIFICANTLY CHANGE YOUR LIFESTYLE, IF SO, WHEN AND HOW?

Since most homeowners on average move approximately every 10 years, any lifestyle-related decision should also contemplate lifestyle factors that exceed the physical boundaries of square footage and property.

Accordingly, instead of just considering opting for more contemporary kitchen cabinets, vaulted ceilings, or an outdoor kitchen or spa, perhaps the additional focus should be devoted towards the option of deeply contemplating a major lifestyle adjustment. Quite possibly this may be the time to decide that rather than adding a deck that would overlook a neighbor's barbeque, which resides on a street reflecting remarkable housing conformity, that instead, you might seek a lifestyle transformation. One in which a view of the mountains, ocean, lake, river, woods or greater privacy becomes profoundly more appealing than either a deck at your present home, or one adorning the larger home within town.

The difference between changing your overall lifestyle, or merely determining whether you should move, improve or relocate, might also at this time point towards assessing the future impact of migration, economic, and for some, climate-related trends.

For example, for all those interested in, or already contemplating a significant lifestyle change, such as a senior lifestyle, moving up, downsizing, right-sizing, moving together with more family members, moving away from family, from urban to suburban, from rural to urban, from suburban to either urban or rural, to higher or lower density, to assisted living, or a move to different states or countries, this is when you should call upon a trusted real estate advisor to comprehensively and confidentially help you.

This is when a process should begin that accesses and interprets data points and lifestyle options that go well beyond the simplicity of moving or improving. This is because one could improve the size and amenities of their home or buy another, while overlooking a much more abundant lifestyle that might be available that could transcend the mere physical changes to a home. Often overlooked in move, improve or relocate discussions are the following lifestyle-related options.

The following list includes some but not all the factors one might consider when looking to not only change one's home, but rather, one's overall lifestyle.

Please answer from 1 to 5 the importance you place upon each of these listed lifestyle related factors. While these questions do not lead to a definitive answer, as only you as an individual, couple, or family, can decide, by carefully evaluating the importance of each individual lifestyle component, this process should be helpful in your determining whether you simply improve, move, or transform your lifestyle.

1. ____ How important are job opportunities?
2. ____ How important is convenience to transportation?
3. ____ How important is geographical proximity to extended family members?
4. ____ How important is it living near existing friends?
5. ____ How exciting is it to make new friends?
6. ____ How important is it to live in a major city?
7. ____ How important is it to live in a small city?
8. ____ How important is it to live in a small town?
9. ____ How important is it to live remotely?
10. ____ How important is it to live near a major airport?
11. ____ How important is it to be convenient to museums, culture, etc.?
12. ____ How important are parks and recreation opportunities?
13. ____ How important is it to be near a major hospital?
14. ____ How important is your home's acreage?
15. ____ How important is quality of education for your children?
16. ____ How important are shopping opportunities?
17. ____ How important are dining opportunities?
18. ____ How important is the general perception of the state?
19. ____ How important is how the state or local area votes politically?
20. ____ How (if at all) are you concerned with climate change and rising sea levels?
21. ____ How important is living with a diverse population?
22. ____ How important are state and local taxes?
23. ____ How concerned are you about natural disasters, i.e. wildfires, tornados, hurricanes, earthquakes, flooding, and excessive heat or cold?
24. ____ How important to live amongst seniors?
25. ____ How important is the financial health or projections of a potential state?
26. ____ How important is it to live near a university or college town?
27. ____ How important is pet-friendly amenities?
28. ____ How important are conveniently located houses of worship or specific religious communities?
29. ____ How important is the cost of housing?

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Only you can decide whether
to move, improve or relocate.

And whether you want to renovate your property, move to a new home or relocate somewhere entirely new, as your Berkshire Hathaway HomeServices network Forever AgentSM, I can help you not only determine your lifestyle and real estate goals, but also accomplish every one of them.

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