

🎉 Congrats! You're One Step Closer to the Next Chapter
Making the decision to sell and buy a home at the same time can feel like a lot—but this guide was designed to make it a whole lot easier.

Inside, you'll learn how to:

- ✓ Make smart timing decisions
- ✓ Understand your equity
- ✓ Explore your best move-up or downsize options
- ✓ Navigate the market like a pro

You'll walk away with a clear game plan that fits your goals, your timeline, and your future.

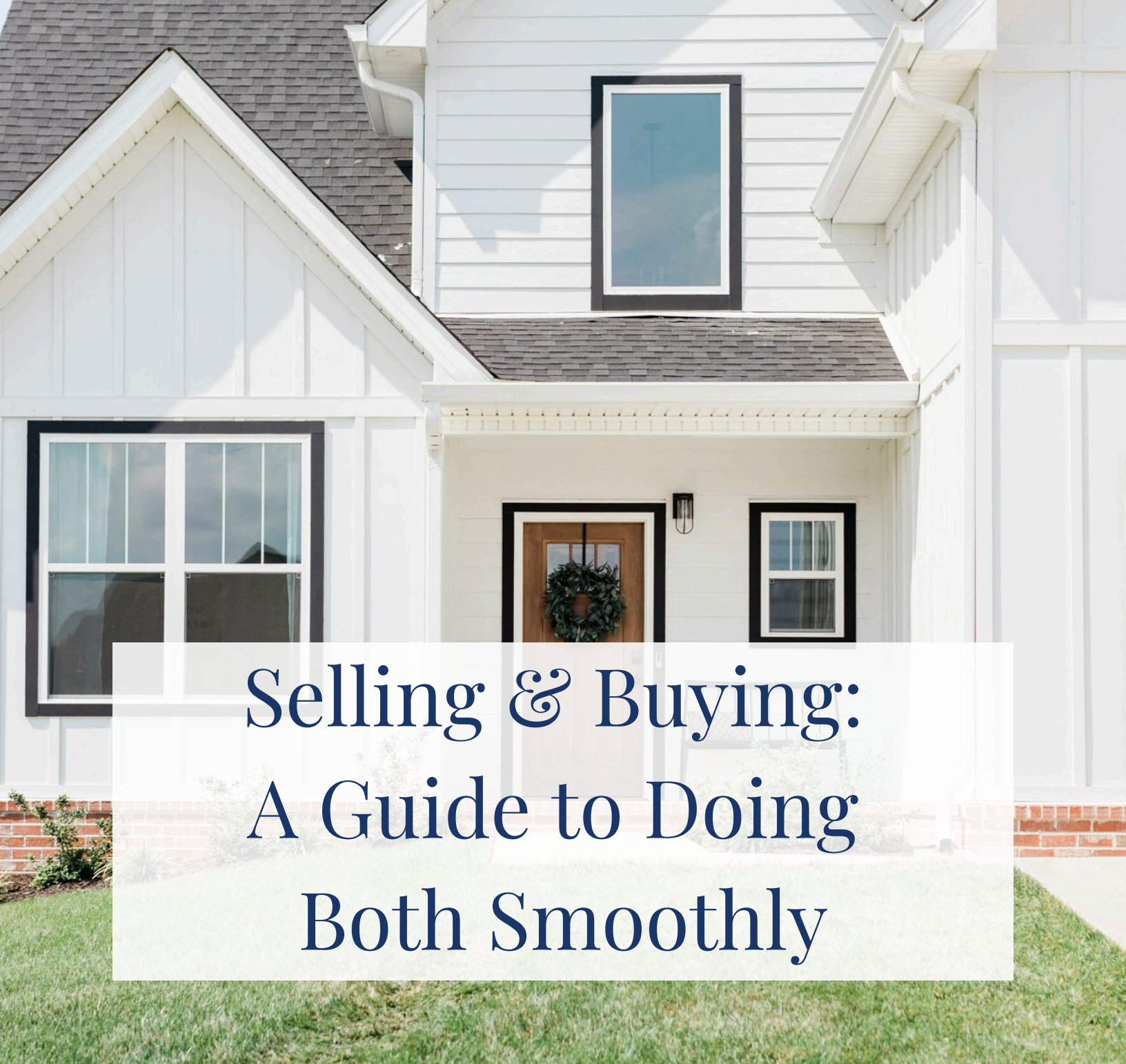
★ BONUS:

Want even more help?

Scroll to the end of this guide for exclusive access to my Savvy Seller's Course—a free video series packed with everything you need to know about prepping, pricing, and marketing your home like a pro.



LIZ OPATIC
REALTOR®



Selling & Buying: A Guide to Doing Both Smoothly

**A simple plan to help West Michigan
homeowners move without the stress.**



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A photograph of a white house with a grey roof and a green lawn. The house has a small window with a dark frame. The text is overlaid on a white rectangular background with a dark blue border.

Hello!

If you're reading this, chances are you're thinking about making a move—and you're trying to figure out the best way to sell your current home and buy your next one without all the stress. You're in the right place.

Whether you're upsizing for more space or downsizing into a simpler lifestyle, this packet was designed to give you clarity and confidence through the entire process. You'll find a step-by-step strategy, helpful tools, and answers to common questions Jenison homeowners ask when they're getting ready to sell and buy at the same time.

There's no rush here—feel free to review everything at your own pace. And when you're ready, I'd love to talk more about your goals, your timing, and how we can create a smooth, well-timed plan that works for your life.

You can schedule a free planning call anytime using the link at the end of this guide.

I'm so glad you're here—and I'm excited to help you move into your next chapter.

Cheering you through life's biggest moves,

Liz

How to Calculate Equity In Your Home

Your home equity is the money you can use to help buy your next home.

It's the part of your home you really own —and figuring it out is as easy as 1, 2, 3!

01.



STEP ONE - FIND OUT HOW MUCH YOUR HOME IS WORTH

To find out how much your home is worth you would look at recent sales of homes similar to yours in your area.

02.



STEP TWO - SUBTRACT YOUR MORTGAGE BALANCE

Next you take your homes value and subtract the amount you owe on all loans secured by your house

03.



STEP THREE- YOUR HOME EQUITY

Next you take your homes value and subtract the amount you owe on all loans secured by your house

YOUR HOMES VALUE - MORTGAGE BALANCE = HOME EQUITY

REQUEST A PERSONALIZED
MARKET ANALYSIS



Should You Sell First or Buy First?



Making a move while buying and selling a home at the same time can feel overwhelming—but it doesn't have to be. With the right strategy, clear communication, and a personalized game plan, you can move smoothly from one home to the next.

YOUR BIG QUESTION:

Do I buy first, or sell first? Trying to sell and buy at the same time can feel tricky—but don't worry. There are a few different ways to do it, and I'll help you figure out what's best for you. Here's a breakdown to help you decide:

OPTION 1:

Sell First, Then Buy- You list and accept an offer on your current home before purchasing a new one.

Opportunities:

- You'll know exactly how much equity you have to work with.
- You'll have more buying power with cash in hand.
- It may be easier to qualify for your next mortgage.

Challenges:

- You may need temporary housing (short-term rental or staying with family).
- Double moves can be stressful and costly.
- If inventory is low or your ideal neighborhood is competitive, you might feel rushed or settle for a home that's "good enough" instead of the right long-term fit.

OPTION 2:

Buy First, Then Sell- You purchase your next home before selling your current one.

Opportunities:

- No need for temporary housing or multiple moves.
- Extra time to declutter and prepare your current home.
- Less pressure in finding the right home.

Challenges:

- You may carry two mortgages for a time.
- You'll need a strong financial position (cash, bridge loan, or lender approval).
- Your home equity isn't yet liquid, which can affect your down payment.

OPTION 3:

Write an Offer Contingent on Selling Your Home- You find the right home, then write an offer that's contingent on selling your current home.

How it works: Your purchase depends on your current home going under contract and successfully closing. You'll typically list your home right away and aim to align timelines between both transactions.

Opportunities:

- You avoid owning two homes at once.
- You're able to move forward when you find the right home—even if your current one isn't sold yet.
- This option might be a fit if your home is highly marketable or already listed.

Challenges:

- If you're competing with non-contingent offers, the seller will almost always favor those offers due to fewer risks.
- To make your offer appealing, you may need to offer more and give the seller more favorable terms—such as flexible closing dates or waiving minor repairs.
- Many sellers won't take their home off the market until your home is under contract—which means you could lose out on the home you had your heart set on.
- If your home takes longer to sell than expected, the deal on your next home could fall through altogether.

So... What's the Right Move for You? That's where I come in. I've helped many homeowners navigate this process, and every situation is different. During our consultation, we'll look at:

- Your equity and financing options
- Your home's current market value
- Your moving timeline
- Your comfort with financial risk

Together, we'll create a game plan that protects your interests and helps you transition smoothly.

How I'll Market Your Home

When you sell your home with me, I make sure it stands out. Here's what I'll do to help get the best price—and the right buyers:

Your Home's Story

A compelling, professionally written description to highlight your home's best features across all platforms.

Social Media Strategy

Organic posts and paid ads across Facebook, Instagram, and YouTube to reach local and active buyers.

Professional Photography

Interior, Exterior and aerial shots that showcase your home in its best light and attract more online views.

Promotion to My Network

Exposure through my agent and buyer network, including RE/MAX's global reach.

Video Marketing

Walkthrough videos and social-ready Reels that grab attention and keep your home top-of-mind.

Email Campaigns + Custom Website

Targeted email blasts with direct links to your home's website featuring photos, video, & listing info.

Maximum Online Exposure

Featured on all major real estate sites—Zillow, Realtor.com, REMAX.com, Homes.com, and more.

Open House Marketing

Well-promoted open houses designed to create buzz and attract the right buyers.

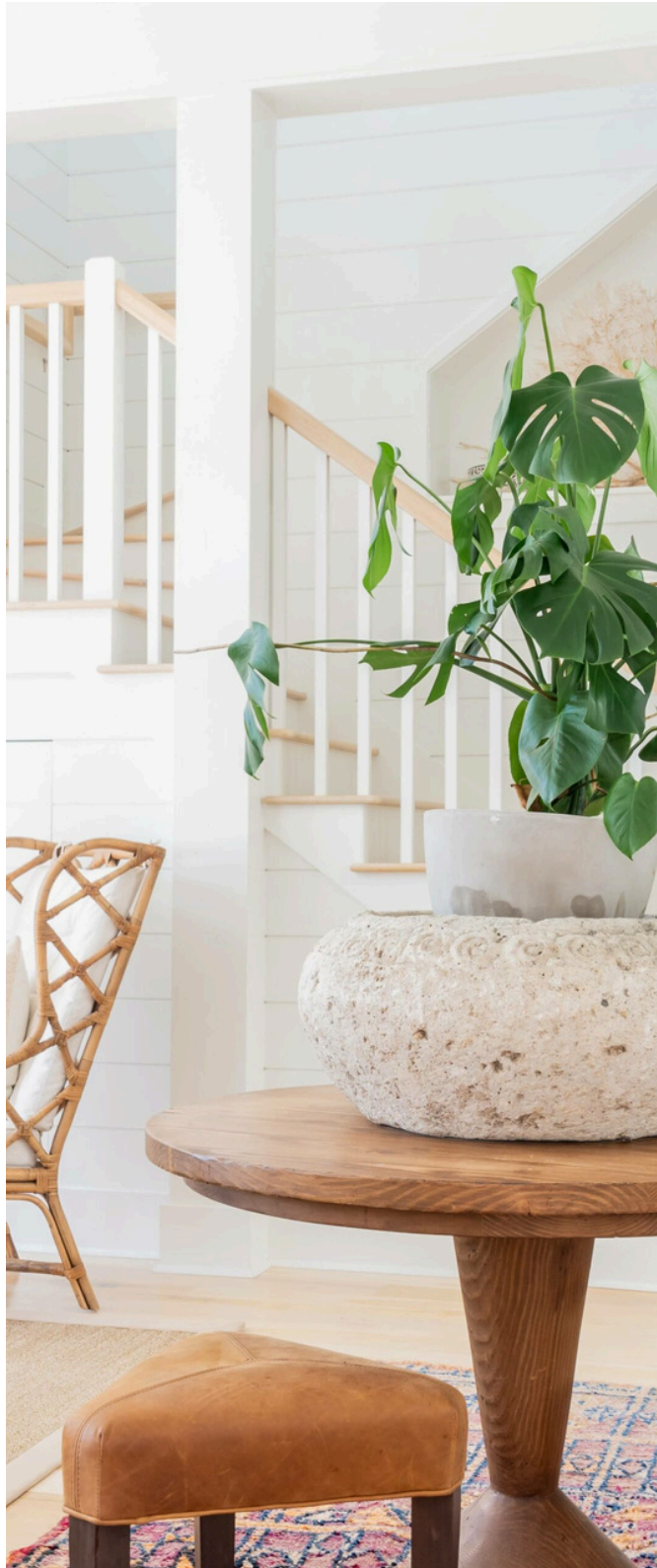
High-Quality Print Materials

Flyers, sign riders with text capture codes, and local signage that make your home memorable.

Buyer Follow-Up & Strategic Communication

No detail is overlooked—every showing and inquiry is followed up to maximize interest and feedback.

Home Seller + Buyer Testimonials



Liz was such a joy to work with. She made the process of selling and buying our home as easy as it possibly could be. Great communication and kept all of our wants and needs at the forefront of our home search. We will definitely use her again when it's time for our next house.

-Chad & Chris W.

Liz was a great listing agent and buyers agent! She helped us through the whole process with such ease and helped us get the perfect condo for our family! I would HIGHLY recommend her and weather you are looking to sell or buy... OR BOTH!

- Brian & Stacy D.

This summer when we decided to sell our starter house and purchase a larger home for our growing family, it was a no brainer to have Liz help us! Her knowledge, experience and contacts helped us navigate over 30 offers on our home, get through the crazy bidding wars which plague the current market, find a great financing partner and get us into a beautiful new home for our family.

-Kyle & Lucy K.



Let's Create Your Game Plan!

You've got the guide—now let's build a plan that fits your goals, timeline, and next chapter.

Whether you're just starting to explore your options or you're ready to list soon, I'd love to help you take the next step with clarity and confidence.

[CLICK HERE TO SCHEDULE A NO OBLIGATION PHONE CONSULTATION](#)

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BONUS

ACCESS TO MY SAVVY SELLER
ONLINE COURSE



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