

The D.W.E.L.L. METHOD



A
SIGNATURE
PROCESS
CREATED
BY
KRISTINA

DWELL
RALEIGH
REAL ESTATE



GIVING
YOU
THE
CONFIDENCE

TO
ACHIEVE
YOUR
HOME
OWNERSHIP
DREAMS

REMEMBER WHEN YOU BOUGHT YOUR FIRST HOME?

YOU WERE SO EXCITED. IT WAS PERFECT!

You couldn't wait to make it your own!

Weekend DIY Projects - Trips to Hardware Store - You got a dog....

Soon you brought your 1st baby home.
As the years went by, the love affair
with your home started to fade.

It was perfect when it was just the
two of you, and maybe even after
you had your first baby, BUT
THEN# 2 arrived.....

THAT WAS
THEN.

Now all the rooms are full, and some rooms
are being used for other purposes.

The kids share a room.
No guest room for grandparents.
Not a room to spare.

You're both working from home.
One office is in the dining room and the other in your master bedroom.

*the photos are of my husband and me, we've been there.

*You've tried to make it work, but you are constantly overwhelmed.
You never feel settled. Everything seems to be in the wrong place.*

THIS IS NOW.

Toys are stashed in random places throughout your home. You've had to get creative!

The location is not convenient. School drop-offs, activities- you are always on the go. You are losing precious time and money with all the running around.

You really need a larger yard for the kid's swing set and trampoline.

The house just seems so small. You just don't feel at home anymore. And you can't stop thinking about it.



You need a bonus room or a basement. Sleepovers and movie nights on the weekends mean everyone is in the living room.

When the kids get older, you want them to invite their friends over. A pool would make your house the "cool" house.



EVERYTHING IS A PROBLEM

Everyone is growing, and so is the stress because the house isn't growing with you. Even the house is suffering. Things are falling apart and in need of updates. You're not sure if you should spend the money, knowing you want to move.

Painting the kitchen cabinets and making little updates here and there doesn't make up for the fact that you don't have an open floor plan and the extra space to entertain and host gatherings.

When family comes there's no room for them to stay. The kids are tired of sharing their room and sleeping on the floor when the family comes to visit.

YOU JUST CAN'T KEEP TRYING TO MAKE YOUR CURRENT HOUSE "WORK" FOR YOU.

You know deep down that if you don't do something, the problem will continue to grow.

You'll continue to envy your friends who moved, settled, and are enjoying extra space

If you wait any longer to sell, your home will begin to have delayed maintenance issues, like a roof, HVAC, or siding. The money that you'll spend could be used towards a new house that better fits your needs.

Not to mention that there's such a demand for homes for singles or young couples and families in your price range, that now's the best time to sell to get the most equity out of your home.

The right house for you is out there, you just have to make the decision to make a change.



Hi! I'm Kristina. Over 23 years ago (and 2 years into my marriage), I received notice that the company I worked for was going out of business. I would no longer be their Director of Visual Merchandising.

While others worried about what to do next, I had a secret smile. The timing was perfect. We wanted to start a family. Little did we know then that it would take 5 years.

In 2002, we were told we had less than a 1% chance of conceiving on our own. In that same year, we did 2 rounds of IVF with no results.

While friends and family were having babies, we were heartbroken. We continued to pray, cry, and plan our next steps.

In 2003, I became a full-time Realtor. I was excited, to start my new career but also knew that my first desire was to have a baby. I met with the broker in charge and said, "I just want you to know that this is not what I had planned to do right now in this time of my life. God led me to this so I am going to trust God to provide the extra inspiration I need". That is what indeed happened! In fact, many in my office asked the BIC what I was doing have such great success in my first year.

I believe that things happen in our lives in order to get us to a new, better place.

We have to be open and ready even in the most difficult circumstances.

We need to realize that change is an opportunity for growth.

When things happen in life, we ask why? when?

Why do we have to move?

Why do I have this sickness that doctors can't figure out?

When should we move?

When will things change?

The rest of the story.

My desire to have children made me passionate about working with families- all of whom face problems when they outgrow their homes.



If I hadn't lost my job, had failed rounds of IVF, and became a Realtor BEFORE I had a baby, I wouldn't have what I have today and I wouldn't be doing what I love.



Look at us now!
3 Beautiful Children
(all true miracles, not from IVF)
Miracles DO happen.



Sometimes things don't happen in our timing,
but now I see the timing of miracle was perfect.

I know that making the decision to move comes with many questions and stressors. My D.W.E.L.L. Method will ease your mind and give you the answers and support you need.

Change Involves Unknowns

Through my signature process and my experience, you will feel confident that the decisions you are making are right. You will have the best partner and friend working with you.

*To "Dwell" means to be settled, but it also means to think about.
My D.W.E.L.L. Method will take you from thinking about moving, to
finally being settled, both in your new home and in your hearts.*

The D.W.E.L.L. Method



Develop a
Strategy



Work together
to make
a plan



Execute a
Search



List &
Leverage
Options



Lead through
Contract
to Close



Step One: Develop a Strategy

THIS STEP LAYS THE GROUNDWORK FOR ALL THAT IS AHEAD AND IS WHERE WE ESTABLISH OUR RELATIONSHIP WITH EACH OTHER.

You've thought about moving for some time now... its time for me to learn more about you, meet your family, tour your home, and talk about what you love about your home and the memories you have.

We'll talk about your "why" for moving and what's brought you to this point. This will include discussing all the features that you're wanting in a new home, and how we'll get there.

I'll also discuss the options and strategies available for how to sell your home and purchase a new one with the least amount of stress for your busy family.



Step Two: Work together to make a plan

IT'S IMPORTANT FOR YOU TO BE INFORMED AND HAVE A PLAN.
WHEN THE TIME IS RIGHT, WE'LL LIST AND FIND YOUR NEW
HOME THAT YOU LOVE.

We'll prepare a "to do" list for you and me! You may already have a "honey-do" list, if not, we will create one and include your whole family in the process, adding and even taking away tasks to make it easier!

Decluttering, touch-up paint, deep cleaning, and staging are some of the tasks we will discuss. If you don't want to DIY it, I can put you in touch with trusted professionals.

You should also gather any paperwork you have about your home.

Have your calendar handy! We'll set up a time for professional photographs and measurements, and we'll plan dates for making your home "active" in MLS.



This plan will look
different for everyone

Based on our
strategy session



Step Three: Execute a search

THIS IS THE FUN PART!
YOUR DREAMS ARE BECOMING A REALITY.

You've already been searching for homes. You can't wait to find out which one will be yours in the end. You envision your families in the potential houses you've seen.

It's time for us to shop (in a perfect world that is... I know sometimes you'll find a home before we discuss our first step, but I have you covered no matter where we start the process).

You'll receive listings from me and MLS searches custom-tailored to you.

We can do a "shopping trip" where we view multiple homes on one day or view one house, whatever works for your schedule.

Once we find "the one", we will write an offer! I will work tirelessly to secure the perfect terms for you with my negotiating skills while keeping in mind our strategic plan.



You'll start to visualize yourself in your new home.

You will finally be ready to move forward and it will feel so good.



Step Four: List and Leverage Options

YOU'VE FOUND A HOUSE YOU LOVE!
THE DAY HAS COME TO PUT THE 'FOR SALE' SIGN IN YOUR YARD.
I KNOW THIS CAN STIR UP EMOTIONS,
BUT I PROMISE, IT'LL ALSO BE EXCITING!

We may have found your dream home, or know we will soon. Now, it's time to find the perfect family for your current home so that we can close on both homes as close as possible, if not on the same day.

I'll send you updates on showings and feedback, and be your counselor and friend through the process.

We'll discuss ways to make your life easier during this time - showing requests come in often but that is exciting. Rest assured, it'll only be for a short time and you'll make it through!

When an offer is received, I'll ensure that the terms are ones that are in line with what we've already discussed, so you get the most money possible for the sale of your home and terms that work for you.

If we are dealing with a multiple offer situation, we will make another strategic plan to assure you get the best offer to fit all your financial and personal plans.



You'll be so proud of
your decision and your
new home.

You are
Ready.




Step Five: Lead through Contract to Close

AFTER THE INITIAL NEGOTIATIONS, I WILL LEAD YOU THROUGH
THE CONDITIONS AND DATES
THAT NEED TO BE MET AND MONITORED.

When we have signed contracts in hand, I'll work on moving us from contract to close and clearing any conditions, such as inspections or title searches. If anything comes up during the inspection that triggers a negotiation, I'll navigate you. I'll be in constant contact with mortgage lenders, buyers agents, listing agents, attorneys, and inspectors throughout the process to make sure that all the details are taken care of in the time frames agreed upon by both parties and in both contracts.

This is a time that you can enjoy your current home again for a short time (as there are no more scheduled showings) and you can begin serious packing! You'll hear from me and see me a lot during this time, as I continue to gather information from you for closing and help prepare your current home for the next buyers to love as much as you have.

When the closing day comes, we'll celebrate together!



I'll work on moving us
from contract to close

Let the packing begin!

HERE'S WHAT YOUR LIFE WILL LOOK LIKE!



- You sold your home and it wasn't as hard as you thought it'd be!
- You were informed of the process, we had a strategy, and I was with you every step of the way.



- We found you a new home that you're so excited about and made it a bit easier for all the family members to leave the home you first loved, that was full of memories.



- You're excited about the house, location, the features you dreamed about, and your future!

- You have garage and space to stuff!

- You were able to get rid of a lot of things before you moved, and now everything has a home .



- Your kids have their own bedrooms, you have a guest room and your own office.



- The location is perfect for your busy life and the years ahead with schools and activities.
- You met the neighbors and your kids made new friends. They've already come over to spend time in your yard and playroom, which is a perfect place for all the Legos, consoles, and even the gymnastics mat that you had stored away in the attic.
- You wonder why you waited so long to do this! You also realize that the timing was just right.

*You're happy, your kids are happy,
that is all that matters now...*

I've helped many families just like you.
Here are some kinds words....that bring a tear to my eye.

TOP-NOTCH! We worked with Kristina Nieshalla to sell our house in North Raleigh.

Kristina was simply amazing to work with at every moment of the process. She has a keen eye for how to prepare a house to sell, was "dead on" in her valuation, and was a tough negotiator on our behalf.

We have bought and sold many houses and this was our smoothest real estate transaction ever.

We cannot say enough good things, and we wholeheartedly recommend her for your transaction.

Bravo, bravo, bravo!!

J.M - Seller/Buyer, Raleigh/RTP

Kristina is the best realtor we have ever worked with!! She is kind, patient, and honest which is exactly what anyone would want during such a stressful time.

Not only did she sell our old house, but she also found us our dream home all within ONE month! I recommend her to all of my friends and co-workers any chance I get.

J.P - Seller/Buyer, Durham/Raleigh

Kristina is more than just a real estate agent. Kristina is your agent, your friend, your cheerleader, your support system, your counselor, your listening ear, and even your therapist when you are ready to crack under the pressure. I love the fact that she was never a salesperson and always paid special attention to our specific needs and wants.

I have to point out that she found our home for us! We'd "search" and "Trulia" multiple homes, but it was her ability to pay attention to detail and understand what it was that we were wanting in the home that landed us right where we are....and that is HOME!

I cannot say enough about how professional and courteous Kristina was and continues to be. Even after the close, she has been a source of advice and she doesn't have to be. Her job is done! Yet, she takes my call with a smile on her face (you can hear it through the phone) and helps me get through my concerns (first-time homeowner jitters).

Kristina has earned a special place in the hearts of my family and we can never say thank you enough for how much she has done for us. We appreciate her being our champion throughout the entire home buying process.

T.S - Buyer, Knightdale

NOW IS
THE TIME.

You've been
ready for a
while.

Let's have the
conversation.

I look forward to
talking to you and
meeting your family.

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Go to DwellRaleigh.com for more information and to schedule a call or FB Chat
OR
Text me at 919.696.9622